14th Annual International Public Relations Research Conference

8:30 – 9:30 RESEARCH DISCUSSIONS, I

Presiding: Don W. Stacks, University of Miami

Ethics and the Government Response to the Deepwater Horizon Disaster
Suzanne J. Horsley, University of Alabama, and Amber Hutchins, Trinity University

Generalizing from PRSA to Public Relations: How to Accommodate Sampling Bias in Public Relations Scholarship
Vince Hazleton, Radford University, and Bey-Ling Sha, San Diego State University

The Point of No Return: Staying inside the Lines of Propriety and Civility in Media Situations
Susan B. Walton, Robert I. Wakefield, and Lincoln Hubbard, Brigham Young University

Media Transparency in the Communist and Post-Communist Countries: Examining Media Practices Cross-Nationally
Anna Klyueva and Katerina Tsetsura, University of Oklahoma

Autonomy-Dependency Paradox in Organization-Public Relationships: A Case Study Analysis of a University Art Museum
Christopher Wilson, Brad Rawlins, Brigham Young University, and Kevin Stoker, Texas Tech University

The Role of U. S. Public Relations Models in Shaping French and Romanian Public Relations Practices
Sorin Nastasia, Southern Illinois University Edwardsville

9:45 – 10:45 RESEARCH DISCUSSIONS, II

Presiding: Judy VanSlyke Turk, Virginia Commonwealth University

Cynicism toward CSR: Exploring Individual and Environmental Traits for Cynicism
Hyejoon Rim, University of Florida, and Jaejin Lee, Florida State University

@ PRHealthIndustries: An Examination of Public Relation Practitioners’ Use of Social Media in the Health Care Industry
Kristen Campbell Eichhorn, SUNY Oswego, Andrea Bullard, Step One Creative, Pamela Caraccioli, Oswego Health, Caroline Early and Eileen McCarthy, Purdue University
Lehman Shock Impact on Japanese Companies and Changes of Corporate Communication
How to Measure Qualitative Change in PR System of Companies
   Naoya Ito, Hokkaido University (Japan)

Effects of Parasocial Interaction on the Diffusion of Innovation Theory
   Denver Applehans, San Diego State University

What is the Financial Impact of Negative News about Collegiate Sports Teams?
   Using Fan Identification to Understand Audience Responses
   Tom Isaacson, Marquette University

Additional Exploration about the Impact of Social Media and Other New Technologies on Public Relations Practice
   Donald K. Wright, Boston University, and Michelle Drifka Hinson, Institute for Public Relations

11:00 – 12:00  RESEARCH DISCUSSIONS, III

Presiding: Linjuan Rita Men, University of Miami

Beyond Sentiment Analysis, Can We Automate Trust Measurement?
   Katie Delahaye Paine, KDPaine & Partners

Crisis Response across Borders: The Quest for Transparency and Accountability in the Case of British Petroleum (BP), Ben-Q and Satyam
   Donyale R., Padgett, Wayne State University, Sophy Cheng, University of Taiwan (Taiwan), and Vinita Parekh, Wayne State University

Pushing the Envelope: Emotional Intelligence for Excellence in Public Relations
   Melissa D. Dodd, University of Miami

A Social Identity Approach to Crisis Communication: The Effect of a Group-Serving Bias on the Public’s Responses to an Organizational Crisis
   Hyojung Park, Jiyeon Jeong, and Glen T. Cameron, University of Missouri

Strategic Communication for Multi-National Forces in Iraq: Development of Four STRATCOM Plans
   Kenneth D. Plowman, Brigham Young University

Barriers to Communication Audits
Louis C. Williams, The Lou Williams Companies, Inc., and David M. Dozier, San Diego State University

12:00 – 1:00  LUNCHEON — RESTAURANT

1:45 – 2:45  RESEARCH DISCUSSIONS, IV

Presiding: Donald K. Wright, Boston University

Strategic Leadership in Public Relations: Dimensions, Measurement, and Validation

Juan Meng, University of Dayton, and Bruce K. Berger, University of Alabama

Crisis Communication: Differences in Online Media, Blogs and Interactive Comments

Betsy D. Anderson and Katheryn R. Rucke, University of St. Thomas

The Effects of Crisis Attribution, Information Form, and Source on Publics’ Crisis Responses: Examining the Role of Social Media in Effective Crisis Management

Yan Jin, Virginia Commonwealth University, Brooke Fisher Liu, and Lucinda L. Austin, University of Maryland

Cultural Values Reflected in Corporate Pages on Popular Social Network Sites in China and the United States: A Cross-Culture Comparison

