Minutes of the 2001 Business Meeting of the Public Relations Division, International Communication Association

1. The meeting was called to order by chair Dean Kruckeberg.

2. Kruckeberg distributed copies of the Spring 2001 Division Newsletter and the members approved the minutes from the 2000 Acapulco meeting.

3. In the budget report the chair announced that $826 will roll over for the next chair, Bonita Dostal Neff. Bonnie thanked Dean for these monies.

4. Bonita Dostal Neff reported that the 2001 conference included 32 papers and 5 panels under the auspices of the Public Relations Division.

5. Neff discussed the arrangements for the 2002 conference in Seoul, Korea, July 15th. The Korean government has provided over $150,000 in support of ICA’s convention.

   Bryant Jennings, 2002-2003 ICA President, and Michael Haley, ICA Executive Director (ex officio), visited the Public Relations Division business meeting and announced that deadlines for panels and papers for the 2002 conference in Seoul, Korea will be in the same as for the 2001 conference. They discussed the cost of airfares, hotel and encouraged collaboration with Korean and Chinese scholars. ICA will provide a housing Listserv so that graduate students can find affordable housing.

6. The Committee Reports were as follows:
   a) History: Pete Hamilton continues to work with the ICA committee that is preparing the history of the ICA. Hamilton will be contracting members soon to gain their perspectives on the growth and accomplishments of the division.
   b) Matlon: The chair raised the issue of the inclusion of public relations articles in the Matlon Index. Indexing continues to be an important issue to increase the reach and impact of public relations articles in the broader communication discipline. A joint ICA and NCA committee continues to work on this topic.
   c) Thesis and Dissertation Competition: The submission date is January 15, 2002. The membership debated the format for the submissions. After significant discussion Larissa Grunig made a motion to change the process to make it easier and more cost effective for graduate students to submit their work. The motion passed 21 to 0 and the chair will use the division newsletter to inform members about the different formats available for the competition.

7. Kruckeberg reported on membership statistics. Today, the division has 221 members. This represents a decline since the division high of 257 in 1999. All members were urged to invite their colleagues to join so that divisional status within ICA can be continued.

8. Graduate students Kelly Page, University of Florida, and Katerina Tsetsura, Purdue University, presented the Strategic Plan for the division. This comprehensive strategic plan provided the mission and goals of the division. It outlined goals for strengthening the division. The members debated parts of the plan including the pedagogical scope, efforts to attract practitioners, and what types of resources should be allocated to accomplish the goals. The members voted almost
unanimously to receive the draft of the report. The strategic plan will continue to be debated and refined through the newsletter and future meetings. The Chair and the membership thanked Kelly Page and Katerina Tsatsura for their efforts on this important document.

9. Linda Aldoory and Betteke van Ruler were nominated to run for position of Secretary and Newsletter Editor.

10. There was no old business.

11. New business:
a) A divisional dinner immediately following the interactive poser display was announced. Old and new members were encouraged to attend.
b) Incoming President, Bonita Dostal Neff, announced grad student scholarships to support travel to ICA Seoul.

12. In his remarks as the outgoing chair, Dean thanked everyone who helped make his tenure as president fulfilling. He especially thanked Kelly Page and Katerina Tsatsura for their efforts on the strategic plan and the vice chair for her assistance. Kruckeberg believes that the division is strong and well on its way to achieving important goals in public relations scholarship.

13. In her remarks as the incoming chair, Bonnie Neff thanked Kruckeberg for his efforts, presented him with a certificate and small memento of the Acapulco conference. She also announced a special issue dedicated to teaching public relations and encouraged members to submit articles.

14. The new chair adjourned the meeting at 3:50pm.

Respectfully submitted,

Maureen Taylor, Division Secretary