

Welcome to the latest issue (volume 13 issue 2) of *Public Relations Journal*, co-sponsored by PRSA and the Institute for Public Relations! We hope that 2020 is a year of promise and productivity for all our supporters. This issue addresses many of the challenges and opportunities public relations professionals are facing in the new decade.

The first article, *Where Are We Now? Public Relations Professionals Discuss Measurement and Evaluation*, doctoral student Alexis Bajalia addresses the gap between what measurement and evaluation should be and what professionals are currently doing. The outcomes of this study can help shape the definition of measurement and bridge professional and academic work.

The second article, *Public Relations' Role as Diversity Advocate: Avoiding Microaggressions and Nurturing Microaffirmations in Organizations*, by Donnalyn Pompper, Ph.D., encourages practitioners to serve as insider activists and advocate for positive changes within organizations. Pompper outlines a 10-point Social Responsibility Bill of Rights to provide practical advice for the profession.

In the third article, *Leadership & Mentorship in the Lives of Accomplished Millennials: Implications for Practice*, Elina Erzikova, Ph.D., and Diana Martinelli, Ph.D., offer three factors that impact cumulative mentorship practices and provide insights into the effectiveness of mentorship as well as the gaps where Millennials feel unprepared in the workforce.

The final article, *Scale Development for Stakeholder Responses in Crises: Centering on Stakeholders in the United Airlines Crisis* by Hongmei Shen, Ph.D., & Yang Cheng, Ph.D., addresses the need for a valid and reliable tool to measure stakeholder response through the framework of a current crisis.

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