I. WELCOME AND INTRODUCTION OF OFFICERS 2013-2014

The meeting was called to order by division Vice-Chair Chiara Valentini, on May 25th, 2014, at 4:30 pm. Members were welcomed to the meeting and the officers for 2013-2014 were introduced –

Vice Chair (and Acting Chair): Chiara Valentini, Aarhus University, DK.
Secretary: Friederike Schultz, CBS Copenhagen, Denmark; VU University Amsterdam, The Netherlands.
Division Chair Jennifer Bartlett, Queensland University of Technology, Australia, was unable to attend ICA for personal reasons.

The meeting opened with Michael Haley introducing next year’s conference in Puerto Rico. There are two main conference hotels (ca. 149 Dollars per night, a.o. at Hilton). As there is no good transport system, organizing transportation is necessary. This increases the costs for pre-conferences. Michael warned delegates to be patient with arrangements when they are there and allow more time for moving between sessions and events.

II. OLD BUSINESS

a. Approval of the 2012 minutes

Minutes from the ICA Public Relations Division Annual Business Meeting (Sheraton Downtown Hotel, Phoenix, Arizona, USA) from June 20th, 2013 – 5:00-6:15 p.m., were approved.

Moved: Chiara Valentini; Seconded: Michael Palenchar

The correct name of the Hotel was "Sheraton"

Moved: Chiara Valentini; Seconded: Shari Veil

b. New Secretary for 2014-2015: Lee Edwards

Lee Edwards, University of Leeds, UK, was confirmed as the Secretary of the division for 2014-15 following elections during the year.
c. **Announcements from the ICA Board's meeting**

Chiara Valentini presented an overview of the key points from the ICA board meeting 2014. The following points were noted:

1. **Conference Attendance**

The 2014 ICA is the 2nd largest conference in the history of the ICA: In total: 2400 participants (last year: 2700).

Valentini asked attendees to complete the conference evaluation.

2. **Increase of annual membership fee from $150 to $195**

Reason: Costs related to the association are increasing, and running conferences abroad is more cost-intensive.

3. **New membership category: "Employment exception"**

Reduced rate for colleagues who do not have a tenure position, but e.g. a part-time position.

4. **Change "Board members at large" from 5 to 3 and from representing “regions” to representing “internationalization” (in progress)**

Aim is to support regions that are under-represented in ICA (Asia, Africa etc.), as the majority of members are still from North America, Western Europe etc. The criteria for nominating these representatives are not yet defined.

5. **Next Conference Sites**

The next ICA conference will be held **21st-25th of May, 2015 in San Juan, Puerto Rico**. The Topic will be "Communication across the lifespan". There are 5 panels for scholars from/researching on Latin America (interested members contact Amy Jordan, ajordan@asc.upenn.edu).

From next year, the conference rooms will be rotated. The argument for this is to give the opportunity to have good rooms to each division. ICA board informed that there are only limited opportunities for pre-conferences. Post-conferences are possible and recommended also for cheap return flight tickets.

In subsequent years the sites will be:

- 9-13 June 2016, Fukuoka, Japan
- 25-29 May 2017, San Diego, California, USA
- 24-28 May 2018, Prague, Czech Republic
- 23-27 May 2019, Washington, D.C., USA

The 2014 Regional conferences are:

- Brisbane, Australia, 1-3 October, 2014
- Lodz, Poland, 9-11 April 2015

6. **ICA Journals**

The PR division needs more visibility in the field. Becoming active reviewers or members of editorial boards is one way of achieving this. Craig Carroll suggested that the division could help to raise the profile of its members by making a submission to the ICA publishing teams
(journal editors) to include more PR scholars among their editorial boards. Maureen Taylor agreed to draft a suitable letter. The members supported the motion to solicit improved support among ICA publications in this way.

Moved: Craig Carroll; Seconded: Juan-Carlos. Supported and passed by the members.

Chiara Valentini reported that an ICA journal task force is working on the development of an online peer-reviewed journal publishing in several languages.

The ICA journal task force is considering the production of an edited book from the best conference papers across divisions, possibly with Peter Lang.

7. ICA Awards / ICA Fellows
Bonita Neff updated the division on the status of fellowship nominations. The ICA needs more submissions for the ICA awards and fellowships and encourages nominations from all Divisions. As the PR Division needs more presence, divisional and individual nominations from PR Division members are encouraged. Examples of successful nominations will become available from ICA. During the voting process, abstain votes will not count as "no".

