

COMPETITIVE PAPERS SUBMISSION RULES AND GUIDELINES

11TH ANNUAL INTERNATIONAL PUBLIC RELATIONS RESEARCH CONFERENCE

Miami, Florida USA

March 6-9, 2008

Research That Matters to the Practice

Participants whose abstracts have been accepted for presentation at the 11th *International Public Relations Research Conference* have the option of submitting **complete** papers for monetary prize consideration. All papers will be blind reviewed by members of the IPRRC advisory board; therefore, no board member may submit a complete paper for award consideration. All award-winning papers must be presented by at least one of the paper's authors and at least one author must be present at the award luncheon. It is the first author's responsibility to split the award between co-authors; no award will be given unless the first author has returned the appropriate IRS/INS form. Awardees must note in any publication where the paper is published in part or whole that it was presented at the IPRRC and won it its competitive category. Finally, all award-winning papers will be published in the non-copyrighted *Conference Proceedings*.

Completed papers may be submitted to one of three competitions – (1) Institute for Public Relations Open Competition, (2) University of Miami Graduate School Student Competition, and (3) Jackson-Sharpe Award. *All papers must be submitted via e-mail, typed double spaced, and may not exceed a total length of 25 pages (inclusive of notes, tables, and charts).*

1. Institute for Public Relations Open Competition

The Institute for Public Relations sponsors the Open Competition. Any abstract accepted for presentation may be submitted as a completed paper of no more than 25 pages inclusive of references, tables, and charts.

The top three (3) papers will *each* be awarded a cash prize of **\$1,000**. (The check will be made out to the first author.)

2. University of Miami Graduate School Student Competition

The University of Miami Graduate School is sponsoring for the first year a \$1,000 cash prize for the top student paper. Any abstract accepted for presentation that is written solely by a student or students may be submitted as a complete paper for this competition. The papers must be accompanied by a statement from the students that the research paper was conducted by the student(s) and a statement from a faculty representative that the paper is the work of the student(s).

The top paper in this category will be awarded a cash prize of **\$1,000**. (The check will be made out to the first author.)

ALL COMPLETED PAPERS IN THIS CATEGORY MUST HAVE THE PHRASE, "STUDENT COMPETITION," IN THE PAPER'S HEADER.

3. Jackson—Sharpe Award Competition

The Jackson-Sharpe award represents a unique competition that underlies a guiding objective of the International Public Relations Research Conference — that is the engaging of the academy with the practice. The award honors the outstanding contributions the late Patrick Jackson — a practitioner with Jackson Jackson & Wagner — and Dr. Melvin Sharpe — an educator at Ball State University — have made to public relations. More specifically, it pays tribute to the efforts they have made over their lengthy and noteworthy careers to bridge the gap between public relations scholarship and public relations practice. The award is jointly sponsored by Stacey Smith and Isobel Parke of Jackson Jackson & Wagner and Fraser Likely of Likely Communications Strategies Ltd.

In recognition of the emphasis Pat and Mel placed on collaboration, this award is a team award. *It is to be presented to a practitioner-educator team as the best of collaborative scholarly research, research that most benefits the practice of public relations.*

The winning team will be awarded **\$2,000**. (The check will be made out to the first author.)

Judging Criteria:

1. This award recognizes the work of a team of *full-time* academics and practitioners. The teams must balance the number of practitioners and the number of educators. That is, a team of two would include one practitioner and one educator. A team of four would include two of each, and so on.
2. Each team member must be either a full-time practitioner or a full-time educator. Eligible practitioners should practice in-house in an organization or in a firm as a consultant. Eligible educators should be professors or graduate students.
3. The focus of the research project must be on the practice of public relations. Practice could include subjects such as management, organization, roles and responsibilities, resourcing and competencies, operations, policies and procedures, performance, strategizing and planning, programming, research, measurement and evaluation, and learning and professional development.
4. The ideal winning paper would have practical application for practitioners, and clear usefulness for organizational management. Research, therefore, would be more applied than theoretical. The winning entry must demonstrate both the conduct of solid research and the choice of research focus that the results of which would be very important to improving the work of public relations practitioners.

Submission Criteria:

1. Teams must submit an abstract of their paper, as per the criteria for all submissions to the IPRRC.
2. Abstracts will be reviewed and be selected for inclusion in the program by the conference reviewers. If selected, the team then must prepare and submit a full paper of no more than 25 pages (inclusive) and indicate in the paper's header that the paper

is also submitted for the Jackson-Sharpe Award competition. Relevant submission dates must be respected. If the abstract is rejected, no submission of a full paper is required.

3. All papers submitted in this award competition will be reviewed separately by a panel of IPPRC Board members, a panel that will include the Jackson-Sharpe Award sponsors, Stacey Smith and Isobel Park of Jackson Jackson & Wagner and Fraser Likely of Likely Communication Strategies Ltd.

4. The winning team will receive their award at a ceremony during the IPPRC that year. For this competition, the winning team must physically present the paper at the conference with at least one educator and one practitioner in attendance to discuss the findings.

5. If no papers are deemed worthy in any given year, there will be no winner awarded.

Questions regarding any or all of the competitions should be addressed to Dr. Don W. Stacks (don.stacks@miami.edu).