International Communication Association

Public Relations Division

Annual Business Meeting Minutes

Chair: Juan-Carlos Molleda

Hilton, London, UK

June 20, 2013, 5:00pm - 6:15pm

I. WELCOME AND INTRODUCTION OF OFFICERS 2012-2013

The meeting was called to order by division chair Juan Carlos Molleda, on June 20, 2013, at 5:00 pm. Members were welcomed to the meeting and the officers for 2012-2013 were introduced - Chair: Juan-Carlos Molleda, University of Florida, USA, Vice Chair: Jennifer Bartlett, Queensland University of Technology, AUSTRALIA, Secretary: Friederike Schultz, CBS Copenhagen, DENMARK; VU University Amsterdam, THE NETHERLANDS. Thanks to Jennifer Bartlett for Programming of ICA and Friederike Schultz for Support as Secretary of the PR Division.

II. OLD BUSINESS

a. Approval of the 2012 minutes (Juan Carlos Molleda, Chair)

Minutes from the ICA Public Relations Division Annual Business Meeting (The Sheraton Phoenix Downtown Hotel, Phoenix, Arizona, USA) from Saturday, May 26, 2012 – 4:45-6:00 p.m., were approved.
Moved: Chiara Valentini
Seconded: Michael Palenchar

b. Election and nomination of Office Bearers

- Chiara Valentini of Aarhus University, DENMARK, was elected as 2013-2015 Vice Chair.

c. Announcements from the ICA Board's meeting

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

1. ICA Conference attendance:
- The 2013 ICA is the largest conference in the history of the ICA: In total: 2,700 participants; 1,200 participants registered in pre- and post conferences; 4,000 proposals; 2,000 presentations; 469 sessions.

2. **ICA Journals**

- Go online with all ICA journals by 2018
- Formalization of plagiarism procedures and sanctions for ICA:
  There will be new guidelines of plagiarism worked out. When uploading a paper to manuscript central, the paper will go through plagiarism check. Editors will decide on how to proceed with the paper (e.g., rejection, contacting university), depending on the identified extent of plagiarism.
- The modus for associate editors changes to four years tenure in order to achieve more continuity. The number of members in editorial boards will be increased. Molleda pleases members to actively apply or recommend for membership of the editorial boards and reviewers to strengthen the PR research field.

3. **ICA Membership**

- ICA makes proposal to raise the annual membership from $150 to $195 (needs member's approval). Members will receive notification for that in fall and have opportunity to decide on that. A new membership category was developed for practitioners: “Employment exemption”.

4. **Next Conference Sites**

- The next ICA conference will be held **22.-26. May 2014 in Seattle, Washington**. The conference takes place at the Sheriton Hotel (145 US Dollars incl. WiFi) under presidency of Peter Vorderer. The Topic will be "Communication and 'the good life". Submission site opens on 3rd of September and closes on 4th of November 2014.
- We have reached the limit of Pre-Conferences and will therefore also take advantage of Post-Conferences. Pre-Conferences add to the general conference, but do not take attention away from the general conference.
- The following sites will be:
  - 21-25 May, 2015: **San Juan**, Puerto Rico
  - 2016, **Fukuoka**
  - 2017 **San Diego**
  - 2018 **Prague**
  - 2018 **Washington D.C.**
The 2014 Regional conferences: Australia, Brazil, China, Spain, possibly Poland.

5. **ICA Fellows and Awards**

- Bonita Neff announces nominations of ICA Fellows: Francois Cooren, U of Montreal; James Curran, Goldsmiths College, U of London; Cees J. Hamelink, U of Amsterdam,
Free U of Amsterdam, U of Aruba; Karen Tracy, U of Colorado; and Joseph B. Walther, Michigan State U.

- The ICA needs more submissions for the ICA awards and fellowships and encourages nominations from all Divisions. As the PR Division needs more presence, J.C. Molleda encourages divisional and individual nominations from PR Division members (mail J. C. Molleda). Molleda will support this process in his role as immediate Past Chair. Examples of successful nominations will become available from ICA. During the voting process, abstain votes will not count as "no".

6. Updates on ICA media outreach efforts (John Paul Gutierrez)

- The ICA needs more contacts in all regions and support of members. In order to send press releases and information based on conference papers and ICA papers, Gutierrez pleases members to inform the program chair when papers might be interesting for the ICA Communication, or contact the Communication Director directly (mail can be found online).

