International Communication Association

Public Relations Division

Annual Business Meeting Minutes

The Sheraton Phoenix Downtown Hotel

Saturday, May 26, 4:45 - 6:00 p.m.

I. WELCOME AND INTRODUCTION OF OFFICERS 2011-2012

The meeting was called to order by division Chair Juan Carlos Molleda on May 26, 2012 at 4:45pm. Members were welcomed to the meeting and the officers for 2011-2012 were introduced – Chair: Juan-Carlos Molleda, University of Florida, USA; Vice-Chair: Jennifer Bartlett, Queensland University of Technology, Australia, and Secretary: Chiara Valentini, Aarhus University, Denmark.

II. OLD BUSINESS

a. Approval of Minutes from Boston Meeting, May 2011

Minutes from the Boston meeting distributed to members were approved.
Moved: Craig Carroll
Seconded: Bonita Neff

b. Election and nomination of Office Bearers

- Friederike Schulz, VU Amsterdam was elected as 2012-2014 Secretary and will assume position from end of the Phoenix conference.
- New nominations for the position of Vice-chair 2013-2015 will be taken during the 2012 Business meeting to be voted in the elections in October 2012.
c. **Announcements from the ICA Board Meeting**

Juan Carlos Molleda presented an overview of the key points from the ICA board meeting 2012. The following points were noted:

1. **ICA Conferences**
   - Record attendance at Boston Conference: 150 people more than previous year (Singapore). The virtual conference has 110 papers representing nearly all of the divisions
   - Juan Carlos Molleda noticed that in the future there will be more flexibility in the rotation of conference site. The board has accepted to be more flexible from 2017, perhaps to be outside North America 2 years in row. Every year, a decision for the conference site will be taken for the following 1.5 years.
   - Possible cooperation with other divisions for joint panels/sessions will be explored.
   - There is an incentive (10,000$) to organize regional ICA conferences
   - From this year, ICA conferences have introduced mobile applications

2. **ICA Publications**
   - Great concern about plagiarism in journal publications has been shown. A system to control papers for plagiarism across journals will be soon in place.
   - Similarly, there is great concern in terms of plagiarism for the conference papers. In the future conference papers may be scanned.

3. **ICA Fellows**
   - ICA needs more fellows. There are only 75 and there is a need to recruit fellows outside the USA. A committee will be created on this regard.

4. **ICA Awards and procedures**
   - Public Relations Division needs a presence in the procedures for the selection of ICA Awards.

5. **Upcoming Conferences, locations:**
   - **2013 London, UK, 17-21 June**
   - 2014 Seattle, WA, USA, 22-26 May
   - 2015 San Juan, Puerto Rico, 21-25 May
   - 2016 Fukuoka, Japan, 9-13 June

6. **Other**
   - The ICA Communication director is looking for media contacts in each division in each region. Those who are interested in being included in the list of experts, please contact, John Paul Gutierrez, jpgutierrez@icahdq.org.
III. PUBLIC RELATIONS DIVISION SUB-REPORTS

a. Finance (Juan Carlos Molleda)

- Financial situation for this year, September 2011- September 2012, is positive. We spent $800 during this year. There is a need to attract more members as the number of registered members affects the allocation of budget for our division. We need to be more proactive and promote the Public Relations Division agenda among our colleagues and other ICA Division members.
- It was noted the possibility to increase award recognitions, for example, by offering junior/senior scholar paper awards, best book awards, etc. More information will come from officers.

b. Membership (Chiara Valentini)

- Public Relations Division count on April 2012 was 338 registered members, which is an average number for this month according to data from the last two years (2011, N = 368; 2010, N = 360). The diversity of the Division, in terms of international members, also remains stable (50 countries in 2011 and 2012, and 52 countries in 2010). These are the April-2012 numbers of our membership by regions: Africa/Oceania (43), Americas (9), Canada (6), East/West Asia (48), Europe (80), United States (150), and unidentified (2).
- The division officers call for members’ ideas on how to retain members, to involve new ones and to increase the activities to meet the needs of division’s members. If you have ideas for recruitment and retention of members, please send an email to the new Secretary, Friederike Schultz, and email: f.schultz@vu.nl.
- It was noted that about 1/3 of our members are students. There is a need for creating more activities for this group of young public relations professionals. The division welcomes ideas for projects and activities aimed at students. Please send an email to, Cory Robinson, Ph.D. student at Colorado State University: cory.robinson@colostate.edu

c. Donations (Chiara Valentini)

