

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

Welcome to Volume 13 Issue 1 of *Public Relations Journal*. This issue marks the beginning of our third year under the new partnership with PRSA and the Institute for Public Relations. From August 1, 2018 through August 31, 2019, we had 49 submissions, including 38 original submissions. Of the total 49 submissions, 18% (n=9) were revise and resubmit, 23% (n=11) were accepted, 12% (n=6) were desk rejected, 23% (n=11) were rejected, 18% (n=9) are in the review process, and three were withdrawn for technical errors (6%). As the only journal focused on both the scholarly and practical contributions of public relations we appreciate the continued support of our authors, reviewers, editorial board, and the community.

The current issue presents research on the ever-expanding nature of public relations in business, activism, and leadership. *Defining 'Business Acumen': A Delphi Study of Corporate Communications Leaders*, by Matthew Ragas, offers a definition of business acumen from corporate communication leaders. The outcomes of this study can help focus the need for this skillset now and in the training of future leaders.

The second article, *Self-Reflection in Public Relations Leaders: A Study of its Practice and Value in Russia and North America*, examines self-reflection as a foundational tool in global leadership. Bruce K. Berger and Elina Erzikova offer practical insights on how to improve these tools in the classroom and practice.

In the third article, *No Longer Just a Protest: How Women's March Strategic Messaging for Collective Action Mobilizes a Movement*, the authors offer an investigation into message strategies and social movements. Sara Steffes Hansen and Kristine M. Nicolini provide insights into the motivating strategies used by the Women's march and how strategic communication can help to link activism and engagement.

The fourth article in this issue, by Sasha R. Dookhoo & Melissa Dodd, examines the association between online activism and offline behaviors. *Slacktivists or Activists? Millennial Motivations and Behaviors for Engagement in Activism* addresses the need for motivating Millennials beyond the screen and how that predicts engagement in other ways.

I would like to extend my deepest thanks to the following reviewers for their service on this issue:

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

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Editor-in-Chief