

CONSTITUTION
OF THE
PUBLIC RELATIONS DIVISION
OF THE
ASSOCIATION FOR EDUCATION IN JOURNALISM AND MASS COMMUNICATION

(Including amendments adopted at the annual meeting on August 7, 2009, in Boston, Massachusetts.)

ARTICLE 1: **NAME**

Section 1: The name of the organization shall be the Public Relations Division (PRD) of the Association for Education in Journalism and Mass Communication (AEJMC).

ARTICLE 2: **PURPOSES**

Section 1: In all instances in which the intentions and purposes of AEJMC are clearly defined, the Constitution and bylaws of AEJMC shall take precedence over those of PRD.

Section 2: The objectives of PRD shall be to explore and exchange ideas on:

- (a) Public relations functions, practices, theories and historical development.
- (b) Ethical concepts and social responsibility.
- (c) Critical analysis of functions and performance of groups and individuals engaged in public relations practice.
- (d) Career opportunities for and responsibilities of students pursuing public relations careers.

Section 3: Special stress on objectives shall be placed on:

- (a) Effective teaching methods, balanced curriculum, development of research, and public service.
- (b) Functions of standing committees of AEJMC:
 - (1) Professional Freedom & Responsibility (PF&R)
 - (2) Research
 - (3) Teaching Standards

Section 4: PRD shall cooperate with other divisions and interest groups of AEJMC in drawing upon the accumulated knowledge to further PRD objectives.

Section 5: PRD shall seek effective liaison with the Public Relations Society of America (PRSA) and other public relations groups to further PRD objectives.

Section 6: The above objectives should not be seen as placing restrictions on PRD officers in planning and carrying out activities in furtherance of the development of public relations practice and the advancement of public relations education.

ARTICLE 3: **MEMBERSHIP AND DUES**

Section 1: Membership and dues shall be as defined in the bylaws.

ARTICLE 4: **OFFICERS**

- Section 1:** PRD officers shall be: head; vice head (who shall serve as convention programming chair); vice head-elect; and immediate past head. These officers shall be chosen in the manner prescribed in the bylaws. The vice head and vice head-elect shall become head and vice head, respectively, the following term.
- Section 2:** Terms of office shall be for one year, beginning with the first day following the last day of the annual convention of AEJMC and extending until the last day of the next year's convention, or until a successor has qualified and taken office. Some duties of the outgoing head may be prescribed by AEJMC as extending for a limited time beyond the annual convention.
- Section 3:** The head, vice head, vice head-elect and immediate past head shall comprise the PRD Executive Committee. The head may appoint additional officers and committee members who, along with the chairs of the three standing committees (PF&R, research and teaching) shall serve in ex-officio positions.
- Section 4:** Each officer shall discharge the duties of office as prescribed in the bylaws.
- Section 5:** Officers may be re-elected at the will of the membership.

ARTICLE 5: **MEETINGS**

- Section 1:** The PRD annual meeting of members shall be concurrent with the annual convention of AEJMC.
- Section 2:** The PRD Executive Committee shall meet concurrently with the annual convention of AEJMC. The head may call additional meetings of the Executive Committee.

ARTICLE 6: **AMENDMENTS**

- Section 1:** This Constitution and its bylaws may be amended by a majority vote of dues-paid members in good standing present and voting at the annual meeting.

ARTICLE 7: **PROMULGATION**

- Section 1:** This Constitution and its bylaws become effective upon adoption by a majority vote of dues-paid members in good standing present and voting at the annual meeting.

BYLAWS

ARTICLE 1: **MEMBERSHIP**

- Section 1:** PRD membership shall be open to educators, practitioners and students engaged in public relations education who are members of AEJMC. Classifications of membership shall follow those in the AEJMC Constitution.
- Section 2:** Only dues-paid members in good standing are eligible to hold PRD offices and vote on PRD matters.
- Section 3:** The PRD Executive Committee may, under special circumstances, confer regular or special membership status (without AEJMC membership) upon outstanding individuals in the field of public relations.

- Section 4:** PRD dues shall be fixed by the Executive Committee, upon ratification by the membership at an annual meeting. Funds shall be deposited with the treasurer of AEJMC.
- Section 5:** All past PRD heads shall be members of the PRD Past Heads Council.

ARTICLE 2: **NOMINATIONS AND ELECTIONS**

- Section 1:** The PRD head shall appoint two or more past heads to the Nominating Committee.
- (a) The Nominating Committee shall distribute a call for nominations at least three months prior to the annual meeting.
- (b) The Nominating Committee shall review the credentials of nominees, identify one or more qualified nominees, and recommend a nominee or a ballot of multiple nominees for the position of vice head-elect. If, for any reason, the current vice head-elect cannot accede to the position of vice head, or if the current vice head cannot accede to the position of head, the Nominating Committee shall recommend one or more nominees for those positions.
- Section 2:** Dues-paid members in good standing shall be given the opportunity to vote prior to the annual meeting or during the annual meeting. If ballots have not been gathered prior to the annual meeting, nominations can be made from the floor. If no nominee for any given position garners a majority of votes cast, a run-off election shall be conducted before or during the annual meeting between the two nominees with the most votes. In the event of a tie between two nominees, a decision shall be made by the Past Heads Council.

ARTICLE 3: **DUTIES OF OFFICERS**

- Section 1: Past Heads Council** – an advisory body to the Executive Committee. The Council shall elect its chair in conjunction with the annual AEJMC convention each year.
- Section 2: Executive Committee** – duties include making interim appointments to fill unexpired terms of office and advising officers and committee members in guiding affairs between annual meetings.
- (a) **Immediate Past Head** – an advisory and voting member of the Executive Committee and the Past Heads Council.
- (b) **Head** – presiding officer of PRD and the Executive Committee, advisor to the PRD convention programming chair, and a member of the AEJMC Council of Divisions (CoD). The head shall administer PRD affairs with the advice and consent of the Executive Committee, appoint committee members, approve all PRD expenditures and confer with the Executive Committee on expenditures in excess of \$100.
- (c) **Vice Head** – convention programming chair, a member of the AEJMC Council of Divisions (CoD) and the PRD Executive Committee, presiding officer of PRD in the absence of the head, and incoming head.
- (d) **Vice Head-Elect** – assistant to the vice head, a member of the PRD Executive Committee, and incoming vice head.
- Section 3: Appointees** – the head shall consult with the Executive Committee on the appointment of a secretary to record meeting minutes and the appointment of chairs for the three AEJMC standing committee initiatives (research, teaching and PF&R) as well as other committee appointments as needed.

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