

Public Relations Division Call for GIFT Submissions: Present Your Teaching Ideas at the 2026 AEJMC Conference

The AEJMC Public Relations Division (PRD) is pleased to announce a call for short-form teaching submissions. Great Ideas for Teaching (GIFT) submissions will be considered for presentation at the 2026 AEJMC National Conference in New Orleans, LA.

- The GIFT submission for the 2026 AEJMC Conference will share the same deadline as the general paper call (April 1, 2026, 11:59 pm Central Time).
- GIFT papers will be submitted to AEJMC paper management system where all paper submissions are hosted.

What is a GIFT? GIFTs are successful, class-tested assignments, in-class exercises, or teaching approaches that benefit students and instructors. GIFTs are tied to course learning objectives and contemporary public relations theory or practice. Submissions may stem from traditional and non-traditional classroom settings, including teaching outside of the classroom and online teaching.

Examples of GIFT topic areas: GIFT topic areas may be related to public relations knowledge (e.g., diversity, equity, inclusion, and belonging; corporate social responsibility), skills (e.g., innovative crisis simulations; approaches to writing; analyzing data; pedagogical innovations in the era of AI) and/or abilities (i.e., best practices in teamwork; creative thinking; problem solving). We welcome any related new topics or pedagogical practices. View examples of GIFTs in the [*Journal of Public Relations Education* issue](#).

Benefits of submitting: The top GIFT submissions will be selected for presentation during the AEJMC main conference in-person. High-ranking submissions, other than those presented at the conference, will also be considered for inclusion in future virtual conferences hosted by the division and featured on the AEJMC PRD website and social media accounts. The top GIFT submissions will also receive special consideration for publication in the *Journal of Public Relations Education*.

Eligibility: You do not need to be an AEJMC member to submit GIFTs.

GIFT submission guidelines:

1. **Title page (blinded):** Title, type of submission (class-tested assignment, in-class exercise, teaching approach, or other), and up to five relevant keywords associated with your submission (e.g., online, writing, social media, etc.).
2. **Summary:** One-page, single-spaced description of the teaching idea that includes the following section headers in bold. The summary should also **have all identifying author information removed for a double-blind peer-review process**.
 - a. Submission title that appears on your title page
 - b. Brief summary or overview of the assignment
 - c. Rationale for the assignment, including any connection to PR theory and/or practice
 - d. Student learning goals achieved through the assignment
 - e. Evidence of student learning outcomes or assessment of student learning (if available)
3. **References/Citations (as needed).** References should utilize APA 7th edition style, and don't count toward the one-page summary.
4. **Supplementary Materials–Assignment/Example (optional):** Your submission may include an example of the assignment itself (if applicable to your submission), along with any necessary instructions. However, all submissions will be evaluated based on the one-page summary. ***The assignment/example should have all identifying author information and***

institutional affiliation removed for a double-blind peer-review process. If selected, supplementary material may be made available for others to view and access, so copyrighted materials should be described rather than included directly.

Please combine all elements into one full submission document, saved as either a .pdf or .docx file.

The one-page summary description and corresponding assignment should have all identifying author information removed for a double-blind, peer-review process. Incomplete or incorrect submissions, and those submitted to other venues simultaneously, will be disqualified from consideration.

Authors can submit up to three GIFTs as leading authors and co-authors. *Submissions should not be (a) simultaneously under review at other conferences or publication outlets, or (b) previously presented or published elsewhere including AEJMC (virtual) conferences.* GIFT submissions are not counted toward the submission limitations in PRD's open, student, and teaching paper competitions.

Submission Process:

Submissions are due by 11:59pm CDT, April 1, 2026, same time as the general AEJMC paper call. Please submit your GIFT to the AEJMC paper management system.

Review process: All submissions will undergo a double-blind peer review. Each submission will be evaluated by at least two reviewers. Authors will be notified about the status of their submission at the same date as the PRD paper competition results notification.

Questions can be directed to Tugce Ertem-Eray (terteme@ncsu.edu) or Ruoyu Sun (rsun@uga.edu), chair and vice chair for the teaching/GIFT competition sub-committee under the PRD research committee.

Sincerely,
The AEJMC PRD Research Committee
Teaching/GIFT Competition Sub-Committee
Tugce Ertem-Eray & Ruoyu Sun