Message from the Chair, Chiara Valentini

Dear ICA PRD members,

A warm welcome to old and new members! In this newsletter you will find some important information about upcoming events and division activities.

Let me first remind you of the upcoming deadline (November 2nd) for submitting your papers, extended abstracts and panel proposals for next year conference program in Fukuoka, Japan. We are looking forward to receiving your work and are working to make next conference program another fruitful opportunity for our members to meet and share ideas. Please be aware that the online system may get congested on the actual deadline day so it may be better to submit as early as possible. Remember to remove any author identifier from your uploaded paper and/or extended abstracts to avoid desk rejections.

All faculty papers and student papers (student paper is solely authored by students) will be eligible for the two awards: Robert Heath Top Faculty Paper Award and Plank Center Top Student Paper Awards. For specific questions about the different submissions, please check out our specific division’s call for papers (pp.58-60 of the ICA CFP PDF, http://www.icahdq.org/conf/2016/2016CFP.pdf) and if you still have unanswered questions, you can reach out to our program planner, Katerina Tsetsura (tsetsura@ou.edu).

Next year, we will be awarding the Grunig and Grunig Outstanding Thesis Awards for the best master thesis and doctoral thesis in public relations. Information on the submission of thesis documents and deadline is announced in this newsletter. If you have questions, please refer to the committee chair, Bey-Ling Sha (bsha@mail.sdsu.edu). I urge you to share this information with your students as this is a great opportunity for them to see their work recognized.

We will also have a number of pre-conferences around the main conference, some hosted by Division members within Public Relations, and some held in conjunction with other Divisions. Pre-conferences are excellent events and I encourage you to consider registering for them as well as for the main conference.

Thanks to the donation of Queensland University of Technology, we are going to hold our PhD Colloquium for the third time. You will find the call for submission later in this newsletter. This is a great opportunity for early career researchers to meet senior scholars and discuss their research projects. The PhD Colloquium will be held as preconference and the organizers are looking for the involvement of senior scholars who could offer their time and expertise to work with students for the half day event. I hope as many senior scholars as possible will consider the opportunity to support the division’s young scholars. Interested members, please contact the colloquium organizers directly, Jennifer Bartlett (j.bartlett@qut.edu.au) and Bree Devin (bree.devin@qut.edu.au).

As usual, we will be planning a reception and dinner at the conference, and we will let you know about these closer to the time.

Very important opportunities for contributing to the division:

- The division is still looking for volunteers for implementing the social media policy that was circulated via the mailing list during the summer. We would like to start with the three identified social media platforms (Facebook, Twitter and LinkedIn) and we need manpower for setting them up and above all for providing valuable content feeds. We are looking for volunteers across all regions and you can find more information in the section from our student representative, Alice Srugies. Volunteers can also be PhD students. Please spread the word and if you are interested, contact Alice directly (Alice.Srugies@tu-ilmenau.de).

- We are also in need of reviewers available to review papers, extended abstracts and panel proposals during the upcoming November month. For the program planning to work, the division is dependent upon its members volunteering to review the different submission types; and for this process to work smoothly, it is essential that as many as possible sign up to review via their ICA personal page or their
Another important way to contribute to the division is through donations. Please consider making a donation, however small, to our two funds, the Robert Heath Top Paper Award Fund and the Grunig and Grunig Dissertation and Thesis Award Fund. You can donate via the link on this page on the ICA site (http://www.icahq.org/fundraising/index.asp). Donations can be as little as $5 and can be made at any time, including when you register for the conference in the New Year. Please show your support so that we can continue to reward first-class work.

I am looking forward to seeing you all in Japan.

All the best

Chiara Valentini

Chair, ICA Public Relations Division

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Report from the Chair

ICA election results

The results from the recent ICA elections have been announced. The division membership voted in favour of the dues increase to $6 per member. The division officers would like to thank you for supporting this motion, which will make a big difference to our ability to host an effective conference and will also allow us to provide support for students attending. Congratulations to Alina Dolea (University of Bucharest, Romania), who was elected the Secretary of the PR division. Alina will take up her post from June next year, following the conference.

