Thursday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

7 am to 9 a.m. / R001

Association for Education in Journalism and Mass Communication

Business Session

2018-19 Council of Divisions Meeting

Moderating/Presiding
Heloiza Herscovitz, California State-Long Beach, Council of Divisions Chair

7 am to 8 a.m. / R002

Korean American Communication Association

Business/Research Paper Session

Executive Committee Meeting/Research Paper Session

Moderating/Presiding
Gi Woong Yun, Nevada-Reno

Social Media Posts on Samsung Galaxy Note 7 Explosion: A Content Analysis of Framing and Sentiments in the U.S, Australia, and South Korea

Seok Kang, Texas at San Antonio;
Kyu Jin Shim, Melbourne, and Jiyoung Kim, Maryland Social Media as a Platform for Alternative Framing: Exploring the #Metoo Movement in South Korea and the United States

Soo Young Bae, Massachusetts-Amherst

The Tipping Point: A Comparative Study of U.S. and Korean Social Media Users on Decisions to Switch to New Platforms

Klive (Soo-Kwang) Oh, Pepperdine;
Seoyeon Hong, Rowan, and Hee Sun Park, Korea

The Korean Wave, How This Was Possible?: A Macro Approach Explaining the Causes of the Legend

Shin Dong Kim, Hallym University

9:15 to 10:45 a.m. / R003

Advertising Division

Refereed Paper Session

Creative Content in the Worlds of Online and Social Media

Moderating/Presiding
Scott Hamula, Ithaca

Eye-Catching and Unforgettable: The Role of Ad Creativity in Online Video Ads Featuring Augmented Reality Technology

Yang Feng, San Diego State and Quan Xie, Bradley

Effects of Visual Strategies and Personal Relevance on Young Users’ Responses to Brand Content on Instagram

Lijie Zhou, Southern Utah and Fei Xue, Southern Mississippi

Healthy Living and The Companies That Pay for It: A Qualitative Exploration of Health Native Advertising on BuzzFeed and the Huffington Post

Chris Noland, Jo-Yun Queenie Li and Taylor Jing Wen, South Carolina

Examining the Personality Traits and Motives That Predict Attitudes Toward and Engagement with Sponsored Content in Snapchat

Tiany Sousa and William Kinnally, Central Florida

Discussant
Karen Mallia, South Carolina

9:15 to 10:45 a.m. / R004

Communication Technology and Newspaper and Online News Divisions

Teaching Panel Session

Practical, Theoretical and Ethical Challenges and Strategies of Teaching Digital Analytics

Moderating/Presiding:
YoungAh Lee, Ball State

Panelists
Itai Himelboim, Georgia
Lance Porter, Louisiana State
Robin Blom, Ball State
Laeeq Khan, Ohio

9:15 to 10:45 a.m. / R005

Communication Theory and Methodology Division

Refereed Paper Session

Media in Mental and Physical Health

Moderating/Presiding
Daniel Sude, Ohio State

Media Use and Depression in the General Population: Evidence for a Non-Linear Relationship*

Sebastian Scherr, University of Leuven
Thursday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

News and Informational Media Usage, and Vaccination Behaviors: The Mediating Role of Perceived Vaccine Efficacy and Perceived Vaccine Safety

Juwon Hwang, Wisconsin-Madison

Does Natural Mean Healthy? How Natural Label Contributes to Nutritional Self-Betrayal Among Health-Conscious Consumers

Donghee Lee, Florida

The Secret Parents and Health Campaigners Want to Know: How Social Appeals Influence the Information Processing of Healthy Foods

Lelia Samson and Moniek Buijzen, Radboud

Discussant

Rachel Young, Iowa

* Third Place Faculty Paper

9:15 to 10:45 a.m. / R006

AEJMC Council of Affiliates (College Media Association)

Refereed Paper Session

Issues Facing the Campus Press

Moderating/Presiding

Kirstie Hettinga, California Lutheran

The Trump Effect on Modern Political Discourse: A Case Study

Brittany Fleming, Mark Zeltner and Cody Nespor, Slippery Rock

Posting, Tweeting, Instagramming: Examining the Social Media Linking College Media to Home

