

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

Welcome to Volume 15 Issue 1 of *Public Relations Journal*, our first issue of 2022. These past two years have been incredibly difficult on our discipline and our profession. We would like to thank all our contributors, supporters, and reviewers for their time and effort to bring new ideas and rebuild our focus as we enter this next chapter of our society. *Public Relations Journal* is unique in its ability to weave the ideas of academia with the outcomes of the profession, and we know that this bridge is upheld by the community that makes up its foundation.

In the first article, *A Test of PR Students' Ability to Differentiate Native Advertising from Editorial Content in Online Media*, Dr. Lori Melton McKinnon, Dr. Jami A. Fullerton & Dr. Alice Kendrick addresses media literacy in public relations education with interesting findings for the implementation of native advertising. The educational focus is encouraging for the incoming class of public relations graduates to the field.

Dr. Danielle LaGree & and Dr. Katie Olsen's article, *How young women in PR leverage proactivity behaviors for professional acclimation and advancement*, explores the importance of early career socialization and its impact on career trajectories. Implications for those training future professionals as well as those mentoring young women entering the field are explained.

Finally, In *Female CCO Beliefs on Leadership Traits of CCOs*, Dr. Breann E. Murphy utilizes leadership to explore the traits female CCOs believe are necessary for their roles. The identification of transactional and transformational leadership styles and their fit for the advancement of women is helpful for the profession moving forward.

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*.

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