Linjuan Rita Men and Wanhsiu Sunny Tsai, University of Miami

The Licensed Ethical Conscience: A Quantitative Analysis of Public Relations Licensing on Ethics in Brazil

Angela Marie Fischer, PRIME Research

How Today’s Digital Landscape Redefines the Notion of Control in Public Relations

Laurie Phillips and Daren C., Brabham, University of North Carolina at Chapel Hill

3:00 – 4:00  RESEARCH DISCUSSIONS, V

Presiding: Brad Rawlins, Brigham Young University

Using Social Media to Mobilize the Millennial Generation to End Child Abuse

Richard T. Cole, Thomas Hove, and Hye-Jin Paek, Michigan State University

A Content Analysis of Press Releases Dealing with Crisis

Jinbong Choi, Texas State University-San Marcos
Public Relations Practitioner Characteristics as Factors Affecting Organizational Blog Content
  Timothy Penning, Grand Valley State University

Industry Crises and External Communications during U.S. Coal Mining Disasters: Theoretical and Practical Implications
  Bonnie Stewart and Diana Knott Martinelli, West Virginia University

The Effects of Corporate Social Responsibility, Reputation and Brand Equity on Media Companies’ Financial Performance
  Hyunsang Son, University of Florida

Stating Organizational Values as an Approach to Obtaining Strategic Legitimacy: An Examination of Corporate Use of Organizational Values on Fortune 500 Web sites
  John Brummette, Lynn M. Zoch, and Randy Taylor, Radford University

4:15 – 5:15 RESEARCH DISCUSSIONS, VI

Presiding: Lynn Zoch, Radford University

Prisoners of Politics and Profits: Avoiding Impending Prisoners’ Dilemmas in U.S. Congress and the National Basketball Association in 2011
  Jeffrey Joe Pe-Aguirre and Fritz Cropp, University of Missouri Columbia

Making the Grade: What Constitutes a Successful PR Education?
  Eunseong Kim and Terri L. Johnson, Eastern Illinois University

Facing Faceless Managers: An Attempt on Quantitative Profiling of PR Practitioners in Japanese Companies
  Junichiro Miyabe, Hokkaido University (Japan)

Pushing the Envelope by Learning from Failure in Cross-Border Product PR
  Holger Sievert, MHMK University for Media and Communication, and Bodo Kirf, Komm.passion GmbH (Germany)

The Crisis with No Name: On Theorizing the Interplay of Ethnicity, 'Race', and Culture on Organizational Issues and Media Outcomes
  Brooke Fisher Liu, University of Maryland, and Donnalyn Pompper, Temple University

Corporate Social Responsibility among SMEs: Evidence from Italy
Marcello Coppa, AnteprimaLAB (Italy), and Krishnamurthy Sriramesh, Massey University (New Zealand)

6:00 – till?  DINNER AND NIGHT ON YOUR OWN

**Friday, March 11**
Dress: Business Casual

7:00 – 8:15  BUDDGET BREAKFAST
CONFERENCE REGISTRATION

8:30 – 9:30  RESEARCH DISCUSSIONS, VII

*Presiding: Fraser Likely*, Likely Communication Strategies, Ltd.

*Between Convergence and Power Struggles: How Public Relations and Marketing Communication Professionals Interact in Corporate Brand Management*

  Ansgar Zerfass and Lisa Dühring, University of Leipzig (Germany)

*Public Relations Characters Have Split Personalities: A Thematic Analysis of Film-Based Public Relations Characters*

  Cheryl Ann Lambert, Boston University

*Public Health, Public, and the Policymaker: Understanding the Health Information Needs and Uses of Policymakers to Foster Dialogic Relationships That Will Improve Population Health Outcomes*

  Monica L. Ponder, Georgia State University

*A “Missing Chapter” in Public Relations Education: The Intersection between Public Relations and Entrepreneurship Education*

  Jeffrey Brand, Millikin University

*Examining the Interplay of an Organization’s Prior Reputation, CEO Visibility, and Immediate Crisis Response to a Crisis*

  Judy VanSlyke Turk, Yan Jin, Sean Stewart, Jeesun Kim, Virginia Commonwealth University, and J.R. Hipple, Grand Valley State University

*FedEx/Ketchum Social Media Benchmarking*

  Daniel Dworkin, Ketchum Pleon Change

9:45 – 10:45  RESEARCH DISCUSSIONS, VIII

*Presiding: Douglas A. Newsom*, Texas Christian University
Communicating “Pink”: A Quantitative Content Analysis of the Trustworthiness and Communication Strategies of Breast Cancer Social Media Sites