Carol Terracina-Hartman, Lock Haven and Robert G. Nulph, Missouri Western

9:15 to 10:45 a.m. / R007

Community College Journalism Association and Magazine Media Division

Teaching Panel Session

10 Ways to Teach Students How to Engage and Impact Their Audience

Moderating/Presiding

Michelle Dowd, Chaffey

Panelists

Carrie Brown Smith, City University of New York
Ed Madison, Oregon
Brian Steffan, Simpson

9:15 to 10:45 a.m. / R008

Association for Education in Journalism and Mass Communication

Training Session

Incoming Heads

Moderating/Presiding

Heloiza Herscovitz, chair, Council of Divisions; California State, Long Beach
Mohammed Al-Azdee, Bridgeport
Jan Lauren Boyles, Iowa State

9:15 to 10:45 a.m. / R009

Association for Education in Journalism and Mass Communication

Training Session

Professional Freedom & Responsibility Chairs

Moderating/Presiding

Dean Kruckeberg, North Carolina-Charlotte

9:15 to 10:45 a.m. / R010

Association for Education in Journalism and Mass Communication

Training Session

Vice Heads (Program Chairs)

Moderating/Presiding

Katie Foss, vice chair, Council of Divisions, Middle Tennessee State
Phil Loubere, Middle Tennessee State
John Wirtz, Illinois at Urbana-Champaign

9:15 to 10:45 a.m. / R011

Association for Education in Journalism and Mass Communication

Training Session

Research Chairs

Moderating/Presiding

Richard D. Waters, San Francisco
Thursday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

9:15 to 10:45 a.m. / R012

Association for Education in Journalism and Mass Communication

Training Session
Training Chairs

Moderating/Presiding
Amanda Sturgill, Elon

9:15 to 10:45 a.m. / R013

International Association for Literary Journalism Studies

Research Panel Session I
Literary Journalism and Truth: Odd Bedfellows

Moderating/Presiding
Holly E. Schreiber, Maine

Panelists
What Do We Mean When We Talk about Truth?
Lindsay Morton, Avondale College of Higher Education, Australia
Ethical and Methodological Transparency in Literary Journalism
Bruce Gillespie, Wilfrid Laurier University, Canada
Transparency and Truth in Literary Journalism
Patrick Walters, Kutztown
“The Superman of Their Texts”: The Unreliable Narrator in Literary Journalism
Rachael Hanel, Minnesota State, Mankato

This session explores the position of literary journalism in a “post-truth” era. Panelists engage the topic from theoretical, professional, and pedagogical perspectives.

11 a.m. to 12:30 p.m. / R015

Communicating Science, Environmental Health Risk Division

Refereed Paper Session
Unspoken Issues in Health Communication

Moderating/Presiding
Jeanine Guidry, Virginia Commonwealth

We Drink So We Are: Effects of Perceived Similarity with a Drinker on Observational Learning
Mira Mayrhofer and Jörg Matthes, Vienna
Smart Device Proficiency and Use, Loneliness, and Ego Integrity: An Examination of Older Adult Smartphone Users in South Korea
Kisun Kim, Bowling Green State; Sung-Yeon Park, Nevada, Reno, and Hyung-Cheol Kang, Sookmyung Women’s University
Spotlight on Suicide: A Content Analysis of Online News Coverage of Celebrity Suicide Death, 2012-2017
Susan LoRusso, Minnesota
Breaking the Silence: Extending Theory to Address the Underutilization of Mental Health Services Among Chinese Immigrants in the United States
Jo-Yun Queenie Li, South Carolina
The Effects of Media-Induced Nostalgia After a Celebrity Death on Social Sharing and Prosocial Behavior
Jessica Myrick, Pennsylvania State and Jessica Willoughby, Washington State

10:45 a.m. to 4 p.m. / R014

Association for Education in Journalism and Mass Communication

Training Session
AEJMC Board of Directors

Moderating/Presiding
Marie Hardin, Pennsylvania State, 2018-19 AEJMC President

11 a.m. to 12:30 p.m. / R016

International Communication and Communication Technology Divisions

Research Panel Session
Displaced and Marginalized: The Implications of Digital Literacy, Digital Technology and Social Media Use by Immigrants and Refugees

