NCA PR Division A Statement of Principles for Paper Reviewing
Adopted November 18, 2011, New Orleans convention

To satisfy the following Goals of Paper Reviewing, each paper reviewer for the NCA PR Division should commit to the highest standards for reviewing papers that have been submitted to the NCA PR Division for presentation consideration at the annual NCA convention:

1. To assure that scholarship presented to the Public Relations Division and the National Communication Association makes the most significant and substantive contribution possible to the body of knowledge of our profession and discipline.

2. To assure that research presented in the PR Division represents new and innovative thinking in the form of new topics and applications and theories or of new approaches (as opposed to mere reapplication) of existing topics and theories.

3. To provide a learning experience for those submitting scholarship to our Division by providing comprehensive qualitative feedback on each paper she/he reviews. This is particularly important for papers marked as either "student" or "debut," for which submitters should be given detailed written feedback from reviewers.

4. To provide a positive learning experience for those reviewing papers, a maximum of four papers per reviewer will be maintained to allow appropriate sufficient amount of time for reviewers to provide significant and substantive written feedback as well as ratings/rankings.

5. To assure that a “Top Paper” designation is as meaningful as possible, each reviewer should only nominate deserving papers they review both through rating/ranking and brief written feedback. Because individual reviewers do not see most papers and, thus, do not have a reasonable basis for deciding top paper designation, additional statistical comparisons, including but not limited to z-scores, should also be used in identifying the top papers.

6. Final decisions on top papers now must fall to the Program Planner/Vice-Chair and Research Chair who should rely on both ratings/rankings/z-scores and qualitative written feedback and top paper nominations from reviewers when conferring “Top Paper” designations. The ratings/rankings of individual reviewers who choose not to provide written feedback on their top paper nominations will not to be used in these decisions.
NCA Public Relations Division Convention Submissions & Reviewing

Goals of Convention Submissions and Reviewing

- To assure that scholarship presented to the Public Relations Division and the National Communication Association make the most significant and substantive contribution possible to the body of knowledge of our field and discipline.
- To assure that research presented in the Public Relations Division represents new and innovative thinking in the form of new topics, applications, methodologies, and theories; or of new approaches (as distinct from mere reapplication) of existing topics, methodologies, and theories.
- To provide a positive learning experience for those submitting scholarship to the Public Relations Division; especially for papers marked as either "student" or "debut" for which submitters should always get written feedback from reviewers whenever possible.
- To provide a learning and positive experience for those reviewing papers, a maximum limit of four papers per reviewer will be maintained to allow the appropriate amount of time for reviewers to provide the most significant and substantive written feedback beyond the ratings/rankings.
- To confer top paper designations is as meaningful as possible each reviewer should nominate deserving papers they review both through rating/ranking and brief written feedback. Final decisions on top papers are the sole responsibility of the Program Planner/Vice-Chair and Research Chair who should rely on both ratings/rankings and written feedback from reviewers when conferring top paper designations. The ratings/rankings of individual reviewers who choose not to provide written feedback on their top paper nominations will not to be used in these decisions.

Convention Submissions and Reviewing

The committee reviewing papers and program proposals shall be composed of the Program Planner/Vice Chair and two other Public Relations Division members at large who will hold the titles of Research Chair. Research Chair will be nominated by the Public Relations Division Nominating Committee based on member nominations and self-nominations, as well as by member nomination and self-nomination at the Public Relations Division business meeting the year prior. Competitive paper submissions will be submitted online through the NCA’s submission system to the appointed members of the review committee on a blind basis, so that the identities of those submitting competitive papers are not known during the judging process. A minimum of three reviewers will be assigned per paper, with no more than one graduate student assigned per paper. Reviewers will not be assigned to papers from their own colleges or universities. The Program Planner/Vice Chair, along with the Research Chairs, will inform individuals presenting papers, panels or other works as to the time and place of their presentation and they will assign panel chairs or respondents. Where appropriate, presenters will be notified to provide papers or production materials to respondents prior to a deadline established by the Program Planner/Vice Chair and Research Chairs. The division will recognize the top paper(s) and the top student paper(s) in the Public
Relations Division at the annual business meeting.