Hilary Fussell Sisco, Quinnipiac University, and Tina McCorkindale, Appalachian State University

Charity Versus Environmental and Sustainability Initiatives: What Works Best for Organizations During Times of Crisis

Sufyan Mohammed-Baksh, University of Scranton

Exploring Effects of Corporate Social Media Messages on Audience Behavior: Relationship Management Perspectives

Ji Young Kim and Jinhyon Kwon, University of Florida

Non-Primary Audience Involvement: An Analysis of Corporate Media Companies’ Use of Online Dialogic Communication to Communicate with Varied Audiences

Dustin W. Supa, Ball State University, and Lynn M. Zoch, Radford University

Public Relations Professionals in the Global Corporate Environment

Paulo Nassar, Mateus Furlanetto, and Carolina Soares, University of Sao Paulo and ABERJE

Pushing the Envelope on Media Tools: Identifying Laggards, Innovators, and Media Tribes in Public Relations Practice

Bey-Ling Sha, San Diego State University, John Forde, Mississippi State University, and Melissa LaBorde, Louisiana State University of Alexandria

11:00 – 12:00 RESEARCH DISCUSSIONS, IX

Presiding: Shannon Bowen, Syracuse University

Transparency and City Government Communications

Jennalane O. Hawes, Brad Rawlins, and Kenneth D. Plowman, Brigham Young University

Exploring Organizational Identification as a Group-Based Coping Strategy of Internal Publics under a Crisis Situation

Soo Yeon Hong, Virginia Commonwealth University

Multicultural Environments and Their Challenges to Crisis Communication

Maria Oliveira, University of North Carolina at Charlotte

Why Do They Call It Marketing When They Mean Public Relations? A public Relations Perspective in Real Madrid Brand Building
César García, Central Washington University

Virtual Games as a Tool for Building Image Brand: The Case of Super Volleyball Brasil

Débora Caon Gentil, Vulebrás, Denise Avancini Alves, and Vanessa Ourique Purper, Pontifical Catholic University of Rio Grande do Sul (Brazil)

Exploring the Effects of Organization-Public Relationship and Communication Coorientation on Organizational Reputation in a Higher Education Setting

Anna Czarnecka, Magnolia Sky Communications, Inc., and Lan Ni, University of Houston

12:00 – 1:00 LUNCHEON — RESTAURANT

1:45 – 2:45 RESEARCH SESSION, X

Presiding: Melissa D. Dodd, University of Miami

International Public Relations: An Experiment on a Virtual Model of Learning

Ana Maria Walker Roig Steffen, Pontifical Catholic University of Rio Grande do Sul (Brazil), and Jon Cope, University College Falmouth (United Kingdom)

Multiplier or No Effects? An Experiment Investigating Corporate Source Credibility and Implied Third-Party Endorsement in Editorial News, Advertising and Independent Online Media

Pauline A. Howes, Kennesaw State University, and Lynne M. Sallot, University of Georgia

How Can Social Media Be Effectively Employed for Public Relations in Health Communication? Implications from an Analysis of the Health Information National Trends Survey

Suekyoung Lee and Beom Jum Bae, Florida State University

Media Practice or Media Opacity? Conceptual Considerations and Implications

Katerina Tsetsura, University of Oklahoma, and Dean Kruckeberg, University of North Carolina at Charlotte

PR in the ER: Internal Public Relations in a Hospital Emergency Department

Trent Seltzer, Elizabeth Gardner, Shannon Bichard, and Coy Callison, Texas Tech University

Beyond Reading, Writing, and Research: Assessing the Global and Civic Competency of Public Relations Majors

Sandra C., Duhé, University of Louisiana at Lafayette
3:00 – 4:00       RESEARCH SESSION, XI

Presiding: Tina Carroll McCorkindale, Appalachian State University

Toward a New Framework for Pro-social Public Relations: What Makes NGOs Successful in Gaining Support and Influence
    Robert I. Wakefield, Kathryn J. Burnett, Carrie van Dusen, Brigham Young University

Image Restoration Strategies Employed by Press Secretary Robert Gibbs as President Barack Obama’s Job Approval Rating Declines
    Sonya R. DiPalma, Purdue University

Teaching Teamwork to Public Relations Students: Does It Affect Content Quality in the Classroom?
    Lori Baker-Schena, California State University

