



CORPORATE COMMUNICATION INTERNATIONAL at Baruch College/CUNY

A global center for information and knowledge on corporate communication

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NEWS RELEASE

For Immediate Release

June 29, 2015

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Candace P. Parrish, Ashley O. Jones and Jason A. Fuller Receive the Best Applied Paper Award at Corporate Communication International's Conference on Corporate Communication 2015



Ashley O. Jones and Candace P. Parrish display their Best Applied Paper Award at CCI's Conference on Corporate Communication, June 5, 2015. Standing with them is Michael B. Goodman, Ph.D., CCI Director.

New York, New York. Candace P. Parrish, Ashley O. Jones and Jason A. Fuller (U.S.A.) received the Best Applied Paper Award at Corporate Communication International's Conference on Corporate Communication 2015, held June 2 – 5 at Baruch College, City University of New York, for their paper, "Visual Press Release": A Qualitative Analysis of Public Relations Infographics as Brand and Reputation Management Tactics." *Corporate Communications: An International Journal*, published by Emerald Group Publishing Limited (UK), sponsors the annual award. Presenting the award were Wim J.L. Eling, Ph.D. Editor, and Michael B.

Goodman, Ph.D., North America Regional Editor of *Corporate Communications: An International Journal* and CCI Director.

Speaking about Parrish, Jones and Fuller's paper, Goodman states, "An essential question for corporations using infographics is asked and answered in "Visual Press Release": A Qualitative Analysis of Public Relations Infographics as Brand and Reputation Management Tactics." He adds quoting the authors, "Their qualitative study finds that infographics offer "an innovative complement to an organization's brand, reputation, and crisis management strategies." They can help the corporation as it positions itself as "accessible, transparent, and entertaining."

As a doctoral student in the Media, Art, and Text program at Virginia Commonwealth University, Candace Parrish's research focus involves discovering the potential effectiveness of visual utilization for cervical cancer prevention in health communication. Having a background in Public Relations (Bachelors and Master degrees), she has a well-rounded interest in improving communication research via communication arts. Other interest areas include prevention research in crisis communication, depression, and sexual assault. Candace currently serves as a Laboratory Manager for the Center of Media+Health and a Teaching Assistant in Public Relations at the Richard T. Robertson School of Media & Culture.

Ashley O. Jones and Jason Fuller are both graduate students in the Richard T. Robertson School of Media & Culture at Virginia Commonwealth University.

CCI - Corporate Communication International at Baruch College/CUNY (USA) sponsors the annual international Conference on Corporate Communication in association with *Corporate Communications: An International Journal* published by Emerald Group Publishing Limited (UK). 120 scholars and practitioners from 27 countries gathered at the 2015 conference to exchange information and explore the corporate communication profession as it relates to theory, practice, roles, processes, and ethics. Papers given at the conference were included in the *Conference on Corporate Communication 2015 Proceedings* published by CCI. Papers are also considered for publication in *Corporate Communications: An International Journal*, the *Journal of Communication Management*, and the *Journal of Business Strategy*.

The Richard T. Robertson School of Media and Culture at Virginia Commonwealth University is a CCI Academic Partner. Ernest F. Martin, Jr., Ph.D. represents the school on CCI's Board of Advisors.

CCI - Corporate Communication International at Baruch College/CUNY is a global center for information and knowledge on corporate communication. Devoted to the theory and practice of corporate communication, CCI provides world-class, research driven programs for corporate practitioners, scholars, students, policy makers and the general public.

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