Moderating/Presiding:
Hee Jun Kim, diplomatic correspondent to Washington D.C. for YTN

Panelists
Social Media and Digital Technology in the Acculturation of Minorities
Dilshad Dayani, Columbia
Social Adjustment as the Effects of Increasing Digital Technology Use and Digital Literacy
Hong Vu, Kansas
Thursday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

Evaluations of Existing Programs Offered by NGOs in the Area of Immigrants’ Post-settlement and Recommendations for Media Literacy and Technology Education for Immigrants

Bridget Weisenreder, Resources Development Manager for African Community Center, DC

Metro at Ethiopian Community Development Center

Trends in News Media and Social Media Use Among Immigrants in the U.S.

Michael Barthel, Research Associate at Pew Research Center

How Children of Immigrants Become Brokers of Digital Technology, Language, and Popular Culture in Immigrant Families

Vikki Katz, Rutgers

Discussant

Hyunjin Seo, Kansas

Moderating/Presiding

Jan Leach, Kent State

Panelists:

Alyssa Appelman, Northern Kentucky

Christina Smith, Georgia College

Katy Bartzen Culver, Wisconsin-Madison

Nicole Kraft, Ohio State

11 a.m. to 12:30 p.m. / R017

Magazine Media Division

PF&R Panel Session

Shifting Trends in Association Media: Insights from D.C.-Based Experts

Moderating/Presiding

Catherine M. Straub, Drake

Panelists

Joe Vallina, Association Media & Publishing

José Sueiro, National Association of Hispanic Publications

Beth Mirza, Society for Human Resource Management

Andrew Peeling, Society for Human Resource Management

Mary Warner, Academy of Pharmacy Practice and Management

Julie Shoop, VP, American Society of Association Executives

11 a.m. to 12:30 p.m. / R018

Media Ethics and Mass Communication and Society Divisions

Teaching Panel Session

10 Cool Ideas You Can Use RIGHT NOW to Teach Ethics, Fake News (and Maybe Even Organize Your Life)

Moderating/Presiding

Jan Leach, Kent State

Panelists:

Alyssa Appelman, Northern Kentucky

Christina Smith, Georgia College

Katy Bartzen Culver, Wisconsin-Madison

Nicole Kraft, Ohio State

11 a.m. to 12:30 p.m. / R019

Media Management, Economics and Entrepreneurship Division

Refereed Paper Session

Audience Engagement Strategies for Television and Social Media

Moderating/Presiding

Marcus Funk, Sam Houston State

Examining Cord-Cutting Media Consumers: Usage, Perceptions, Motivations, and Segments

Hun Kim, Sungkyunkwan University;

Kyung-Ho Hwang, Kyungnam University;

Sylvia Chan-Olmsted, Florida; and

Byeng-Hee Chang, Sungkyunkwan University

Comparing Online and Offline Media Engagement: A Triangular Measurement Approach

Lisa-Charlotte Wolter, Florida/Hamburg Media School

and Sylvia Chan-Olmsted, Florida, and Daniel McDuff, Microsoft

The Digital Linchpin for Mobile Startup? Exploring the Social Media Knowledge and Managerial Skills of Mobile Entrepreneurs

Gejun Huang, Wenhong Chen, and Bryan Stephens, Texas at Austin

Discussant

Mike Wirth, Tennessee-Knoxville

11 a.m. to 12:30 p.m. / R020

Newspaper and Online News Division and Community Journalism Interest Group

Teaching Panel Session

Journalists in the Hot Seat: Staying Safe in a Hostile Political Climate

Moderating/Presiding:

Dianne Bragg, Alabama
Thursday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

Panelists:

Al Cross, director, Institute for Rural Journalism and Community Issues
Christi Parsons, White House reporter, Los Angeles Times and Chicago Tribune
Leslie-Jean Thornton, Arizona State
Mike Dorning, deputy White House editor, Bloomberg News
Will Fitzgibbon, senior reporter, International Consortium of Investigative Journalists

11 a.m. to 12:30 p.m. / R021

Public Relations Division and Small Programs Interest Group

Teaching Panel Session

The University Student-Run Public Relations Agency: Opportunities and Challenges for Academic Programs Large and Small

Moderating/Presiding

Doug Swanson, California State, Fullerton

Panelists:

John Hanc, New York Institute of Technology
Carolyn Mae Kim, Biola
Jeffrey Ranta, Coastal Carolina
Janet Rose, Kansas
Jason M. Shepard, California State, Fullerton
Amy Struthers, Nebraska-Lincoln

11 a.m. to 12:30 p.m. / R022

Visual Communication Division and Community College Journalism Association

Teaching Panel Session

Teaching Code: Is it Still Relevant?