8. The ICA Communication Director needs more news contacts in all regions.
The ICA Board is exploring how the association can be more visible in the media and in public discussions of relevant issues. The Communication Director needs more news contacts to help make this happen. Members who are experts in certain areas could be called upon as media sources, for example, or the conference could include media-friendly sessions. Securing funding is also a way of becoming more visible. The discussion is ongoing.

III. PUBLIC RELATIONS DIVISION SUB-REPORTS

a. Membership (Friederike Schultz)
The PR Division has 463 members from the following regions:

US 229, EU 116, West Asia 46, Africa / Oceania 37, East Asia 17, America Non-US 10, Canada 8.

We have 120 Students.

b. Finance (Chiara Valentini)
The division finances look fine, yet, the budget remains tight and we cannot offer student traveling grants. Member support is essential if the division is to continue providing receptions and awards. As well as making donations to the awards funds, we need support from members who can approach potential sponsors (e.g. their universities, or companies they work with).

It was proposed to ask ICA board to increase the PR Division’s income from $4 per member to $7 (no extra cost to members). The membership fee will remain the same.

Moved: Bonita Neff; Seconded: Lee Edwards. Supported and passed by the members.

c. Endowment funds for Heath Top Faculty Paper Award and Grunig and Grunig Outstanding Thesis and Dissertation Awards (Bey-Ling Sha)
1. **Funds:**
Michael Palenchar has agreed to start working on an endowment scheme to gather money for the Heath Top Faculty Paper Award, and Bey-Ling Sha is looking for sponsors for the Grunig and Grunig Outstanding Thesis and Dissertation Awards. They need support and volunteers can contact them directly.

2. **Member Donations:**
It is easy to donate via the ICA website; members should click on "My Donations" when paying the membership fee.

3. **Sponsors:**
The PR Division would like to thank: *The Plank Centre* for continued support of the Top Student Paper Award; *Bey Ling Sha and Jangyul Robert Kim* for their personal support of the 2014 Grunig and Grunig Outstanding Thesis and Dissertation Awards; *University of Tennessee* for the last three years support of the Robert Heath Top Faculty Paper Award; and the Queensland University of Technology, School of AMPR for their sponsorship for the PhD workshop.

4. **Welcome NEW Sponsors:**
The division welcomes and thanks *Michael Palenchar* for his personal support of the Robert Heath Top Faculty Paper Award 2015 and the Queensland University of Technology for their support for the next two years PhD workshops.

**d. Report from the Program Chair (Chiara Valentini)**

1. **Papers & Abstracts:**
Overall, 162 papers and extended abstracts were submitted. Accepted: 65 (seven as interactive posters and 58 in regular sessions). Acceptance rate: 40% (43% in 2013 and 51% in 2012)

2. **Panels:**
7 panels were submitted. Accepted: Two. Panels’ acceptance rate: 28.5% (18 panel submissions in 2013 – 60%)

3. **Respondent role**
The respondent role was re-introduced in the conference program. Members were supportive of the idea.

3. **Pre-conferences:**
Two successful pre-conferences were held: “Strategic Communication Campaigns in a Contemporary, Digital, and Networked Society” and “Engagement as Theory, Strategy, and Practice: Communication, Interaction and Connection”

4. **The first ICA PR Division PHD Workshop**
The first workshop was successfully held (organized by Jennifer Bartlett, Friederike Schultz, Craig Carroll). The workshops will continue over the next two years.

*Feedback: Please send feedback on the 2014 Program to Chiara Valentini (c.valentini@bcom.au.dk)*

5. **ICA 2015**
The call for papers will be out in summer. For pre-conferences send proposals by 1 September.
The Extended Abstract Format: The Extended Abstract Format is not new, as it has already been used last year. The majority of submissions were nevertheless full papers. Extended Abstracts are a bit more difficult to review, as it is difficult to evaluate the quality. Nevertheless, they will probably be continued for the next ICA.

f. Presentation of Top Papers and Thesis and Dissertation Awards:
   - The Robert Heath Top Paper Award (Michael Palenchar) was presented to Hyejoon Rim, University of Minnesota, "Proactive versus Reactive CSR in a Crisis: The Role of Perceived Altruism on Corporate Reputation"
   - The Plank Center Award for the Top Student Papers (Karla Gower) goes to Julio Bermejo, University of Maryland, "Activism research 1993-2012"
   - Grunig and Grunig Outstanding Thesis and Dissertation Awards (Bey-Ling Sha): The Dissertation Award goes to Nur Uysal (Assistant Professor at Marquette University): "A Societal Approach to Investor Relations: Social Shareholder Activism, Corporate Responses, and Organizational Legitimacy"; Dissertation Director: Dr. Katerina Tsetsura, University of Oklahoma. The Thesis Award goes to Soo Park (Program Coordinator, MESA Program at Washington State University Tri-Cities): "Employee Relational Antecedents and Consequences: Scouting and Intrapreneurship of Employee Publics and Their Strategic Values in Effective Organizations"; Thesis Director: Dr. Jeong-Nam Kim, Purdue University.

