**Southern States Communication Association**

**95th Annual Convention | “Anchors and Anchoring Communication”**

**April 2-6, 2025 | Norfolk, VA**

**Public Relations Division**

**VP & Program Planner: Kelly Williams** [**kwilliam@westga.edu**](mailto:kwilliam@westga.edu)

The PR Division invites submissions for competitive selection for the SSCA 2025 Conference to be held in Norfolk, Virginia. The division welcomes papers on all theoretical and methodological approaches to public relations research and practice. Papers, panels, or roundtable submissions addressing the convention’s theme, “Anchors and Anchoring Communication,” are specifically welcome.

**Competitive Paper Submissions**: All paper submissions must be electronically submitted to the SSCA convention site at <https://www.xcdsystem.com/ssca/member>. For the paper to be assigned for review, please follow all of the instructions on the convention site. For the purposes of anonymous review, please omit all author-identifying information from the manuscript. All papers submitted will be considered for the Division’s Top Paper Award. For student papers, indicate “STUDENT” on the first page of the manuscript, and indicate “Student Paper” during the submission process. For a submission to be considered a student paper and to be eligible for student awards or recognition, the author or authors of the paper must all be students at the time the paper is submitted. A paper co-authored by a student and a faculty member, for instance, will not be classified as a student paper. The Division’s Top Student Paper will be submitted for consideration for the SSCA Bostrom Young Scholar Award.

**Panel or Roundtable Submissions:** Panels and roundtables are submitted through the same process as competitive papers; just be sure to select the appropriate submission type when prompted. The submitter will be able to add other panelists as “authors” after the initial submission. Upload a copy of the panel, listing the description/rationale, panelists, and, if appropriate, panelists’ individual topics; upload this at the “Upload Paper” prompt.

Submissions must be submitted online no later than 11:59 p.m. PST on **Sunday, September 15, 2024**. Go to the submission site by going to the conference website (<https://www.xcdsystem.com/ssca/member>) and clicking the submission link. First time visitors to the site will need to create an account. Return visitors will need to make sure to use the same email address that they used to establish the account. To avoid technical problems, early submission is strongly advised. Any submission not meeting the above requirements will not be accepted for review. If you have additional questions, please contact the Division Vice-Chair and Planner **Kelly Williams** [**kwilliam@westga.edu**](mailto:kwilliam@westga.edu)

***Audio-Visual Support***: To maintain affordable conference rates, audio-visual support is extremely limited. It must be requested only if needed with supporting rationale and should be part of the submission to the division planner. Requests will be considered and are not guaranteed. An alternative may be a shareable QR code that audience members can access from their own personal devices.