I. WELCOME AND INTRODUCTION OF OFFICERS
The meeting was called to order by division Chair Craig Carroll on May 25, 2008, at 4:30 p.m. Carroll introduced Vice Chair Øyvind Ihlen and Secretary Juan-Carlos Molleda. He also announced that dinner would take place at 7:30 p.m. Carroll commented to Division’s members about the unexpected resignation and absence of past Chair Betteke van Ruler.

II. OLD BUSINESS
a. Approval of minutes from San Francisco, May 2007
Copies of the minutes from the 2007 meeting were distributed. Bonita Neff moved to approve the minutes, Melissa Johnson seconded it, and all attendees (N = 42) approved the minutes without modification.

b. Election results and introduction of officers for 2008-2010
Jennifer Bartlett from the School of Advertising, Marketing and Public Relations of Queensland University of Technology at Brisbane, Australia was introduced as elected secretary for the period 2008-2010. Carroll explained that his early appointment as Chair and the designation of Ihlen as Vice Chair was decided because of the sudden resignation of van Ruler.

c. Special announcements from ICA Board
Announcements from ICA Board Meeting were summarized by Carroll. The ICA Finance Committee proposed an increase in membership dues from $130 to $150, life membership from $3,000 to $5,000, and conference fee from $195 to $225. Fee changes were approved by the ICA Board.

Concerning ICA Publications, the use of the latest APA Publication Style for potential publication’s submissions was reaffirmed, but with international concerns. That is, rejections should not be solely based on style, but if the paper is accepted for publication, it will need to adhere to the style before its publication. This is and will be consistent for all ICA publications.

ICA Journal editors announced. Specifically, Charles Salmon was introduced as the new editor of Communication Yearbook. A bilateral agreement between ICA and IAMCR was announced also.

Children, Adolescents, & Media IG was introduced as a new interest group. Regarding conference session allocation, there was expressed dissatisfaction but no consensus on change. The allocation for 2009 will follow the same patterns of 2008.
These are the conference site selection for the following years: 2010 Singapore (contract already signed), 2011 Boston, Westin Harborside, and 2012 Phoenix, Sheraton.

Demonstrate international inclusion was a topic of discussion, which the Public Relations Division has achieved successfully. It was said that division annual reports must include internationalization efforts. Divisions were asked to consider conducting a study of Name Resonance w/Non-US Members. Geographical dispersement in nominations sought for all ICA awards. More about internationalization, ICA will co-sponsor two regional conferences in Mexico City and Melbourne.

ICA awards and procedures were discussed, including the online nomination procedures and for new awards (i.e., James W. Carey Urban Communication Award; SSRC, Communication Research as a collaborative Practice; SSRC, Communication Research as an Agent of Change; and SSRC, Communication Research as an Open Field). SSRC awards funded for five years, with efforts to be made to ensure the awards continue. None were from the Public Relations division. Carroll stated the need to have a representation as a Division in old and new awards.

Announcements were made about the ICA’s new Electronic Newsletter format: HTML is being used instead of PDF. This speeds the download time, allows data collection on use to be gathered, individual sections of newsletter to be printed, and more timely and efficient distribution. Thus far “hits” from 65 percent of ICA membership have been reported.

Michael Haley, ICA Executive Director, came to the business meeting to address the Division’s membership. He talked about the upcoming conference in Chicago, in particular the great location of the venue of the event. The theme of the 2009 conference is “Keywords in Communication.” Haley invited our Division to identify concepts, ideas, or theories that have made an impact in our field and where we may be heading in the future. One plenary panel slot will be given up allowing 24 new sessions. These will be focused on the chosen theme and must include participants from at least four different divisions. ICA is training graduate students to lead small groups to explore Chicago’s multiple ethnic neighborhoods. The 2009 conference site will be active in July 2008. The deadline for submitting papers has been extended to Monday, November 3; he clarified that this does not mean submitters should wait 48 hours more to procrastinate. In 2008, the paper site crashed 24 hours before the deadline. The 2009 conference’s size and allocation of sessions are expected to be the same of the 2008 event. Singapore was confirmed as the venue for the 2010 conference. The Board will do its best to make the 2010 conference affordable in terms of lowering registration and including meals with it, and offering a wide price range for accommodation; airfare cost is out of the control of ICA.

