A message from the ICA PRD officers

Dear PRD members,

Welcome to the Autumn edition of the ICA Public Relations Division Newsletter update. In this issue, an overview of past few months’ activities including the Divisions call for paper for the forthcoming ICA 2013, on the election for the Position as Division Vice Chair, on upcoming conferences as well as recent news from the members are given.

We would like to thank all of you that in a way or another have served and promoted the interests of our division and we hope to see many of you submitting your promising research to the next Annual ICA Conference in London!

Juan-Carlos Molleda, Jennifer Bartlett & Friederike Schultz

Congratulations to the new Vice Chair of our Division: Chiara Valentini
We would like to congratulate our former secretary, Chiara Valentini, for her election for the position of the new Vice Chair of the Public Relations Division. Chiara will start her candidacy at the end of the conference in London and will replace Jennifer Bartlett. Her aim is to strengthen our Division further by making it more inclusive and participatory for all members of the global public relations scholarly community, and by helping to promote and implement several innovations that will assist the Division to fulfill its unique mission. Her goal is to further increase the Division’s membership throughout the world and to have it become more interdisciplinary in its orientation, in particular by seeking increased collaboration with other Divisions. We would also like to thank Erich Sommerfeldt for his candidacy.

ICA’s Conference Paper Submission Site is open until November 1st
The deadline for the submissions for our next International Communication Association Conference is **Thursday, 01 November 2012 at 23:00 (11:00PM) EST.** The next ICA will take place at the **17th -21st of June 2013** in London, UK. The theme of the next ICA is: **Challenging Communication Research.**

You can click this link (or copy and paste it into your web browser address window and hit "enter") to access the paper submission site: [http://www.icahdq.org/cfp/](http://www.icahdq.org/cfp/)  This is probably all we need with the full details.

The Public Relations Division invites submissions for the 2013 ICA conference that reflect the conference theme and are focused on challenging public relations research. As public relations becomes increasingly important in our society, the international public relations community in the ICA has an opportunity to consider the insights of past theoretical and empirical work; to draw on knowledge from across disciplines, contexts and nations; and to develop new theoretical, methodological and contextual approaches for the future. In order to build this agenda of challenging public relations research, emphasis is given to work that reflects on and develops public relations’ contribution to organizations, nations and society more generally. In order to do this and to include a diversity of scholars...
from around the globe, in 2013 the division will accept: full papers, extended
abstracts and panel proposals. All are reviewed and competitively assessed. The
format of extended abstracts is new and designed to accommodate a broader range
of work including conceptual, qualitative, and advanced work in progress. Such
extended abstracts are competitive as full papers and therefore need to be advanced
documents as well.

**There is a limited amount of submissions.** Submissions to the PR Division are
limited to 2 papers (full or extended abstract) and one panel, in order to give as
many members as possible to opportunity to share their work. Furthermore, there
is a maximum of 5 papers allowed at the ICA conference, excluding pre- and post
conferences.

**PR Division Pre- and Post-Conferences**
We are very excited to announce two joint pre or post conferences that the PR
division will be involved with in 2013.

**Governance through communication: stakeholder engagement, dialogue, and
corporate social responsibility, 15/17 June 2013 Public relations and
organizational communication divisions**
This two-part pre-conference runs across two capital cities in the UK. The
conference investigates the topical question of governance, focusing on the roles
communication expertise and practice play in the way in which the idea is
constructed and enacted by government and business organizations. We focus on
three themes — stakeholder engagement, dialogue, and corporate social
responsibility — which have become prominent in recent years in public and
expert discourses about business, government, and their relationships with those
they perceive as stakeholders. The conference begins in Edinburgh at Queen
Margaret University and concludes in the Cass Business School in London.

**PART I: Dialogue and stakeholder engagement: Challenging public relations and
organisational communication research, practice and impact**
**Time: 15th of June 2013, Saturday**
Location: Queen Margaret University, Edinburgh, UK, Centre for Dialogue
Format: Paper sessions and plenary. Papers should be sent directly to organizers.
Cost: £60 (Includes lunch, and tea/coffee, Extra: dinner, ceilidh)
Full details available from: Magda Pieczka mpiezka@qmu.ac.uk

**PART II: CSR and communication: extending the agenda**
**Time: 17th of June, Monday, 9:00 – 17:00**
Location: Cass Business School
Format: Paper sessions and plenary. Call for papers will be made via the ICA call
for papers system
Keynote speakers: Mette Morsing, George Cheney, Bobby Banerjee, Peter
Fleming, Martin Parker & Nick Couldry
**Sponsored by Copenhagen Business School, Cass Business School and nSICE**
Full details available from: Anne Vestergaard av.ikl@cbs.dk
Discounted rate for those participating in both Edinburgh and London events: £90
Further details of how to get involved can be found at the ICA site:

**Post conference – Public relations and Political communication divisions**
Political Public Relations: Examining an Emerging Field
Panel organizers: Spiro Kiousis, University of Florida & Chiara Valentini, Aarhus University Business and Social Sciences
Public relations efforts are more pervasive in political communication today than ever before. Still, there is neither much theorizing nor empirical research on political public relations. Consequently, the goal of this post-conference panel is to bring together scholars at the crossroads of public relations, political communication, political science, and political marketing, and to serve as an initial forum to discuss various perspectives on political public relations.