Moderating/Presiding

Philip Loubere, Middle Tennessee State

Panelists:

Bartosz Wojdynski, Georgia
Jennifer George-Palilonis, Ball State
Terence Oliver, North Carolina at Chapel Hill
Byung Lee, Elon
Toni Albertson, Mt. San Antonio College
Yvonne Houy, Explore Learn Inspire

11 a.m. to 12:30 p.m. / R023

Commission on the Status of Women and History Division

Research Panel Session

Votes for Women: The Role of the Press in the Struggle for Suffrage

Moderating/Presiding

Joy Jenkins, Oxford

Panelists:

Jinx C. Broussard, Louisiana State
Candi Carter Olson, Utah State
Teri Finneman, Kansas
Melony Shemberger, Murray State

11 a.m. to 12:30 p.m. / R024

Entertainment Studies Interest Group

Refereed Paper Session

Film Audiences, Film Politics, Women and Gaming, and Out-Athletes

Moderating/Presiding

Stephanie Schartel Dunn, Missouri Southern State

Certified Fresh: Rotten Tomatoes, Gratifications, and Motivations for Cinema Attendance

Alec Tefertiller, Kansas State

and Lindsey Maxwell, Southern Mississippi

What Does it Mean to Be a Woman in “Indie” Game Storytelling? Narrative Framing in Independently-Developed Video Games

Mimi Perreault, Andrea Suarez and Gregory Perreault, Appalachian

Learning Politics from Political Films: Exploring the Effects of Fictional Political Entertainment

Azmat Rasul, Valdosta State

Out in Play: Openly Gay Athletes Navigate Media, Celebrity and Fandom

Leigh Moscovitz, South Carolina

and Andrew Billings, Alabama

Discussant

Jason Zenor, SUNY-Oswego
Thursday Sessions

"Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens" / Washington, DC — August 6-9, 2018

11 a.m. to 12:30 p.m. / R025

Religion and Media Interest Group
Refereed Paper Session
Contemporary Issues in Religion and Media
Moderating/Presiding
Mariam Alkazemi, Virginia Commonwealth

No Compassion for Muslims? How Terrorism News About Muslim Victims Influence Emotions and Policy Support
Desiree Schmuck, Jörg Matthes and Christian von Sikorski, University of Vienna
A Multi-method Approach to Examining Online Sermons from Religious Organizations
Jordan Morehouse and Daniel Riffe, North Carolina at Chapel Hill
Religion and the Media: A Study of Student Perception of Media Bias in Georgia
Elizabeth Johnson-Young and Alexander Clegg, Washington
and John Guidon, University of Mary Washington
Framing the Death of Cardinal Law
Giselle A. Auger, Rhode Island College

11 a.m. to 12:30 p.m. / R026

International Association for Literary Journalism Studies
Research Panel Session II
Literary Journalism and Truth: Odd Bedfellows
Moderating/Presiding
Lindsay Morton, Avondale College of Higher Education, Australia

Panelists
From Cinema-Verité to Movie Documentary: Instances of Literary Journalism on the Big Screen
Isabel Soares, CAPP, ISCSP, Universidade de Lisboa, Portugal
and Pedro Lopes, ISCTE-IUL, ISTAR-IUL, Portugal
When a Picture is with 1,000 Words: Truth Claims of the New Digital Literary Journalism
Jacqueline Marino, Kent State
and Susan Jacobson, Florida International
That Dangerous Appeal: How a Man Fooled a Dozen Journalists with an Improbable Story and Why They Fell for It
Gonzalo Saavedra Vergara, Pontificia Universidad Católica de Chile
All Pain is Anecdotal
Ronald R. Rodgers, Florida