From this year, the Division has established 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 the James E. Grunig and Larissa A. Grunig Outstanding Thesis and Dissertation Awards in Public Relations and the Robert L. Heath Top-Paper Award.
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.

d. Newsletter (Chiara Valentini)

- The ICA PR Newsletter informs division members regularly about current activities of the taskforce.
- Information sent through the PRD mailing list as well as the newsletter are all published and stored in the Division website and forum.
- Chiara Valentini thanks members for their contribution in particular Tom Watson, David McKie and Dean Kruckeberg for their contributions and Mark Eisenegger for his valuable support in managing and handling the Division website.

e. Fellow nomination (Bonita Neff)

- Bob Heath has been sent forth as a nominee from the Public Relations division but he did not go through.
- Bonita Neff clarified that most of the fellow candidates does not make it in the first 2 or 3 applications, and that is quite normal. The feedbacks from the committee will help the development of a better application.
- Craig Carroll underlined the needs to have current ICA fellows to write the requirement for a PR fellow in order to increase the chances for nomination.

f. Presentation of Paper Awards (Juan Carlos Molleda)

The following Paper Awards were made for 2012:

- *Plank Center Top Student Paper Award* (awarded by Juan Carlos Molleda on behalf of Karla Gower): Measuring the Impact of Leadership Style and Employee Empowerment on Perceived Organizational Reputation by Linjuan Rita Men and Don W. Stacks, University of Miami, USA.

- *Robert Heath Top Paper Award* (awarded by Michael Palenchar): Dialectics in Corporate Discourse on CSR in India: Key Themes and Drivers by Ganga Sasidharan Dhanesh, National University of Singapore, SIN.

The monetary prize for the 2012 *Plank Center Top Student Award Prize* was donated by Karla Gower on behalf of the Plank Center for Leadership and the monetary prize for the 2012 *Robert Heath Top Paper Award Prize* by Michael Palenchar, on behalf of the Risk, Health & Crisis Communication Research Unit at the University of Tennessee.
g. **Presentation of 2012 Grunig & Grunig Outstanding Thesis and Dissertation Awards (Bey-Ling Sha)**

The 2012 Grunig Awards competition cycle recognized theses and dissertations successfully defended between January 1, 2010, and December 31, 2011. These are:

- **2012 Dissertation Award Winner**: Social capital networks of media NGOs in Peru: A public relations approach to explicating relationships in civil society by Erich Sommerfeldt, currently Assistant Professor at Towson University, Dissertation Director: Dr. Maureen Taylor, University of Oklahoma.

- **2012 Thesis Award Winner**: Corporate social responsibility and organization-public relationships: Public relations and marketing educators’ perspectives by Daewook Kim, currently Ph.D. Student at Texas Tech University, Thesis Director: Dr. Mary Ann Ferguson, University of Florida.

The monetary prizes for the 2012 *Grunig & Grunig Outstanding Thesis and Dissertation Awards* Prizes were donated by Samsung and by our division member, Hochang Shin, Sogang University, South Korea.

**Next Competition Cycle**: The 2014 Grunig Awards competition cycle will recognize theses and dissertations successfully defended between January 1, 2012, and December 31, 2013. Entries will be due March 1, 2014, to Dr. Bey-Ling Sha, San Diego State University. Winners will be recognized at the ICA Conference in Seattle, Washington (USA), May 22-26, 2014. More details on the 2014 competition cycle will be announced at the ICA PR Division Business Meeting in London (UK), June 15-19, 2013.

h. **Visit to the Business meeting by President Elected (Francois Heinderyckx)**

Francois Heinderyckx welcomed all attendees and said he is looking forward to his Presidency. Francois presented next year conference location and gave some information on the planning:

- The conference venue is Hilton hotel in downtown London. The negotiated rate per room per night is 115£ (UK) about 150$ (US). This rate includes breakfast and WI-FI connection across the hotel.
- The city of London is well connected with public transportation and has 4 airports.
- For the 2013 the same numbers of presentations of 2012 conference are planned. The 2013 conference is expected to receive a high number of submissions; therefore, pre-conference/post-conference panels are encouraged. It is advised to establish partnership with universities around London to host pre/post conference panels.
- The shard is the visual image of the 2013 conference theme. The theme is “Communication challenges”, and how communication should change society.
- Francois called for feedbacks on this year annual conference as well as feedbacks on the extended sections.

a. **Report on the 2012 programing and reviewers sign up (Jennifer Bartlett)**

- Number of papers submitted: 106
- Number of papers accepted: 54 (four papers as Interactive Posters and 50 papers in regular Sessions, two of those papers in the Virtual Conference)
- Papers’ acceptance rate: 51%

- Number of panels submitted: Six
- Number of panels accepted: three (two in regular sessions and one was incorporated in the Extended Session)
- Panels’ acceptance rate: 50%

- Format of conference presentations: the virtual section was different than last year; it was not organized by division, but open to all divisions. From this year extended sections were introduced with a World café format for discussion.

- There is a need to promote cross-national studies for cross-national panel and more discussion between different divisions.

- For next year, the PR division will try to establish more cross-division panels and sections around key, common themes.

**IV. NEW BUSINESS/ OTHER ANNOUNCEMENTS FROM THE MEMBERSHIP IN ATTENDANCE**

a. **Nominations for the 2013-2015 Vice-Chair of Public Relations Division**

- Spiro K. Kiousis, University of Florida, USA, nominated by Craig Carroll, declined by Spiro Kiousis
- Chiara Valentini, Aarhus University, DK, nominated by Juan Carlos Molleda, seconded by Bonita Neff
- Erik Sommerfeldt, Towson University, USA, nominated by Jennifer Bartlett, seconded by Maureen Taylor
The Vice-Chair nominated candidates are: Chiara Valentini, Aarhus University, Denmark and Erik Sommerfeldt, Towson University, USA.

b. Adoption of a journal as the official publication of the division:

- Timothy Coombs presented Public Relations Inquiry (PRI) as a possible official journal for the Division. PRI was created with the idea of a venue for papers with critical perspectives. There is a possibility to select some of the top critical papers presented at ICA annual conference and consider them for publication in PRI.
- Maureen Taylor questioned whether PRI focuses too much on a niche area (critical perspective)
- Craig Carroll did not believe PRI has too narrow focus. Craig also noted that one of the arguments from last year of having an official division journal is the visibility towards other division members, and the possibility to attract new members.
- Ansgar Zerfass added that there are several other journals such as International Journal of Strategic Communication (IJSC) and Corporate Communication: an International Journal (CCIJ) that have a broader scope and could be explored as alternative options. Ansgar remarked that the choice of an official division journal can dictate the profile of our division; therefore there is a need to discuss about where we want to go in the future, where we want to position ourselves.
- Bey-Ling Sha noted that some years back Public Relations Review (PRR) was mentioned as possible official journal for the Division.
- Maureen Taylor added that this possibility was dropped because Elsevier was not interested in becoming an official ICA publication. This possibility was considered by Elsevier not to be “business relevant”.
- Lee Edwards agreed with Ansgar that the choice of the journal is very important, because the chosen journal will be a clear statement of the Division’s core scholarship. Lee added that the chosen journal should be one that maintains a diversification of papers and theoretical and methodological perspectives.
- Juan Carlos Molleda specified that the Division has autonomy to decide how and which papers to send to the journal.
- Further discussions on the possible journal are needed.

c. Announcements:

- Maureen Taylor announced three upcoming special issues in PRI, one on PR and Democracy with deadline July 1, 2012, a second on propaganda (broadly speaking) in politics, in war, etc. and a third issue on neo-institutionalism.
- Sergei Samoilenko announced that a new communication journal for Eurasia countries will be soon launched
- Ted Zorn announced that Waikato University in New Zealand is looking for 2 public relations scholars to join their university
- Bey-Ling Sha announced that San Diego University is also looking for a scholar to fill up a position
- Dean Kruckeberg announced that the report on evaluation of master degree of public relations will be soon out. Specific recommendations for reviewing principles for accreditation of public relations will be included.

IV. ADJOURNMENT

Chair Juan Carlos Molleda closed the meeting at 5.30pm. Jennifer Bartlett seconded.