Date and Duration: Saturday, June 22, 2013.
Budget: estimated with $75

Read the full Call for Papers now as a PDF or on the web.

Call for Reviewers for the International Communication Association
We would like to kindly invite you to support the ICA PR Division as a Reviewer. For the ICA 2012 we received more than 100 paper submissions and already there seems an enormous interest for the London conference. All of the submissions need to be carefully read and commented, and only the best will be selected for presentation. To make sure that the next ICA is a great success, we are therefore looking for your support to sign up as a reviewer. Papers will be distributed by mid November and will be due at the end of the first week of December. You can sign up on the website as a reviewer and/or contact Jennifer indicating your willingness to review.

ICA Board Meeting taking place January 2013: Call for Suggestions
The ICA Board Meeting will be held in Seattle, Washington state, in January 2013. This is the first time that the board meets in the location of the 2014 conference site. Members of the Division are pleased to send us any suggestion for issues or concerns that the Chair of the Division, Juan-Carlos Molldea, raise to the board. Please send your suggestion to jmolleda@jou.ufl.edu

Endowments and Sponsorships
The Division continues to promote two endowments: the “Robert L. Heath Top-Paper Award” (for faculty) given each year (US$ 250—funds secured until 2014), and the “James E. Grunig and Larissa A. Grunig Outstanding Thesis and Dissertation Awards in Public Relations” given every two years. The Division continues to enjoy the support of the “Betsy Plank Center for Leadership in Public Relations for the Top Student Paper Award” given each year (US$ 500—funds are provided in a continuous basis).

The Division has two funds, the Grunig and Grunig Fund and the Heath Fund. The purpose of these two funds is to collect money to sponsor monetary prizes to the winners of these Awards. The Division seeks the assistance of members and supporters to be able to provide these monetary prizes. Members can donate directly to these funds via the ICA web site in the registration page.
Site for International Collaboration
The Division’s website devoted to cross-national public relations research has been up and running since November 2007 (http://icapr-cnrc.org/). The purpose of this database is to be a clearinghouse on all things related to furthering opportunities for international and cross-national public relations research, including collaboration across national boundaries.

Upcoming conferences by region
More information on the call for papers and programs of each conference is available on the ICA PRD website (http://www.icapr.org/). Check FORUM — Conference and events and Calls for papers.

Americas:
November 15th-18th, 2012, Orlando, Florida, USA: the 2012 NCA annual conference - Celebrate COMMunity

Europe:
June 14th-15th, 2013, Slovenia: BledCom
June 24th-25th, 2013, Bournemouth, UK: International History of Public Relations Conference (IHPRC)
September 26th-28th, Barcelona, Spain: Euprera 2013 Congress - Strategic Public Relations, values and identity

Asia & Oceania:
November 18th-20th, 2012, Melbourne, Australia: World Public Relations Forum Research Colloquium - Communication Without Borders

News from the members

Humanitarian Campaign for Adela Rogojinaru
The University of Bucharest has launched on September 5th the humanitarian campaign We save one professor, we save generations!, a fundraising campaign for a remarkable member of its academic community, Adela Rogojinaru, Associate Professor at The Faculty of Letters. Adela Rogojinaru was diagnosed with melanoma or multiple metastatic skin cancer, a disease that can be treated by aggressive intervention with Zelboraf chemotherapy. This product has not yet been placed on the list of discount drugs, resulting in a total cost of treatment and hospitalization of 15,000 Euros per month. The treatment takes about 6 months and reaches a full cost amount of 90,000 Euros. Organizations, companies and

Warm thoughts can be send to the email address anamete2002@yahoo.com.

Call for papers and Conferences

**International History of Public Relations Conference (June 24-25, 2013)**

Academics, practitioners and research students are again invited to submit competitive abstracts and papers for presentation at The International History of Public Relations Conference (IHPRC). The conference is organised by the Institute for Media & Communication Research at The Media School, Bournemouth University, England. Themes include among others the history of public relations and its developing or diverging relationships with other disciplines such as marketing or HR, seminal personalities or events that shaped the formation of public relations, historical professionalisation of public relations, history of PR instruments, etc.

*Submission of abstracts:* **December 10, 2012** to prhistory@bournemouth.ac.uk.

*Conference Registration:* via [http://historyofpr.com](http://historyofpr.com).