A Cross-Cultural Study: American and Korean Public Relations Practitioners’ Dissent Actions on Organization’s Unethical Decisions
    Jin-Ae Kang, East Carolina University, Bruce K. Berger, University of Alabama, and Hochang Shin, Sogang University (South Korea)

Crisis and Stock Performance in Japan: For Public Relations and Crisis Communications
    Koichi Kitami, Hokkaido University (Japan)

Top Management Pressure that Leads to Suicide: A Critical Analysis of the France Telecom Suicide Crisis from the Perspective of the Linguistic Image Restoration Model
    Maryana Bendus and Roxana Maiorescu, Purdue University

4:15 – 5:15       RESEARCH DISCUSSIONS, XII

Presiding: Michelle Hinson, Institute for Public Relations

Ethical Issues for Public Relations Practice in a Multicultural World: Challenges of Restoring the Tourism Industry in Lebanon
    Gaëlle Picherit-Duthler, Zayed University (United Arab Emirates)

Using Rebuild Strategies during Post Crisis Communication: An Empirical Investigation of Athletes in Crisis
    Isabel C. Botero, Illinois State University, and Wesley J. Lind, American Red Cross

The “Buzz and Chatter Model” of the Interplay of Traditional and New Media Covering a Crisis Event
    Patricia Paystrup, Southern Utah University
The Influence of Culture on Public Relations: Comparison of Communications in Three Cases of Contest for Corporate Control
   Koichi Yamamura, Media Gain Co., Ltd (Japan)

Relationship History and Its Effects on Publics’ Perceptions and Communication in Two Types of Public Relations Situations
   Jeong-Nam Kim, Soojin Kim, and Yu-Ra Jung, Purdue University

The Use of Human Voice as a Relationship Building Strategy on Social Networking Sites
   Hyejung Park, University of Missouri, and Hyunmin Park, University of Florida

6:00 – Till?       DINNER AND NIGHT ON YOUR OWN

Saturday, March 12
Dress: Business Casual

7:00 – 8:00       BUFFET BREAKFAST

8:30 – 9:30       RESEARCH DISCUSSIONS, XIII

Presiding: Katie Delahaye Paine, KDPaine & Partners

The Effects of Active Disclosure to Organizational Reputation: How Public React to Transparency Efforts in a Corporate Facebook
   Bokyung Kim, Seoyeon Hong, and Glen T. Cameron, University of Missouri

Does News Coverage Cause The Public to Feel Unnecessary Panic? Exploring the Effects of Optimistic Bias on Publics’ Risk Perception in the Context of Public Health Pandemic Situation
   Jin Hong Ha, University of North Carolina at Chapel Hill, Hyejoom Rim, University of Florida, and Eunhwa Jung, Pennsylvania State University

The Impact of Social Networks in Public Relations on Political Campaigns
   Izzet Bozkurt and Nadirabegim Mombekova, Yeditepe University (Turkey)

What Does ROI Mean? An Investigation on the Use of ‘Return on Investment” in Public Relations Practice
   Tom Watson, Bournemouth University (England)

The White House Garden Campaign – Mass Suasion Translated into Do-it-Yourself Empowerment
Sarah Resnick-Luetke and Burton St. John III, Old Dominion University

A Group Project as a Pedagogical Vehicle to Generate Research Ideas, Collect, Process, and Analyze Data, and Develop Policy Recommendations in an Undergraduate Public Relations Research Methods Course

Svetlana V. Kulikova, Georgia State University

9:45 – 10:45  RESEARCH DISCUSSIONS, XIV

Presiding: Dean Kruckeberg, University of North Carolina at Charlotte

Fortune 500 Foray: How the Nation’s Largest Insurer Leverages Social Media

Matt Kelly, State Farm Insurance Company, and Dustin W. Supa, Ball State University

The Ethical Reasoning of Managers and Executives in Public Relations: A Q-Sort Survey

Shannon A. Bowen and Dennis F. Kinsey, Syracuse University

A Delphi Study on Internal Communication in Europe

Ana Tkalac Verčič, University of Zagreb (Croatia), and Dejan Verčič, University of Ljubljana (Slovenia)

METRIC Model: Measuring Engagement and Tracking Influencer Communications

Marianne Eisenmann, Determinus of Chandler Chicco Companies

Pushing the Truthfulness Envelope: Some Refinements in the Ethics of Persuasive Public Relations

Thomas Hove, Michigan State University

11:00 – 12:00  RESEARCH DISCUSSIONS, XV

Presiding: David Michaelson, Echo Research

How Do Corporations Talk Their CSR Walk? An Examination of Process and Outcome Objectives