12:45 to 2:15 p.m. / R027

Communicating Science, Health, Environment and Risk and International Communication Divisions
PF&R Panel Session
Communicating Environment, Health, and Science Related Risks Across Sociocultural Contexts
Moderating/Presiding
Timothy Fung, Hong Kong Baptist

Panelists
Dominique Brossard, Wisconsin
Jianbin Jin, Tsinghua University, Beijing
Dean Cummings, Georgia Southern
Francesca Dillman Carpentier, North Carolina at Chapel Hill

12:45 to 2:15 p.m. / R028

Cultural and Critical Studies Division
Refereed Paper Session
The Future of Journalism in a Shifting Global Era
Moderating/Presiding
Loren Coleman, Southern Mississippi

The End of Ombudsmen? 21st-Century Journalism and Reader Representatives
Patrick Ferrucci, Colorado-Boulder
Taxi Drivers as Reporters: Studying the Distinctive Journalism of the UTCC Voice Newsletter
Krishnan Vasudevan, Maryland
Democratizing Online Journalism Labor: Freelance Journalists’ International Battles Over Digital Rights
Errol Salamon, Pennsylvania
The Discipline-Autonomy Paradox: How Journalism Textbooks Construct Reporters’ Freedom Just to Tear It Down
Perry Parks, Michigan State

Discussant
Dan Berkowitz, Iowa

12:45 to 2:15 p.m. / R029

Electronic News Division
Refereed Paper Session
News Audiences: Preferences and Personalization
Thursday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

Moderating/Presiding
Jae-Hwa Shin, Southern Mississippi

Factors Motivating Customization and Echo Chamber Creation Within Digital News Environments
Brooke Auxier and Jessica Vitak, Maryland
Personlized News in the Age of Distraction
Lisa Farman, Ithaca
“I Know from Personal Experience”: Shared News Consumption and Citizen Knowledge Exchange on Reddit
Corinne Dalelio and Wendy Weinhold, Coastal Carolina

Discussant
Hannah Dong, Iowa State

12:45 to 2:15 p.m. / R030

Law and Policy Division

Refereed Paper Session
Free Flow of Information

Moderating/Presiding
Michael Martinez, Tennessee

Requester’s Paradox: Acknowledging FOIA’s Defects, Moving toward Proactive Disclosure
A.Jay Wagner, Bradley
Transparency Reporting and Content Takedowns: Examining Internet Censorship in the United States and India*
Enakshi Roy, Western Kentucky
Seeking Clarity: European Press Rights at Peaceful Assemblies
Jonathan Peters, Georgia
The Internet of Platforms and Two-Sided Markets: Implications for Consumers
Rob Frieden, Pennsylvania State

Discussant
Dean Smith, High Point

* Top Debut Faculty Paper

12:45 to 2:15 p.m. / R031

Media Management, Economics and Entrepreneurship Division and Community Journalism Interest Group

PF&R Panel Session
Working Conditions for Women in Digital Workplaces

Moderating/Presiding
Daniela Dimitrova, Iowa State

Panelists
C. Ann Hollifield, Georgia
Michelle Ferrier, Ohio
Julia Wallace, Arizona State
Sabine Baumann, Jade
Lea Hellmueller, Houston
Elizabeth Green, Co-Founder, Chalkbeat.org

12:45 to 2:15 p.m. / R032

Minorities and Communication Division

Refereed Paper Session
Attitudes Towards Black Lives Matter & Representations of Ferguson

Moderating/Presiding
Robbie Morganfield, Grambling State

Media Effects and Marginalized Ideas: Relationships Among Media Consumption and Support for Black Lives Matter
Danielle Kilgo, Indiana
and Rachel Mourao, Michigan State
More than a Black and White Issue: Racialized Identity Constructs and Support for the Black Lives Matter Movement
Lanier Holt and Matthew Sweitzer, Ohio State
Racially Framed: A Content Analysis of Media Frames in the Coverage of the Ferguson Controversy*
Kris Boyle, Brigham Young
To Ferguson, Love Palestine: Mediating Life Under Occupation
Cristina Mislan and Sara Shaban, Missouri