d. Report from Program Chair
   The new Program Chair, Øyvind Ihlen presented statistics of the Division’s activities during the conference. A total of 128 papers were submitted (66 accepted; 61 rejected); 8 panels were submitted and one accepted; the acceptance rate was 52 percent in contrast with an ICA overall acceptance rate of 42 percent. Eleven countries were represented on panels and 18 countries represented among readers/reviewers. The Public Relations
Division co-sponsored panels with the following divisions: Organizational Communication, Political Communication, and Philosophy of Communication. (However, our co-sponsored panel with Philosophy of Communication was not listed in the program. A public relations-theme panel was programmed by the Communication History Division, but it was not co-sponsored. On behalf of Carroll, Ihlen thanked and listed the 2008 reviewers: Hochang Shin, Patric Spence, Chiara Valentini, Enok Akpabio, Jennifer Bartlett, Bruce Berger*, Shannon Bowen*, Peggy Bromm*, Rodney Carveth, Rungrat Chaisamrej, Yi-Ning Chen, I-Hui Cheng, Yoonheung Choi, Cindy Christen, James Danowski, Roei Davidson, Jose Carlos del Ama Gonzalo, Audra Diers*, Elizabeth Dougall, Nuchada Dumrongtsiri, Lee Edwards, J.Farmer, Lois Foreman-Wernet, Tamara Gillis, Lynn Gregory, Kirk Hallahan*, Kelby Halone, Gang Han, Rebecca Harris, Magne Haug, Alison Henderson, Jochen Hoffmann, Chun-ju Hung, Øyvind Ihlen*, Ece Inan, Jakab Jensen, Yan Jin, Catrin Johansson, Elizabeth Johnson Avery, Kiranjit Kaur, Tom Kelleher, Michael Kent, Jeong-Nam Kim, Mohamed Kirat*, Jan Kleinnijenhuis, Kenneth Lachlan, Jinro Lee, Mark Lipton, Brooke Liu, John Llewellyn, Vilma Luoma-aho, John Madsen, Andreina Mandelli, Belio Martinez, Jr.*, Rebecca Meisenbach, Juan Meng, Kathy Menzie, Timothy Meyer, Mia Moody, Kimberley Mullins, Priscilla Murphy, Bonita Neff, Lan Ni, Michael Palenchar, Dobrinka Peicheva, Gary Petley, Bryan Reber, Wanda Reyes, Jennifer Robinson, Trenton Seltzer, Bey-Ling Sha, Jae-Hwa Shin, Marianne Sison, Juliette Storr, Ralph Tench, Katerina Tsentsura, Nancy Van Leuven, Shari Veil, Piett Verhoeven, Mihaela Vorvoreanu, Susan Waters, Kelly Werder, Shelley Wigley, Ming-Yi Wu, Sung-Un Yang, Lynn Zoch*. Special thanks (*) were given to those who reviewed six or more papers.

A signing sheet was circulated among participants of the business meeting to express their intention to volunteer as papers’ readers/reviewers for the 2009 conference.

Numbers were summarized as well for topics and popularity of the program’s sessions. The topics with most papers submitted were crisis communication (N=13), followed by digital public relations (N=9); media agenda and agenda building (N=9); international public relations, message strategies and practitioners’ issues (N=8 each topic); corporate social responsibility and organization-public relationship (N=7 each); theory (N=6); corporate reputation, ethics, and risk communication (N=5 each); image repair and public relations history (N=4 each); branding, nonprofit, and publics (N=3 each); diversity, employees, media relations, and rhetoric & apologia (N=2); government and diplomacy (N=1); and other (N=2). Carroll noted that one goal in programming was a broad representation of topics of interest to the division membership; meaning that the acceptance rate for some topic areas was more competitive than others.