**Research Chair Office Description**

The Public Relations Division’s Research Chair will work with the Program Planner/Vice Chair to carry out the research paper competition (including promotion of competitions to both faculty and students; may work with graduate liaisons to reach students); submit competition forms to national (calls for papers, results, etc.); assist in meeting research goals of division; provide research data for annual report; coordinate research activities with Chair and Program Planner/Vice Chair; and attend appropriate training sessions at the annual NCA convention.

**Sample Public Relations Division Call for Papers**

The Public Relations Division (PRD) of the National Communication Association invites submissions of individual papers and panel proposals that investigate key issues in public relations. Submissions should foster a greater understanding of public relations theory and practice. Papers and panels need to relate to the field of communication and should link public relations scholarship with areas beyond our disciplinary borders. The Public Relations Division especially welcomes submissions that are consistent with the 2011 NCA theme “Voice.” Submissions may showcase scholarship, teaching, and creative achievements, but might also demonstrate how public relations scholars partner with various citizens who and organizations that have demonstrated unimaginable tenacity, courage, and strength and thus connect the academy with the community. Paper sessions and panel discussions with an interdisciplinary focus that include members outside of the Public Relations Division and that may be of interest to several divisions and interest groups will receive special consideration. Please clearly indicate participants’ affiliations and possible co-sponsors for panel discussions.

Only completed individual papers and fully developed panel proposals will be considered. The same individual paper, paper session, or panel discussion can only be submitted one division. Do not submit the same submission more than once. Individuals may serve as chairs, respondents, and/or participants on panels, in addition to presenting a paper.

The Public Relations Division also encourages its members to submit their work to the following interdisciplinary series to adequately represent the Division: G.I.F.T.S., Seminar and Preconference, Short Course, and Roundtables on Research in Progress (check the calls for submissions and the NCA website for details).

**STUDENTS:** Student (or debut) papers will be given special consideration. The Top Three student papers will receive recognition and a cash award from the University of Alabama's Betsy Plank Center for Leadership in Public Relations. The top student paper will also be submitted for the NCA Cushman Award. To be considered for these awards the submissions must be authored solely by students. If a student paper is based on a larger work (e.g., thesis or dissertation), please revise it to adhere to generally accepted standards for convention papers/research articles regarding length, organization, style,
etc. (follow the guidelines below).

SUBMISSION INFORMATION: To avoid unnecessary problems with submission and review, please carefully read these guidelines:
1. Papers and panels must be submitted electronically to the NCA Submission Central via the 2011 NCA Convention home page at www.natcom.org/convention
2. Each submission should be made to one unit only.
3. Please clearly identify student and debut submissions by checking the appropriate agreement box on the electronic form

SUBMITTING A COMPETITIVE INDIVIDUAL PAPER
Submitted full-length completed research papers should include:
1. A title.
2. A 75-100-word abstract of the paper.
3. 8,000 to 9,000 words of main text (maximum of 25 pages, excluding references and tables)
4. No information identifying the author may appear in the paper.
5. Submitted papers must be original and should NOT have been previously presented and/or scheduled for presentation at conferences elsewhere.

SUBMITTING A PAPER SESSION OR PANEL DISCUSSION
Submitted proposals should include:
1. A title for the paper session or panel discussion.
2. Any possible co-sponsors and/ or interdisciplinary focus information.
3. For panel discussions only: A list of presenters, their affiliations, institutional addresses, and their email addresses.
4. For paper sessions only: Authors, Titles and abstracts (250 to 500 words) for each presentation or paper.
5. A panel abstract (75 words maximum).
6. A panel rationale (250 to 500 words).
7. Clearly indicate whether the panel will introduce completed research and completed papers and/or whether it will focus discussion on significant issues and debates in the field of public relations.

AUDIOVISUAL EQUIPMENT
Requests for specific equipment must be submitted online at the time of submission. Please note the NCA Convention web site (www.natcom.org/convention) has additional information about the convention, including a guide to how to submit to NCA Submission Central and a description of alternative formats including Scholar-to-Scholar.