At the Board level, Paula Gardner (McMaster University, Canada) was elected the new President, and Tamar Lazar (University of Haifa, Israel) the new Student Board Member.

ICA Board Meeting taking place January 2016: Call for Suggestions

The ICA Board Meeting will be held in Washington Dc in January 2016. Members of the Division are pleased to send us any suggestion for issues or concerns that the Chair of the Division, Chiara Valentini, raise to the board. Please send your suggestion to c.valentini@bcom.au.dk

Call for submissions to the 2016 James E. Grunig and Larissa A. Grunig Outstanding Thesis and Dissertation Awards

The public relations division of ICA invites submissions for the 2016 James E. Grunig and Larissa A. Grunig Outstanding Thesis and Dissertation Awards. Eligible entrants for this competition cycle include theses and dissertations successfully defended during the period from January 1, 2014, through December 31, 2015. Theses and dissertations must focus upon phenomena, issues and questions relevant to the study of public relations. Award winners will be recognized at the ICA Conference in Fukuoka, Japan, June 9-13, 2016.

As in the last four competition cycles, award aspirants are asked to condense their theses/dissertations into a
30- to 40-page manuscript. The advantages of this requirement include helping our newer scholars to prepare their research for publication consideration, reducing the workload on award judges, and facilitating objectivity in the awards process. All manuscripts submitted for the awards will be subject to double-blind review.

Submission Requirements
To enter the thesis/dissertation competition, please submit the following:

- One electronic copy of a 30-40 page manuscript, typed, double-spaced, based on the thesis/dissertation. The page limit is for manuscript text only and excludes references, charts, and figures.
  - The manuscript must be written in English.
  - The manuscript must be carefully edited to conceal the identities of the author, his/her institutional affiliations, and the thesis/dissertation advisor, so as to preserve the objectivity of the judging process.
  - The manuscript may be written especially for the award submission, or it may be a compilation of appropriate sections from the thesis/dissertation.
  - The manuscript must include an introduction, literature review/conceptualization, method, findings, and discussion of the significance of the findings for public relations scholarship.
- Technical requirements: The manuscript and all supplemental material must be submitted as an emailed attachment in a single electronic file in MSWord. Please do NOT submit your entries in pdf, as not all non-U.S. reviewers have access to the software for reading these files. The manuscript must be submitted via email. If your file is too large to send via email, then you need to reduce the file size.
- An abstract of the thesis/dissertation, not to exceed 150 words. The abstract must be written in English. The abstract must be on the first page of the submission’s single file.
- An email text to the awards chair indicating (1) current contact information and affiliation of the author, (2) thesis/dissertation manuscript title, (3) date of thesis/dissertation defense, (4) university where thesis/dissertation was defended and degree awarded, and (5) contact information for thesis/dissertation advisor.

Deadline
The deadline for submitting manuscripts for this competition cycle is March 1, 2016, by 11 p.m. Pacific Time. All materials must be received by this date and time. Award aspirants are requested to not submit full theses and dissertations to the awards chair and to not submit materials without first ensuring that they comply with ALL the submission requirements. Submissions that fail to conform to the requirements will be automatically disqualified.

Please send all materials via email to the awards chair, indicated below. For the subject line, please indicate “Grunig Thesis/Dissertation Awards SUBMISSION”. Thank you.

Judging
All manuscripts submitted for the awards will be subject to double-blind review by three independent judges. In the event that submission volume requires more than three judges to participate in the evaluation process, the award winners will be determined through standardized scoring.

Chair, Grunig & Grunig Thesis/Dissertation Awards
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Report from the Vice Chair and Program Planner, Katerina Tsetsura
Preparation for the conference in Fukuoka is well underway! But, as the Chair’s message makes clear, we need reviewers! **Please consider volunteering to be a reviewer of this year program even if you do not intend to submit any paper.** The volume of submissions we receive means we need a lot of reviewers to ensure a robust process that does not overload any individual reviewer. Besides contributing to an important task, being a reviewer allows you gaining early access to the latest findings in the field. Doctoral students are welcome to volunteer but only for reviewing other students’ papers.

