GUIDELINES FOR REVIEWERS: PUBLIC RELATIONS JOURNAL

Thank you for helping the Journal to produce meaningful and current content for both the profession and the academy by providing constructive, helpful evaluation to authors and the editor. Please refer to these guidelines as you complete the rubric and think about the suitability for the research for the Journal:

1. How well does the article conform to the purpose of the Journal?

PR Journal is dedicated to offering the latest public relations and communication-based research. This includes the online "publishing" of articles by academics or practitioners who examine public relations in depth and/or create, test or expand public relations theory.

We are open to all appropriate methodologies. All submissions should be focused on "research that matters to the profession," and should include a section that outlines that both in the paper and executive summary. Implications for the discipline are required.

2. What contributions does the article make?

- Is the conceptual basis clearly and completely established?

- Are the methods used to collect and analyze data appropriate to the research questions asked? Are they clearly and completely outlined? Are they applied rigorously?

- Is the study flawed in its conceptualization?

- Does the study conform to best research ethics practices?

- Are the data collection and analysis methods not clearly explained or flawed beyond repair?

- Does the author make fact-based conclusion in support of the data collected?

- Is the impact to the profession clear?

3. How well written and organized is the article?

- Is the article well organized? Are ideas developed in meaningful sequence? Does one section logically follow another? Are there introductory comments and summary conclusions where appropriate?
- Does the writing clearly convey ideas and procedures? Is it grammatically sound?

Make your final recommendation:

> **Accept:** The article will be submitted to the publisher in current form.

> **Revise and resubmit:** Select this option when you have reason to believe the article is conceptually and methodologically sound but the article does not clearly or completely make the case and needs major revision in order to do so. Be sure to provide detailed instructions as to what you believe needs to be done to make the article acceptable for publication. You will likely be asked to review the article again if it is resubmitted.

> **Reject:** Select this option when you believe the study is either conceptually or methodologically unsound or is unsuitable to the Journal. If possible, recommend a more appropriate journal. Clearly state why you have chosen this option.

Thank you for taking part in this valuable service to the profession. Your thoughtful comments on reviews help to advance public relations scholarship.

Below is a copy of the evaluation form with the exact questions asked of reviewers for each article.

Review Form

Please evaluate the article based on the following statements by highlighting the appropriate numbers on the scale.

	Strongly Disagree				Strongly Agree
1. The purpose of this article is clearly stated	NA 1	2	3	4	5
2. The article adequately engages relevant literature	NA 1	2	3	4	5
3. The research methodology is appropriate and applied properly	NA 1	2	3	4	5
5. The evidence supports the conclusions	NA 1	2	3	4	5
6. The paper is professionally written, easy to read, and free from grammatical or spelling errors	NA 1	2	3	4	5
7. The article advances research-based knowledge in public relations	NA 1	2	3	4	5
8. This article makes a significant contribution to public relations	NA 1	2	3	4	5
9. The article findings are of value to the public relations practitioner	NA 1	2	3	4	5

Please answer the following questions to give feedback to the reviewer. Please be as specific and thorough as possible.

1. How well does the article demonstrate an impact on the public relations profession? How much does this research matter to professionals?

2. What are the strengths of the article?

3. What are the weaknesses of the article?

Make your final recommendation:

- *Accept*
- *Revise and resubmit*
- *Reject*