Concerning counts of attendees to the various sessions, the most popular session was “Public Relations Unplugged” (N=55), followed by “Frames within Business, Politics, Media”, “Public Relations and Rhetorical Criticism”, and “Chair’s Panel: Meet the PR Journal Editors” (N=39 participants each); “Risk Communication” and “Theoretical developments” (N=37 each); “Communication, Activism & Social Change” and “Top Papers” (N=35 each); “Antecedents and Consequences of CSR” (N=32); “Crisis Communication & Image Repair” (N=28); “Top Student Papers” and “Intercultural & International” (N=21 each); and “Digital Public Relations” (N=16). Overall, the attendance to the various sessions of the division’s program was qualified as relevant.
e. Report from Division Chair

Carroll pointed out that 10 percent of paper presenters at the 2008 conference did not show for their presentations at the conference. This percentage included those who found others to present their papers and those who did not. This is not considered an accepted practice and should be discouraged. Despite counting on an active and committed group of reviewers, not enough presenters are participating in the review process. A portion of submitters did not assist in the review process. The expectation—but not the policy—is that submitters will also review 2-3 papers each. Carroll included in his report special thanks to those members who assisted in various capacities and put in an extra effort to make the 2008 program a success: Günter Bentele, Carl Botan, Derina Holtzhause, Bey-Ling Sha, and Juan-Carlos Molleda. Other items were included in the Chair’s report, such as membership and finances. Our membership has grown, but so have the other divisions. Our division budget is partially determined by how much our division grows in proportion to other divisions. So, we need further efforts to attract new members. Carroll mentioned that we do not have a major sponsor any longer, so we need to watch our budget closely. He thanked 신호창 Hochang Shin for gaining sponsorship from the Samsung Corporation. Carroll suggested we need to identify and commit sponsors for the various awards and special activities such as the division’s dinner during the annual conference, but especially to provide graduate students with small travel scholarship to attend the conference.

Concerning the taskforce on Cross-National Research, a screen shot with the main features of the website was shown and explained by Mark Eisenegger. ICA is moving toward a similar format for its research endeavors (our new research website is more interactive). Eisenegger invited everyone to create their research profile on the taskforce website. Eisenegger offered to consolidate the design of the websites of our Division. Bonita Neff moved a motion to support the consolidation of the Division’s websites, which was seconded by Cindy Christen and unanimously approved by the attendees.

Issues regarding the Web master and listserv management were addressed. Carroll thanked Sung-Un Yang for his excellent work maintaining the Division’s Web site and listserv since 2005. Yang will continue to collaborate with such communication duties until the conversion of the Web site to Eisenegger is complete. Yang reported the existence of 346 active electronic addresses on the listserv, which somewhat differs from the official Division’s membership list available through the ICA Web site. The membership was invited to use the listserv for official business of the Division or special announcements pertaining to their institutions, yet the listserv should not be used for job posting because ICA headquarters demands that this types of announcements be made through the paid service of the association. The membership was asked to consult with the Division’s officers about sending special institutional announcements through the listserv: ICAPR@LISTSERV.SYR.EDU. Carroll advocated for allowing bottom-up communication while respecting the desires for some level of centralization for the Division’s announcements.
III. NEW BUSINESS

a. Vice-Chair Nominations
Feedback on the 2008 program will be sought through online surveys and the new Web site. Nominations for Vice-Chair Elect 2009-2011 were presented (deadline for further nominations is July 1, 2008). Øyvid Ihlen agreed to be one of the nominees. Cindy Christen nominated Juan-Carlos Molleda who accepted the nomination. Sun Young Lee nominated Bryan Reber, who accepted. Mark Eisenegger accepted his nomination presented by Günter Bentele. Bey-Ling Sha was nominated, but did not accept.

b. Award Presentation
Bey-Ling Sha, Chair of the Grunig and Grunig Dissertation and Thesis Awards, introduced the awards. The 2008 Grunig Awards competition cycle recognized theses and dissertations successfully defended between January 1, 2006, and December 31, 2007. This year, there were 11 submissions for the dissertation awards, up from 10 submissions in the 2006 cycle, for a 10 percent increase in submissions. For the thesis awards, there were seven submissions, up from three submissions in the 2006 cycle, for a 133 percent increase in submissions.

