Minutes of the Public Relations Division of the
International Communication Association Annual Meeting
Seoul, Korea, July 16, 2002 5:15-6:30 pm

1. Call to Order
The meeting was called to order by chair Bonita Dostal Neff. She introduced the board members Sherry Devereaux Ferguson (vice chair, not present) and Betteke van Ruler (secretary). She distributed copies of the agenda; no revisions were necessary. She stated that Pete Hamilton continues to work with the ICA committee which is preparing the description of the history of ICA, including the profile of the PR division.

All members (21) approved the minutes of the 2001 meeting.

3. Activity Review
   a. Newsletter: due to budget deficit and thanks to modern technology, we want to distribute the newsletter electronically and add a website. A list of e-mail addresses of division members will be distributed. In the newsletter we want to publish info on major conferences as well as give room for global exchange of information on what is going on in public relations.

   b. Program chair report: Postal submission of papers was extremely problematic after 9/11. For the San Diego conference, ICA will collect papers electronically. The paper reviewers will be coded to and instructed by the central office. The chair warns that submission at the final day could produce a crash of the system, as was the case with AEMCJ. She asks the members to be aware that the submission is near, since this conference is later than normal.

   c. Dissertation/thesis:
Shannon Bowen is the winner of the 2002 award for her outstanding dissertation on ethics. She regrets that she was not able to come to Korea. Next submission date is January 15, 2004 for dissertations defended between January 2002/2004.

   d. Matching funds: Ketchum donated $ 300 and ICA donated $ 300 for funding 3 people (faculty and students) to come to the conference.

   e. Minority student travel grant.
The students have to be from the US. The chair was sorry that the awarded student was not able to use the money. The PR representative is Marina Vujnovic from Croatia with a dissertation on “Teaching under war conditions”. The chair suggests that graduate students should have their own program during the conferences. The chair also questions that we do not have book-, career- and article-awards, as the division members could provide quite some materials. She asks Dean Kruckeberg to pick this up. She also suggest that the division should have a fellow of ICA and she encourages the members to send nominations to Dean.

   f. Preconference at Sogang
The chair thanked the organizers of the pre-conference for an excellent organization and an excellent program. It was one of the best, she stated.
g. ICA brochure
Katerina and some other students worked on the brochure. It is still in progress, but will be available at the end of this year. The PR Division was the source of the renewal and is proud of it.

h. National Board overview
· Electronical distribution of the newsletter will save $75,000. Hard copies will be sent to people who have no internet connection. There is some discussion whether electronic distribution could be the death of the newsletter (NCA 10 years ago).
· However, dues will go up ($20 for faculty, $10 for students).
· ICA studies the selection of provided journals.

4. 2003 Conference in San Diego
The chair welcomed Bill Eadie, who encouraged the members to come to the next conference at the border of Mexico. Theme is “Communication in Borderlands”, the conference is in the Marriott Hotel with alternative housing if wanted.
The Seoul conference attracted over 1,100 members. The PR Division had 54 papers and 4 panels submitted, 48 papers and 3 panels accepted. This is a fine score: some division were poorly active this year. The ICA board was impressed by the activity of our division for this congress.
The 2004 conference will be in New Orleans, 2005 in New York, 2006 is abroad, perhaps in Berlin, but it is still open for suggestions. The decision will be made in November 2002.

5. Other business?
· The chair thanks Brenda Wrigley, Dean Kruckeberg, Lynn Zock, and others for taking over as chair and moderators.
· The chair states that the PR Division website, linked to the ICA website is up to date now. The electronic newsletter should become a newsflash. She invites members to send in suggestions for the website and to provide news. She is asked to call ICA about the small left side of the website; the navigation bar is very small.
· Membership is now about 230. The chair hopes to commit more people in the near future.
· The division needs a new vice chair. Members are asked to suggest candidates.
· Dean Kruckeberg questions the costs of papers (now $1, was $0.25). Couldn’t we place all papers on CD and sell it? The technicalities of electronic availability as well as the copyrights are still under discussion.

6. Meeting adjourned
The chair thanked the members for joining her in this meeting, invited all to join the division dinner and the karaoke party later this night, and adjourned the meeting at 6:50 hours.

Submitted by Betteke van Ruler, Division Secretary