



Thought Leaders in
Accounting

**American Accounting Association
Information Systems Section
Research and Publications Committee**

**Request for Proposal
Publicist of the *Journal of Information Systems***

Introduction

The Information Systems (IS) section of the American Accounting Association advances *accounting information systems knowledge* (aaahq.org/infosys). The section has more than 600 members, drawn primarily from college and university faculty in the USA and overseas. The teaching and research interests of section members are at the intersection of accounting, auditing, management information systems and computer science. The section's research journal is the *Journal of Information Systems* (JIS) (aaajournals.org/toc/isys/current). Now in its 26th year of publication, JIS is the premier journal in the accounting information systems sub-discipline. The vision statement for the Journal is:

*The Journal of Information Systems publishes high quality,
leading edge research that advances
accounting information systems knowledge.*

JIS publishes two issues per annum (three p.a. from calendar 2014). The editor of JIS is Prof. Miklos Vasarhelyi of Rutgers University. The Research and Publications R&P Committee of the IS section has overall responsibility for the direction of JIS. The R&P Committee has recently developed a strategic plan to systematically enhance the reputation of the *Journal of Information Systems*. One of the key elements of the strategic plan is to build reputation by placing key information on selected articles in JIS at news outlets, specialist professional journals, blogs and other social media. The purpose of this RFP is to seek proposals to act as the JIS publicist.

Publicizing JIS

The objective of this initiative is to increase the awareness of JIS in academic and professional communication. While JIS is an academic research journal, most articles in JIS have direct implications for practice. The publicist would summarize the key messages in one designated article from each issue for a professional audience. The publicist would then work to expose that write-up in the general media, IT and accounting professional publications and in social media, including bloggers and tweeters. The publicist would work to connect journalists and bloggers with the author(s) of the designated article.

The strategy for a given paper will depend on the nature of the paper. Some papers will be more "accounting" in nature. In this case, targets may be the Journal of Accountancy, CPA Journal, CFO or Accounting Today and accounting and auditing blogs. Other papers will be more "information systems" in nature. Outputs may be CIO Magazine, Computerworld and technology blogs.

Publicity Outcomes

Publicity outcomes for each paper from the publicist would be:

- *Generic:* Press releases for news outlets

- *Targeted*: Direct communication with appropriate professional journals, bloggers and tweeters.
- *Social media*: Communication via LinkedIn, twitter, Facebook etc.

The process is envisaged as follows:

1. When each issue of JIS is finalized, the Editor sends the publicist all papers.
2. Collectively, the Editor and publicist select the designated paper(s).
3. Editor ensures designated article is made available on the AAA website for free, for a limited period.
4. Publicist talks with the author(s) of the designated paper.
5. Publicist devises a strategy for the paper.
6. Publicist prepares and distributes generic news releases, social media updates etc.
7. Publicist interacts with targeted outlets for more in-depth publicity.
8. Following each issue of JIS, publicist provides report on outcomes of publicity activity.

Publicist Qualifications

The publicist should have the following qualifications:

- Knowledge of the accounting and technology domains.
- In-depth knowledge of relevant professional outlets and social media in accounting and technology.
- Experience in public relations and media promotion.
- Ability to act independently.

The publicist may be an independent contractor or firm.

Proposals

It is envisaged that the IS Section will contract with a publicist for a two year period, with renewal based on mutually agreed terms. Proposals should include:

- Vision
- Background
- Names and qualification of publicist(s)
- Quotation for services (expressed at a rate per issue)

Proposals should be addressed to the Chair of the Research and Publications Committee, Dr. Robin Pennington (robin_pennington@ncsu.edu). Put "IS Section R&P RFP" in the email header. The closing date for submissions is May 1 2013.

Detailed questions may be submitted to R&P Committee member, Dr. Roger Debreceeny (roger@debreceeny.com).