

***Public Relations Journal* Editor's Introduction**

Welcome to Volume 12 Issue 1 of *Public Relations Journal*. This issue marks one year since the new collaboration between PRSA and the Institute for Public Relations to focus on research that provides practical outcomes in public relations.

Since taking the helm when the journal was relaunched, we have received 55 original submissions and 13 revised manuscripts. This past year 41 decisions were made, 14% (n=6) were asked to revise and resubmit; 22% (n=9) were accepted, 29% (n=12) were desk rejected, and 34% (n=14) were rejected through the peer review process. We were also very pleased to publish five articles in a special issue with the Arthur Page Center in May 2018.

The great work of this journal would not be possible without our reviewers and their support. Fifty-five individuals (including 17 outside of the Editorial Board) have reviewed at least 1 manuscript for the *Public Relations Journal* between August 2017 and July 2018; 38 reviewed one manuscript, 10 reviewed two manuscripts, five reviewed three manuscripts, and two outstanding reviewers reviewed four manuscripts.

Of the 54 individuals on the *PR Journal* Editorial Board (not including Dr. Julie O'Neil, Senior Associate Editor, and myself), 70% (n=38) have reviewed at least 1 manuscript this year. We are very proud to have a board with both academics and practitioners in order to provide an accurate perspective of public relations research.

We are looking forward to another year of tremendous growth and continuing to support scholarship with practical application, starting with the thought-provoking articles in this issue.

The issue begins with a case study, by Alan Abitol, Nicole Lee, Trent Seltzer, and Sun Young Lee, examining the Starbucks' 2015 CSR campaign. This article, #RaceTogether: Starbucks' attempt to discuss race in America and its impact on company reputation and employees a mixed-methods approach to understanding the importance of collaboration in CSR and the impact of employee communication missteps on a global scale.

The second article in this issue uses in-depth interviews to define and disseminate better strategies in change management for public relations. Marlene Neill offers insights for senior leaders on how to address change in their own organizations and what obstacles may stand in their way. In, *Change Management Communication: Barriers, Strategies & Messaging*, six best practices for the profession are provided.

Finally, in the third article, *Jack of All Trades or Master of One? What Public Relations Can Learn from Two Consistent, but Contrasting, 2016 Presidential Visual Twitter Strategies*, the authors offer an analysis of the visual strategies of two campaigns. Dean Mundy and Nicole Dahmen use framing and the Situational Theory of Publics, to demonstrate how a visual strategy must meet audience expectations while also supporting the candidate's message.

Public Relations Journal
Vol. 12 Issue 1 (August 2018)
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I would like to extend my deepest thanks to the following reviewers for their service on this issue:

John Brummette, Radford University
Melissa Dodd, University of Central Florida
Matthew Gonring, Jackson National Life
Kim Johnston, Queensland University
Cayce Myers, Virginia Tech
Sprio Kiouisis, University of Florida

Thank you for reading and for your support for *Public Relations Journal*.

Hilary Fussell Sisco, Ph.D., APR
Editor-in-Chief