Dissertation award winner: Dr. Jangyul Robert Kim, APR, Assistant Professor at Colorado State University; his dissertation title was “An Experimental Test of Effects of Message Sidedness, Organizational Trustworthiness, and Goodwill in the Public Discussion in Weblogs” directed by Dr. Mary Ann Ferguson, University of Florida. Kim expressed how humbled he felt for having received this award and thanked his mentors at the University of Florida. The thesis award winners (tie): (1) Ms. Hye Kyung Kim, Intern at Makovsky + Co, NYC, her thesis title was “Stakeholders’ Evaluation Processes of A Racial Crisis: The Effects of CSR and Crisis Response on Crisis Responsibility, Emotional Response, Organizational Reputation and Supportive Intentions” directed by Dr. Dennis Kinsey, Syracuse University; this award was accepted by Dr. Sung-Un Yang, Syracuse University. And (2) Ms. Andrea Schuch, Public Relations Manager, Tampa Lowry Park Zoo (Florida), her thesis was titled “An Experimental Analysis of Activist Message Strategy Effect on Receiver Variables” directed by Dr. Kelly Page Werder, University of South Florida; this award was accepted by Dr. Derina Holtzhausen, University of South Florida. Schuch’s statement: “My thesis topic is very important to me, and I am very pleased that something I worked so hard on is being recognized. I am honored to have received this prestigious award. Thank you very much.”

Sha thanked the following reviewers for their time and effort in the double-blind review process: Dr. Vince Hazleton, Radford University (both awards), Dr. Bonita Dostal Neff, Valparaiso University (both awards), Dr. Ana Tkalac Vercic, University of Zagreb (Croatia) (dissertation award), and Dr. Jennifer Bartlett, Queensland University of Technology (Australia) (thesis award).

The Robert Heath Top Paper Award was given to Magda Pieczka, Queen Margaret University, United Kingdom. The Plank Center Award for Top Student Paper was presented by its director Karla Gower. The winner was Bryan Smith, University of Maryland.
c. Committee Assignments

The following members accepted to lead various committees of the Division: Bonita Dostal Neff (Membership), and Bey-Ling Sha (Awards), Samuel Martin-Barbera (Study of the Division’s Name Resonance). One committee still needs a chair: Development. The goal of the development committee is to seek endowments for the Heath Top Paper Award and the Grunig and Grunig Dissertation Awards.

d. Reports from the Editors

- **Journal of Communication Management:** Magda Pieczka explained that the journal has a more efficient and user-friendly electronic system for paper’s submissions and tracking. In the past two years, 30,000 downloads were done with 1,700 downloads for the top article. A special issue on the history of public relations was announced. The editorial board of the journal is open to new ideas for special topic editions.

- **Public Relations Review:** Ray Hiebert said that the electronic submission of the journal is going very well. Offered statistics of submissions and publishable manuscripts, including the top 25 downloads, which are available for consultation upon request.

- **Public Relations Journal:** Juan-Carlos Molleda explained that the online journal is published quarterly; each paper submitted should contain a section on implications for the practice because the papers are reviewed by one professional and one scholar. The main purpose of the journal is to further reduce the gap between the academic and professional communities.

- **International Journal of Strategic Communication:** Derina Holtzhausen shared some statistics with the attendees (65 articles submitted, 22 accepted, 28 rejected, 44% acceptance rate, 12 articles published in 2007, a total of 2,839 downloads). The articles most downloaded concern theoretical development. Holtzhausen said that the more general the article, the more downloads it seems to obtain.

Carroll concluded the editor’s reports by thanking the editors and panelists who also participated in the chair’s panel on publishing in public relations-related journals. He advocated for the need to broaden the field and to make the body of knowledge reachable to other disciplines with the publication of public relations or strategic communication work in the journals of other or related disciplines of study.

IV. Adjournment

Having been moved and seconded, the meeting was adjourned by Carroll at 5:59 p.m., one minute ahead of schedule.

Respectfully submitted,

Juan-Carlos Molleda
2006-2008 Secretary ICA Public Relations Division