Upon request, reviewers will receive a certificate for their service for the ICA Public Relations Division. Reviewers can also be non-ICA members, so please spread the message across your network and ask colleagues for help.

To volunteer to be a reviewer, go to [http://www.icahq.org/cfp/index.asp](http://www.icahq.org/cfp/index.asp), log in and in the “Submitter Menu”, select “Volunteer to be a Reviewer”. If you don’t have an account or do not remember your details, you can follow the instructions provided in the above link. **It is important that you update your account with the email address you are currently using** and that you complete all fields. Your answers will help match your expertise with the paper submissions when assigning reviewers, chairs, and respondents during program planning.

Don’t forget the deadline for submissions is 2 November 2015, 11:59pm CST. Make sure to submit your work by the deadline! For complete papers, the word count is 8,000-9,000, not including references, tables, etc. For extended abstracts, the word count is 2,500-3,500, not including references. Please make sure you mark the correct category when you upload your papers/extended abstracts. **Remember that student submissions have to be authored only by students, and may not be co-authored by faculty members.** Please also remember to **ensure that your submissions are anonymous**, in order to protect the integrity of the blind review process.

**Message from Alice Srugies, ICA PRD Student Representative**

**Life After your PhD**
Acquiring your PhD is a huge step in your academic career and getting there may absorb most of your attention right now. But in times of tightening job markets in academia, it is worth thinking about life after the PhD at an early stage. The ICA PR Division brings scholars from different regions of the world together. Based on that, we would like to inform you about grants and funding opportunities covering different regions and countries. If you would like to share information about specific international and regional programs for postgraduate and early career scholars, please get in touch with me at alice.srugies@tu-ilmenau.de.

**Marie Skłodowska-Curie Actions**
The Marie Skłodowska-Curie actions (MSCA) Individual Fellowship presents an interesting opportunity for starting your postdoc career. Even though the MSCA Individual Fellowship is part of the EU framework program ‘Horizon 2020’, it is open to researchers from all over the world. It addresses early career scholars from all disciplines that have either completed their PhD or have a minimum of four years’ research experience. It seeks to contribute to career development as well as to the international and interdisciplinary mobility of young scholars. Researchers funded by the MSCA Individual Fellowship program usually spend two years at a host university in or outside the EU and receive an allowance to cover living, travel and family costs.

**Useful Links:**
Click here for more information about the MSCA Individual Fellowship:

Many countries have established national contact points that assist you in all questions related to your application. Click this link to access the network of national contact points:

In addition to applying for an individual fellowship, you can also search for post doc positions in the Europe-wide job portal ‘EURAXESS’.
Become a member of our social media team

Let me say thank you to all volunteers that have already signed up for our social media team. To be able to inform you about interesting events, issues and developments on a truly international level, we are still looking for regional moderators of the PR Division’s twitter feed (particularly in Africa, South America, Asia and Oceania). If you are interested in joining our social media team, please get in touch with me at alice.srugies@tu-ilmenau.de.

Conferences and events

Members are invited to submit papers for the ICA pre-conference, **Powers of Promotion: Apprehending the Social and Political impacts of Promotional Culture, to be held on 7 June 2016 in Tokyo.** The conference is co-sponsored by the Public Relations, Popular Communication and Political Communication divisions. We also thank the Finnish Institute in Japan and the Embassy of Finland for their generous support. The pre-conference aims to create a multidisciplinary approach to promotional activities and bring together researchers from cultural studies, political communication and public relations. This is a one-day conference with two parallel sessions of panels (see attached outline) and one keynote, Professor Shunya Yoshimi. We plan to have a maximum of 60 people attending, and aim to create an intimate atmosphere and lively discussions over the day with an in-house lunch and coffee breaks. The Finnish Institute in Japan is providing us the locale in downtown Tokyo, and there might be some extra curriculum activities already on the 7th. The **deadline for abstracts is 1 December.** More information about the pre-conference can be found at: [https://powersofpromotion.wordpress.com/](https://powersofpromotion.wordpress.com/)