Discussant
Brad Gorham, Syracuse

* Second Place, Faculty Paper Competition

12:45 to 2:15 p.m. / R033

Public Relations Division

Refereed Paper Session
Top Papers: Open Papers, Top Student Paper, and Newsom Award

Moderating/Presiding
Lucinda Austin, North Carolina at Chapel Hill
Thursday Sessions

“Strengthening Our Community: Working Together to Build Scholars, Educators, and Engaged Academic Citizens” / Washington, DC — August 6-9, 2018

Tweeting to (Selectively) Engage: A Network Analysis of Government Organizations’ Stakeholder Management on Twitter During Hurricane Harvey*

Wenlin Liu, Houston and Weiail (Wayne) Xu, Massachusetts

Examining Efficiency and Effectiveness in Online Interactions Between United States Government Agencies and Their Publics**

Jiun-Yi Tsai and Janice Sweeter, Northern Arizona; Elizabeth Candello, Washington State; and Kirsten Bagshaw, Northern Arizona

Creating a Positive Emotional Culture: Effect of Strategic Internal Communication and its Impact on Employee Supportive Behaviors***

Rita Men and Cen April Yue, Florida

Moderating Effects of Perceived Government Controllability Over Crisis Outcomes and Consumer Collective Efficacy on Responsibility Attribution and Demands for Regulatory Interventions****

Yingru Ji, The Chinese University of Hong Kong

Being Bad Abroad: Effects of Stealing Thunder by Self-Disclosing Corporate FCPA Violations*****

Julia Daisy Fraustino, Sang (Sammy) Lee and Ji Young Lee, West Virginia

Discussant
Nathan Gilkerson, Marquette

* Top Open Competition Paper
** Second Place Open Competition Paper
*** Third Place Open Competition Paper
**** Top Student Paper
***** Newsom Award Winning Paper

12:45 to 2:15 p.m. / R034

Scholastic Journalism Division

Refereed Paper Session

College Student Journalism: Insights for Educators and Practitioners

Moderating/Presiding
David Bulla, Augusta

I am a Journalist: Understanding Communities of Practice in Student Newsrooms

Elizabeth Smith, Pepperdine; Jean Norman, Weber State; Kirstie Hettinga, California Lutheran; and Lisa Lyon Payne, Virginia Wesleyan

The Day Students Scooped the Established Media: The Extreme Experiential Learning in a Pop-Up Multiplatform Newsroom

Alex Canner and Ivana Ebel, University of Derby

Perceived Threats and Risks among Student Journalists: A Q Study of Self-Censorship

Lee Farquhar, Butler and Michael Clay Carey, Samford

College Writing Assignments on Mobile Devices: Comparing Students’ Attitudes and Flipping the Traditional Classroom: Is Flipping Really Better?

Kelly Poniatowski, Elizabethtown

Engagement Across Disciplines and Age

Ronald Yaros, Maryland and John Misak, New York Institute of Technology

Discussant
Kimberly Lauffer, Ball State

12:45 to 2:15 p.m. / R033

Commission on the Status of Women

Refereed Paper Session

Sex Trafficking, Violence and Trauma: Improving the Narrative in Media and Classrooms

Moderating/Presiding
Jaime Loke, Texas Christian

Framing Transgender Violence: Narratives within Mainstream News Coverage

Natalee Seely, Ball State

“Boyfriending In”: Violence and Romance in News Narratives about Sex Trafficking

Anne Johnston and Barbara Friedman, North Carolina at Chapel Hill

What Happens When They Can Find You?: Doxing, Privacy, and Feminist Theory

Stine Eckert and Jade Metzger, Wayne State

Developing a Trauma-Informed Approach to Public Relations Education

Stephanie Madden, Pennsylvania State and Teri Del Rosso, Bridgewater State

2:45 to 4:30 p.m. / R036

Public Relations Division

Off-site Ketchum Tour

Moderating/Presiding
Christopher Wilson, Brigham Young

Representatives from each of their four main business practices speak to us about their work: Public and corporate affairs, brand, health, and social marketing.