III. PUBLIC RELATIONS DIVISION SUB-REPORTS

a. Membership (Friederike Schultz)

- The PR Division has a strong increase in membership: 446 Members in June 2013 (after 360 in 2010; 368 in 2011, 338 in 2012). This is probably also related to the interesting conference city of London. 1/3 of the members are students (118). Members come mainly from USA / Canada (197), Europe (130), Asia (57), Australia (35), South America (11), Africa (8). To extend our community further we need to develop strategies for involving students (see later: student group) and improve our communication further (see later discussion point Social Media)

b. Report on Finances (Juan Carlos Molleda)

- Molleda reports on the Finances of the Division. Overall, we have a positive financial situation for the year. Nevertheless, we need to attract funds and more more members to the Public Relations Division among colleagues and other ICA Division members.

c. Grunig Awards application information (Bey-Ling Sha)

- Bey-Ling Sha reminded members that applications for bi-annual Grunig Awards for theses and dissertations will be taken for early 2014. She remindes that authors will provide a 30 page summary of their original scholarship into publishable work manuscripts, which go through blind-review. For questions email Bey-Ling Sha.

d. Report from Program Chair (Jennifer Bartlett, Vice Chair)

- Overall, 189 papers were submitted, from which 81 were accepted (four papers as Interactive Posters and 77 papers in regular sessions). Papers’ acceptance rate: 43% (51% in 2012 and 50% in 2011).
- Overall, 18 panels were submitted, from which 2 were accepted. Panels’ acceptance rate: 11% (300%+ increase in panel submissions this year)
- Bartlett thanked members for their help in reviewing this enormous number of papers this year. Please send feedback on 2013 Program to j.bartlett@qut.edu.au

e. **Presentation of Top-Paper Awards**

- The winners of the *Robert Heath Top Paper Award* (Michael Palenchar) are Magda Pieczka and Emma Wood of Queen Margaret University for their paper on "Action Research and Public Relations: Dialogue, Peer Learning, and the Issue of Alcohol"
- The *Plank Center Award* for the Top Student Paper goes to Huan Peiyi from Hong Kong Chinese University for the paper on "Crisis Communicative Strategies, Organization Ownership Type, Confidence in Organization and Media Image Coverage: An Investigation of Infant Milk Powder Product Safety Crisis Management in Mainland China"

IV. **NEW BUSINESS**

a. **Nominations for Secretary 2015-2016**

- Oyvind Ihlen nominates Lee Edwards, which accepts nomination.
- Dean Kruckeberg nominates Erich Sommerfeld, which accepts the nomination.
- Moved: Bonita Neef, Seconded: Magda Pieczka. All accept to close nomination.

b. **Newsletter and Mailing List (Friederike Schultz)**

- The ICA PR Newsletter informs division members regularly about current activities of the taskforce. Friederike Schultz thanks members for their contribution and pleases everybody to enroll in the mailing list, as only here mails can be send with attachment. To enrol please send an email to Marc Eisenegger, who thankfully takes care of the ICA-PR-Division.

c. **Graduate Student Working Group & Social Media Use (Friederike Schultz)**

- To attract and involve more students, a first informal ICA PR Division student meeting took place at ICA 2013 to discuss general expectations of students and potential contributions of the division, followed by a presentation on the topic of publication strategies (attended by F. Schultz, J. Bartlett, C. Carroll). Students wish support in the field of publications and paper development strategies, job opportunities, network, and also financial support for travelling, conferences etc. For ICA 2014 a paper development workshop or PhD Pre-Conference will be organized. The Division sets up a mailing list or facebook group for the students.
- To further increase our visibility, relevance and member engagement the Division will make use of social media. Besides our Facebook group, also other social networks such as LinkedIn could be used to inform and attract Members and new Members, but also Sponsors, Public and Media in general.

d. **Other announcements from the membership in attendance**
- *Journal of Public Relations Inquiry*: Jackie L'Etang reports, that the journal aims at rich description and reflexivity. It takes pieces upt to 12k; range of options available to people that might be interesting; looking at pre-downloads, take empirical research, risky pieces, affects PR work. There is a Call for Special Issue on PR and Rhetoric (Storytelling in PR Contacts).

- *Journal Access & Publishing*: Dean Kruckeberg argues that we need a discussion on implications of Open Source, which might change scholarship and scholarly agendas. J.C. Molleda recommends to address that issue by writing a proposal for a session and contacting Jennifer Bartlett. Bob Heath remarks that this issue is even broader as Open Source affects Journals income. Michael Kent mentions that according to Ray Hiebert (Public Relations Review editor) authors are required to pay money for access to papers. Bob Heath remarks that libraries are allies, too.

- *Journal Reach*: Katerina Tsetsura encourages to submit PR Research to leading communication journals such as Communication Theory and Communication Research, which are looking for research in that field.

- *Information on Members*: Juan-Carlos Molleda mentions that Bettekke van Ruler is luckily back.

### e. Officer Elections and Appointments for 2014-2015

- Chair: Jennifer Bartlett
- Vice Chair: Chiara Valentini
- Secretary: Friederike Schultz

### IV. ADJOURNMENT

Chair Juan Carlos Molleda closed the meeting at 6:14pm. Jennifer Bartlett seconded.