ICA Pre-Conference Proposal, PhD Workshop – Public Relations and Strategic Communication (registration procedures and fee to be announced) **to be held on Thursday 9 June 2016, 9am – 12.30pm** at Conference Venue in Fukuoka, Japan. This seminar is relevant for PhD students within the research field of Public Relations and Strategic Communication at different stages of their dissertation process. The aim of the seminar is to provide doctoral students in the field of Public Relations and Strategic Communication with an opportunity to present and discuss their dissertation research in a constructive atmosphere. Students receive feedback and advice on their projects, theoretical frameworks, methodologies and research designs from senior scholars and other students, who review the proposals. The workshop also serves as a platform for students working in these areas to establish a valuable network and examine issues which are important for their future careers. It provides a basis for general discussions a variety of other issues. Senior scholars in the field will give more insight on questions and the specific areas of public relations research that are discussed in the PhD projects with a focus on:

- Theoretical developments: Emerging perspectives, models and theories in the field of Public Relations and strategic communication (e.g., institutional theory, CCO, etc.) and in specific fields (e.g., crisis communication, CSR, new media)
- Methodological developments: Methodologies, empirical challenges and solutions are discussed and evaluated with regard to the field of PR
- Publication strategies: By reviewing other students' papers and taking part in the discussions students learn also more about the reviewing process as well as improving their skills on how to write, submit and revise papers for top journals.

Application and Submission:

- Students apply with a short proposal (max. 3 pages excl. figures, tables, references) that describes the (planned) research by outlining the research problem and research gap, core theories or perspectives, the methodology or even empirical results. The proposal needs to outline core challenges and questions the student has at this stage of his project.
- In basis for the fellows' review, students need to hand in a short paper of ca. 6,000 words. This paper can be focused on the core aspects the student would like to discuss (theories, empirical part, etc.).
- At the seminar, students will present a short review (1-2 pages) for a fellow student’s proposal.
## Timeline:
- Deadline for submission of short proposal (3 pages max): January 1, 2016 (emailed to bree.devin@qut.edu.au)
- Acceptance provided by: January 20, 2016
- Deadline for short paper submission (6,000 words): May 1, 2016
- Deadline for short review (1-2 pages): May 30, 2016 (emailed to organizers and distributed at the workshop)

For more information, please contact:
Dr. Bree Devin or Associate Professor Jennifer Bartlett  
School of Advertising, Marketing and Public Relations  
QUT Business School  
Queensland University of Technology, Brisbane, Australia  
Contact email: bree.devin@qut.edu.au / j.bartlett@qut.edu.au

The SACM annual conference 2016 will take place from April 7 to 9, 2016 at the Department of Communication and Media Research of the University of Fribourg and has extended the deadline for submissions to November 5 2015. The theme is **Social change and the media from its roots to new developments**. ICA members may be particularly interested in the following areas:

### Public diplomacy and country perspective:
- How do practitioners in different countries and supra-national organizations deal with public diplomacy?  
- What are specific political, cultural, and/or legal challenges?
- How do social media and other technologies influence public diplomacy?

### Organizational communication, business communication, management:
- Which theories are suited to explain social change affecting organizations? E.g., how can phenomena of transnational and international communication be improved?
- Which are the new challenges for communication management due to social change and new forms of business communication (e.g., digital media)? How does social change impact on media business models and strategies?

### Social Media:
- How do organizations use social media for business? How do organizations use social media to communicate with the public?
- What are the characteristics of online communities? How are digital identities formed? How do digital identities differ from offline identities?