Timothy Coombs and Sherry J. Holladay, University of Central Florida

Corporate Responsibility in Postcommunist Eastern Europe: A Case Study of Romania

Sorin Nastasia, Southern Illinois University Edwardsville

Stakeholder Experiences and Reactions to Transgression-Based Crises
Tomasz A. Fediuk, Illinois State University, and Kristin M. Pace, Michigan State University

*Health Public Relations: How Public Relations Theory Can (and Should) Contribute to the Practice of Health Campaigns*

John G. Wirtz, Elizabeth Gardner, and Prisca Ngondo, Texas Tech University

*Make It Work: The Migration from Merger to a New Communications Methodology*

Terri Denard, University of Alabama

12:00 – 1:00       LUNCHEON – RESTAURANT
1:00 – 1:30        AWARD RECOGNITION
1:45 – 2:45        RESEARCH DISCUSSIONS, XVI

Presiding: Robert S. Pritchard, University of Oklahoma

*Tapping into Twitter: The Hows and Whys of Usage and What It Means for PR*

Kelly Vibber and Soojin Kim, Purdue University

*Corporate Social Performance and Corporate Reputation: A Cross-Industrial Analysis among Fortune 500 companies*

Weiting Tao, Hsiao-Ying Liu, and Mary Ann Ferguson, University of Florida

*Comparing Media Coverage of the Gulf Oil Spill in the US and UK: Implications for Global Crisis Communication*

Sarah Crytzer, The University of Central Florida

*Job Advertisements, Communication Competencies, and the Institutionalization of Strategic Public Relations*

Finn Frandsen and Winni Johansen, Aarhus University (Denmark)

*Social Media Governance: Regulatory Frameworks as Drivers of Success in Online Communications*

Ansgar Zerfass, University of Leipzig, Stephan Fink, Fink & Fuchs Public Relations AG, and Anne Linke, University of Leipzig (Germany)

*Using Social Media to Reach Millennials: The More Social Media Tools ≠ Better*

Alisa Agozzino, Ohio Northern University

3:00 – 4:00        RESEARCH DISCUSSIONS, XVII

Presiding: Koichi Yamamura, Media Gain Co., Ltd.
Offering an “Authentic” Tourism Experience: An Investigation of Nation Branding of Costa Rica and the Dominican Republic

Rajul Jain and Maria de Moya, University of Florida

Command and Control v. Social Media: The Inherent Dilemma for Fire Department Public Information Officers

Astrid Sheil, and Kevin Slusarski, California State University, San Bernardino

Building an Agenda; Building a Relationship: Defining Organization-Public Relationships through the Second-Level Agenda-Building Function of Public Relations

Trent Seltzer, Weiwu Zhang, Dane Kiambi, and Daewook Kim, Texas Tech University

Managing Unexpected Publics Online: The Challenge of Targeting Specific Groups with the Wide-Reaching Tool of the Internet

Daren C. Brabham, University of North Carolina at Chapel Hill

Social Media and Mobile Technologies Implemented in Risk and Crisis Communication Practices

Michael J. Palenchar and Karen Freberg, University of Tennessee

Expanding the Situational Crisis Communication Theory: An Examination of the Impact of Angry Social Media Content

Hyunmin Lee and Bokyung Kim, University of Missouri-Columbia

4:15 – 5:15 RESEARCH DISCUSSIONS, XVIII

Presiding: Melissa D. Dodd, University of Miami

Suicide After Suicide: A Look into the Relationship-Building Process at Foxconn — China’s iPhone Factory

Hongmei Shen, and Flora Hung, San Diego State University

Race, Digital and Traditional Media, and Public Relations Health Campaigns

Bryan H., Reber, Ruthann Weaver Lariscy, University of Georgia, and Hye-Jin Paek, Michigan State University

How Culture Shapes People’s Strategic Choices on Crisis Response: Comparison of American and Chinese People’s Crisis Response Expectations

Yue Hu and Carl Botan, George Mason University

Pushing the Envelope of Relationship Management Theory: Specifics for Advancing Practice
Desirae Johnson and Deanna F. Womack, Kennesaw State University

*Friend or Faux? Interaction and Perceived Intimacy between the Public and Organizations That Use Social Networking Sites*

Ashley M. Council, Georgia State University

*Studying Intersectionality in Public Relations: A New Scale*

Hua Jiang, Towson University, Jennifer Vardeman-Winter, University of Houston, and Natalie T.J. Tindall, Georgia State University

6:00 – 8:00

**CLOSING SOCIAL**

*Poolside*

**Adjournment Until 2012**