**Barcelona Meeting Com#3: International PR 2013 Conference (2nd and 3rd July 2013) on: Representing PR: Images, Identities, and Innovations**

Since at least the start of the 20th century, public relations has had an image problem. The conference explores the many facets of this around the general theme of representations of PR. Questions are among others: Who best represents PR? How has PR been represented historically? What have been the key innovations in PR across time and who pioneered them? What self-images do practitioners have of themselves?

The conference is organized by David McKie, University of Waikato (New Zealand), [dmckie@mngt.waikato.ac.nz](mailto:dmckie@mngt.waikato.ac.nz); Ferran Lalueza, Open University of Catalonia (Spain), [flalueza@uoc.edu](mailto:flalueza@uoc.edu) and Jordi Xifra, Pompeu Fabra University Roc Boronat (Spain), [jordi.xifra@upf.edu](mailto:jordi.xifra@upf.edu).

**Deadlines:**
- First opportunity to submit an abstract for an individual presentation (abstracts of between 250-300 words) or a panel (3 presenters maximum and overall submission to have 250 word abstract and 3 shorter abstracts up to 200 words each): **5th of November 2012**
- Second and final opportunity to submit an abstract: **18th of January, 2013**

Acceptance notification (by email) will be no later than **4th of February, 2013**

Early bird payment: Friday, March 15, 2013

Submission of selected papers: Monday, June 3, 2013

Please find further information at: [www.uoc.edu/symposia/BCNmeeting2013](http://www.uoc.edu/symposia/BCNmeeting2013)
Job Postings

Assistant Professor in Public Relations, University of Georgia (start: August 2013)
The Department of Advertising and Public Relations of the Grady College at the University of Georgia invites applications for a tenure-track position in public relations to begin August 2013.
Academic Rank/Salary: Assistant Professor. Appointment will be commensurate with qualifications and experience. Salary competitive.
Responsibilities: Candidates must have a teaching and research concentration in and commitment to public relations as an academic enterprise. A successful candidate must have a thorough grounding in theory, research, and practice, and have the ability to teach a range of undergraduate and graduate courses in public relations, particularly such courses as health public relations, risk or crisis communication, PR administration, research and campaigns. Special consideration will be given to applicants with industry experience and expertise in health or risk communication.
Application Deadline: Screening of applications will begin November 30, 2012 and continue until position is filled. To apply for the position, submit a cover letter, names and contact information of three references, and curriculum vitae in a single pdf document to: Dr. Jeffrey Springston, Public Relations Search Committee Chair: Email: adprdept@uga.edu; (706) 542-4791.

Assistant Professor in Corporate Communications, City University of New York (starts in Fall 2013)
The Department of Media Culture of the College of Staten Island (CSI) invites applications for a tenure-track position in Corporate Communication at the rank of Assistant Professor beginning Fall 2013. The successful candidate will have Ph.D or equivalent terminal degree in Communication or related fields. ABD Doctoral candidates may apply but must have PhD in hand by time of hire. Expertise is required in the critical history and theory of corporate communications (advertising, marketing, public relations), especially in regard to new digital media in non-U.S. environments. Preferred areas of study include but are not limited to privacy, consumer data, data mining, branding, commodity activism, intellectual property rights, or copyright law. Also required are demonstrated excellence in teaching, record of and continuing interest in productive scholarship, and ability to cooperate with others for the good of the institution. Professional experience in some field of corporate communications is desirable but not necessary. From our job posting system, select "Apply Now", create or log in to a user account, and provide the requested information. If you are viewing this posting from outside our system, please log on to www.cuny.edu. Navigate to "Employment", then "Job postings on line". Find Job ID # 6475. If you have difficulty with uploading multiple documents to the web site please send them to facultyrecruitss@csi.cuny.edu.
CLOSING DATE: November 1, 2012
Courses

Administration Course: Scripps Howard Academic Leadership Academy
The Manship School of Mass Communication at Louisiana State University is seeking applications for the 2013 Scripps Howard Academic Leadership Academy. This program is aimed at mentoring would-be administrators from diverse backgrounds, by providing four days of leadership training and professional networking. The sixth annual academy will be held from June 2-6, 2013, in Baton Rouge, LA. During their time in the program, mid-career academics and professionals meet with seasoned administrators to learn about management, discuss the future of media education, and consider issues critical to those interested in taking on leadership roles. The program features a full slate of industry experts and administrators. Previous years’ speakers have included Tom Kunkel, former dean of the Philip Merrill College of Journalism at University of Maryland; Shirley Staples Carter, former director of the School of Journalism and Mass Communications at University of South Carolina; and Bradley J. Hamm, dean of the Medill School of Journalism, Media, Integrated Marketing Communications at Northwestern University. To apply, please submit a cover letter discussing your interest in academic administration, a current CV/Resume and two letters of recommendation. Applications and nominations can be sent to Associate Dean Meghan Sanders at msand@lsu.edu. Further application details are available at www.manship.lsu.edu/shala The deadline for applications and nominations is December 31, 2012.