**BledCom 2016** held at Lake Bled, Slovenia, 1-2 July 2016, will be the 23rd annual gathering of scholars and practitioners in public relations and related disciplines to discuss contemporary communication and management problems. The theme is **Engaging People in Disengaged World** and a call for abstracts is public: [www.bledcom.com](http://www.bledcom.com). There will be two special sessions: BledCom meets Miami (in cooperation with the IPRRC) and an afternoon on academia – practice cooperation in public relations as a working ‘community of practice.’ A special issue of the *Public Relations Review* will be published after the symposium. The deadline for submitting abstracts and panel proposals (500 to 800 words) is 1 February 2016.

**BCNmeetingPR#6: Developing Public Relations: Entertainment, Ethics, Innovation, Teaching, and Territories.** The [Call for Papers](http://www.bledcom.com) has been issued for the sixth Barcelona International PR Meeting #6, which will take place on 28 and 29 June 2016 in Barcelona. In a crowded promotional culture, although the e-word least mentioned is extinction, no field can rest on its laurels. Writers have proclaimed the death, or at least the end of, both Advertising and Marketing. Neither has yet happened but to secure a future, PR must keep developing. More details about the theme, and how papers might address it, is in the call for papers. The deadline for abstract submission 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) is 15 February 2016.

The [Call for Papers](http://www.bledcom.com) has been issued for the seventh International History of Public Relations Conference, to be held on 6-7 July 2016 at Bournemouth University in southern England. At this conference,
a new theme of the ‘her-story’ of public relations, which emphasizes the under-researched role of women in the formation and expansion of public relations, will be added to the already wide range of conference themes. Abstracts are due Monday 14 December 2015. Authors will be advised in late January 2016 about acceptance of their abstracts for development into conference papers and presentations.

New Publications / Calls for Papers

You are invited to contribute to the upcoming Handbook of Financial Communication and Investor Relations (to be published by Wiley). One-page proposals are due December 1 2015. See the call for proposals for more information: https://drive.google.com/file/d/0B5NkmlzmOcaCdjExTFhwWVphcFE/view. If you have any questions, please contact Alexander Laskin, ALaskin@gmail.com.


While public relations offers numerous assets for organization-stakeholder relationship building and for ethical corporate social responsibility and sustainability communication, it also faces challenges linked to negative perceptions of the profession which can lead to accusations of “greenwashing.” This innovative book critically explores the growing, complex and sometimes contradictory connections among public relations, corporate social responsibility and sustainability. This book advocates a postmodern insider-activist role for public relations which can transform organizations into moral places committed to people, planet, and profit. By amplifying voices of nearly 100 for-profit and nonprofit professionals, and using hermeneutic phenomenological theme analyses of CSR/Sustainability reports and websites, this book invokes public relations, postmodern and critical theories to empower public relations professionals to transform organizations into ethical, authentic and transparent actors in the public sphere. It is essential reading for scholars, educators and enquiring professionals working in public relations, corporate communication, sustainability and corporate social responsibility.

New Norwegian PR textbook. Norwegian Business School Professor Peggy Simcic Brønn, her colleague Associate Professor Tor Bang and local PR guru Øytein Bonvik have collaborated on what is Norway's first comprehensive book on PR. Based on the American model of PR textbooks, the book represents the first time the entire spectrum of the practice, from history to process to practice has been published in the Norwegian language. The book is a welcome addition to the English-based literature and offers some advantages for Norwegian students and practitioners. Beside the obvious advantage of being in the native language, the book offers a thorough understanding of the history of PR, which is solidly bound to the development of the field in the US. But the rich history of its development in Norway is introduced to students. The book addresses legal issues pertaining to the practice that are peculiar to Norway. An example is that it is illegal to advertise to children and the laws regarding data bases containing personal information tend to be quite strict. Sections on political communication, lobbying and internal communication are also based on the Norwegian government, political atmosphere and laws regarding unionization and health and the environment in the workplace. Working alongside an experienced practitioner the two academics were able to include many illustrative examples all from Norwegian practice. This is a big advantage for students who have had to struggle with often hard to imagine US cases and examples.

Don’t forget to send your news to the division Secretary, Lee Edwards l.m.s.edwards@leeds.ac.uk, so that we can tell members what’s going on in the division. You can also visit our Facebook page for the latest updates and to post information.