

Call for Abstracts and Papers

22ND ANNUAL INTERNATIONAL PUBLIC RELATIONS RESEARCH CONFERENCE

Orlando, Florida, USA, March 7-9, 2019

Research that Matters to the Profession: Issues in Measurement, Evaluation, and Interpretation of Public Relations Campaigns and Programs—Theory, Method, Cases.

Public relations professionals, educators, and graduate students are invited to submit competitive abstracts for paper presentations at the premier public relations research conference, the **Twenty-Second International Public Relations Research Conference**, to be held March 7-9, 2019, in Orlando, Florida. This year's theme focuses on "*Research that Matters to the Profession: Issues in Measurement, Evaluation, and Interpretation of Public Relations Campaigns and Programs—Theory, Method, Cases.*"

This conference is distinctly different from other conferences in that initial paper acceptance is based on a **one-page abstract** submitted for competitive consideration. All abstracts are peer reviewed. Abstracts can include either completed research or research in-progress. All abstracts must be submitted by e-mail as two-page attachments with author names and affiliations and submission categories (completed research/research in progress; student/general) specified on the first page and a blind copy of the one-page abstract on the second page; author contact information must be included in the e-mail. Abstracts should be submitted as Microsoft Word files. See the abstract submission guidelines for more information. Because this conference attempts to integrate academic with professional research projects and professionals attend, all papers and presentations should include a practical orientation or address how its subject will affect the practice of public relations.

Upon abstract acceptance, authors of research papers will be invited to compete for **top paper awards** by submitting full papers of **no more than 20 double-spaced pages** (inclusive of tables and references) by January 15, 2019. The conference's competitive papers awards total is \$10,000. Accepted papers may be submitted for award consideration in one of several competitions.

For more information on the paper award competition areas and criteria, please visit: <http://iprrc.org/>. Also, for the latest updates on conference schedule and review, please visit and "Like" us on Facebook via: <https://www.facebook.com/IPRRC>. You can also follow us on Twitter and Instagram @IPRRC.

Given the increasingly large number of papers submitted for consideration each year and the huge workload involved in reading and judging many abstracts, it has become necessary for the organizing committee to restrict authors to no more than two abstract submissions. This restriction includes sole-authored and multiple-authored papers. There are two categories for submission—one for **completed research** and one for **research in-progress**. Please indicate the category you are submitting in on each abstract. Programming preference will be given to completed research or pedagogical papers.

Completed papers for accepted abstracts (for completed research, and draft papers for research in-progress) must be submitted before the conference and may be submitted for inclusion in a non-copyrighted conference proceeding available through the IPRRC website after the conference. All award-winning papers must be submitted for the proceedings. For previous years' *Proceedings*, please visit: www.iprrc.org.

Please send abstracts and full papers to Conference Coordinators, Bora Yook, University of Miami, and Zifei Fay Chen, University of San Francisco, e-mail: iprrc.org@gmail.com. Acceptance of an abstract requires that one or all authors will register, present, and will participate in the conference. Presenters should refrain from laptop use and read the further guidelines for the conference presentation found on the IPRRC website.

IMPORTANT DATES:

November 6, 2018: Abstract Submission Due

December 18, 2018: Acceptance Notification (sent via e-mail)

January 15, 2019: Paper Competition Submission Due (accepted, full/completed papers only)

February 19, 2019: All Copies of Presentation Handouts or Papers Due

March 7 to 9, 2019: Conference Presentation dates (Presentations start from 8 a.m.)

April 30, 2019: *Proceedings* Manuscripts Due