Update on the Public Relations Division

by Juan-Carlos Molleda

Welcome to the Autumn edition of the ICA Public Relations Division Newsletter update. In this issue, an overview of past few months’ activities at the division level in terms of management and re-organization of the division’s different collaborations and work environment are given. Vice Chair Jennifer Bartlett provides an update on the forthcoming Phoenix program and the various paper presentation formats. She also offers an overview of current award procedure and deadlines. Mark Eisenegger provides some figures on the Taskforce on Crossnational Research. Secretary, Chiara Valentini, informs us about newsletter communications and David McKie on public relations publications.

I would also like to announce the newly elected Secretary of our division and the ICA President-elected and board members. Firstly, congratulations to Friederike Schultz, Vrije University - Amsterdam, The Netherlands, who will take over as Secretary after ICA conference in Phoenix in June 2012.

At the ICA general level, Francois Heinderyckx, Université Libre de Bruxelles, Belgium has been elected President; Jiro Takai, Nagoya University, Japan is the new Board Member at Large (East Asia); Jonathan Cohen, University of Haifa, Israel; is the new Board Member at Large (West and South Asia); and Rahul Mitra, Purdue University, USA is the new Student Board Member. For the 2011 Election, 978 out of the 4430 ICA members expressed their preferences. This counts for a 22.05% of turnout.

Report from the Chair on the Division’s main activities

by Juan-Carlos Molleda

The ICA PRD is still lacking of an official job descriptions for officer positions and relevant division documents are still not systematically passed to new officers. We are currently working on improving the management of division documents and in drafting a list of tasks and activities in relation to the three positions that could be used as a reference for future officers’ work.

We have also been working to re-organize and reinforce the coordination with the existing award sponsors with the intent to improve the procedure, selection and handling of the awards. New opportunities to establish collaboration with new sponsors and donors for the different awards are currently explored. Organizations, individuals, centers that are interested in becoming prize donors should contact ICA PRD Secretary, Chiara Valentini (chv@asb.dk).
Report from the Vice Chair and program organizer

by Jennifer Bartlett

We had an excellent range of papers in the Public Relations Division at the Boston conference and we are looking forward to a strong turnout at the Phoenix conference in 2012. This year we will again be having papers in three streams – full papers, posters, and virtual conference. As with Boston, we look forward to not just having great quality papers in each stream, but also by using the various forums, that more members can access their colleagues’ work in sessions and online.

This year, we also have a number of new opportunities for our members to broaden the reach and nature of their work. In 2012, we will nominate papers related to the conference theme of Communication and Community to be presented as part of Association wide sessions that focus directly on this theme. Members are also invited to submit proposals around emergent international research collaborations for which they seek international partners. These submissions should be in the form of an extended abstract (2,500 to 3000 words). These proposals will form a session to promote cross-national research collaborations amongst public relations scholars around the world. We will also be having a special extended session to discuss the international diversity of the public relations research and future directions.

And as always, the role of the reviewers in assessing the papers, posters, research proposals, and presentations is integral to our division and bringing together a wonderfully diverse group of scholars and work together. So thank you in anticipation to authors and reviewers and we look forward to seeing you at the 2012 conference.

Upcoming conferences by region:

Europe:


November 10-11, 2011, Milan, Italy: XXIII Sinergie Annual Congress on “Corporate Governance and Strategic Communication”.


July 11-12, 2012, Bournemouth University, UK: International History of Public Relations Conference.
Latin America:

November 3-4, 2011, Lima, Peru: VI Congress of ALACAURP (Latin American University Careers in Public Relations), “Public relations in Latin America and contributions to the concept social responsibility”.

October 18-20, 2012, Santiago, Chile: ICA Latin American Conference “Trends in International and Latin American Communication Research”.

North America:


If you have information on relevant upcoming events, conferences and calls for papers to share with ICA PRD members, please contact Chiara Valentini, ICA PR Division Secretary (chv@asb.dk).

Report on awards

by Jennifer Bartlett

The PR division has currently three awards:

- Bob Heath Top Paper Award for faculty (run yearly)
- The Plank Centre Top Student Paper Award (run yearly)
- James E. Grunig and Larissa A. Grunig Outstanding Dissertation and Thesis Award (run every 2 years)

Michael Palenchar from the University of Tennessee and Co-Director of the Risk, Health & Crisis Communication Research Unit has kindly offered to sponsor a monetary prize for the 2012 Bob Heath Top Paper Award.

Top-Faculty Paper and Top-Student Paper will be selected according to the rating given by paper reviewers.

The competition for best Dissertation and Thesis will be handled by Bey-Ling Sha (bsha@mail.sdsu.edu). Eligible entrants for this competition cycle include theses and dissertations successfully defended during the period from January 1, 2010, through December 31, 2011. The deadline for submitting manuscripts for this competition cycle is March 1, 2012, by 11 p.m.

All awards will be announced during ICA 2012 conference.
**Report from Taskforce on Crossnational Research**

*by Mark Eisenegger*

At the last business meeting in Boston it was decided to carry out a session in the next ICA conference with the aim of discussing and garnering support for international research projects. Proposals around emergent international research collaborations, this year, will be given some space for discussion at the next ICA conference. These submissions should be in the form of an extended abstract (2,500 to 3000 words). These proposals will form a session to promote cross national research collaborations amongst public relations scholars around the world.

Deadline for submitting a panel proposal is November 1st.

**Report on newsletter and mailing list**

*by Chiara Valentini*

Since the spring newsletter a number of job openings and call for papers in public relations have been announced through the mailing list and posted in the division website, under the forum link. Open positions noted:

- From USA: DePaul University, Purdue University, University of Georgia, University of Maryland, University of Southern Mississippi, Virginia Tech University
- From Europe: University of Twente (Enschede, The Netherlands)
- From Asia: Sogang University (Seoul, Korea)
- From Oceania: University of Waikato (Hamilton, New Zealand)

**Report on public relations publications**

*by David McKie*

Dear Colleagues,

Three free issues of new PR journal! Now I’ve got the attention of all Scots and other value-hunters, let me promote two important publishing developments in the field. The first will be special interest to those who attended Professor Jordi Xifra’s presentation to ICA PR business meeting at the 2010 Singapore conference. The date of the first issue of the new *Journal of Public Relations Inquiry (PRI)* is fast approaching. PRI will offer an exciting mix of established and emerging scholars and the first issue is international in its range of authors, with a strong US presence, and a diverse range of topics.

Check out PRI at: [http://www.uk.sagepub.com/journals/Journal202052](http://www.uk.sagepub.com/journals/Journal202052) if you are
looking to find distinctive contributions to the field.

If you think you have an article that might fit, please consider submitting an article (and if you’re based in Asia or Australasian feel free to get in touch with me to discuss it). I recommend that everyone go to the website above soon while you can still sign up for a special offer that entitles you to free online copies of the *Journal of Public Relations Inquiry*’s first three issues.

The other breaking news is the launch of a major book series called *Rutledge New Directions in Public Relations and Communication Research*. The Series Editor, Professor Kevin Moloney of the University of Bournemouth, will be happy to answer any queries at kmoloney@bournemouth.ac.uk.

In this one too, I should also declare a personal interest as I co-author one of the first books to appear in the series. This new venture offers an opportunity to publish public relations books that are not textbooks or course book and can help to shape the future of the field in the 21st century.

David McKie, Professor of Strategic Communication and Leadership

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Hope to see you all in Phoenix in May 2012!

*Juan-Carlos Molleda, Chair,*  
*Jennifer Bartlett, Vice-Chair &*  
*Chiara Valentini, Secretary*