In the absence of the award sponsors, all awards were presented by Chiara Valentini.

g. Moving to digital documentation, including business meeting minutes
Chiara Valentini moved to eliminate paper documents at the business meetings. Instead, documents will be sent out early via email for members to review before attending.

Moved: Katerina Tsetsura; Seconded: Eric Sommerfeldt. Supported and passed by the members

h. “New rule” to recruit reviewers (to be discussed at the board level)
It is always hard to find voluntary reviewers. It was suggested that everybody who submits a paper should commit to reviewing one paper. This support request resulted in a debate.

Candace White mentioned that a practical problem might be the qualification of the reviewer (e.g. Master Students). Valentini noted that reviewers would be screened to make sure that senior scholars receive feedback from senior scholars. Craig Carroll suggested that faculty members who submit a paper should expect to be reviewing, as a rule. Katharina Tsetsura suggested that it might be a problem if people from another division are reviewing papers. Juan-Carlos Molleda said that we cannot make people review papers if they don’t want to. The problem of intercoder-reliability was raised: If someone is reviewing only one paper, their scores may not be valid. Lee Edwards suggested that we should talk to other conference organisers (Ecrea etc.) to see how they deal with the issues raised.

Chiara Valentini said she would check with the ICA Board whether it is permitted for a division to have submitters automatically review papers. Pending their approval, she suggested that faculty submitting a paper to the PR division should review at least one paper. The division was largely supportive of the idea, as long as it related to faculty and not students.
Shari Veil moved that the division should add submitters to a reviewing pool and use them in the case of a shortage of volunteers or expertise in particular areas. The motion was seconded by Lee Edwards and passed by the members.

Moved: Shari Veil; Seconded: Lee Edwards. Voting: 26 yes; 11 no; 7 abstain. Supported and passed by the members.

IV. NEW BUSINESS

a. Nominations for Vice-Chair 2015-2017
Bonnie Neff nominated Katerina Tsetsura and she was seconded by Erich Sommerfeldt. She accepted the nomination.

Shari Veil was nominated by Juan Carlos Molleda and seconded by Maureen Taylor. She accepted the nomination.

Bonita Neff moved to close nominations and was seconded by Erich Sommerfeldt. Nominations closed.

The election takes place in autumn and closes on the 15 October 2014.

b. Nominations for the Student Executive Member 2015-2016
The division proceeded with the nomination of their first student representative and will later revise the bylaw to include this new position. Nominations were called by Chiara Valentini. Bonita Neff nominated Alice Srugies as the student rep: alice.srugies@tu-ilmenau.de. Alice was the only candidate and so was elected without opposition.
Nominations were closed.

Moved: Dustin Supa; Seconded: Craig Carroll

c. Social Media Initiative.
It was felt that we needed to improve our social media communication. Members interested in supporting the initiative are:

Colleen Connolly-Ahern: cuc15@psu.edu
Lisa Weidman: l.weidman@linfield.edu
Amal Bakry: a.bakry@ufl.edu

A working group will be set up to develop a policy and implement a social media presence.

d. Reviewing guidelines task force
Since the division moved the initiative to introduce a “new rule” to recruit reviewers, it was felt the need to develop written reviewing guidelines to assist new reviewers in evaluating the quality of the three types of submissions the Division accepts. Chiara Valentini informed the meeting that a task force will be formed during the summer.

e. Other announcements from the membership in attendance.
Juan-Carlos Molleda announced new positions at University of Florida.
Candace White announced that there is an opening for a director at the University of Tennessee.

Juan-Carlos Molleda moved that the division note its support to Jennifer Bartlett at this difficult time. The motion was seconded by a number of different people and passed unanimously.

Erich Sommerfeldt suggested changing the rules for student paper submission. Only students (no faculty) should be authors on student paper submissions. Shari Veil noted that information about this needs to be on the submission guidelines. It needs to be asked if all the authors of the paper are students.

*Moved: Eric Sommerfeldt; Seconded: Craig Carroll. Supported and passed by the members.*

Candace White suggested that we come up with guidelines for session respondents. This should not be a review of the papers presented, which is redundant. The role could be more to synthesize and enable discussion. Juan-Carlos Molleda said guidelines were sent to chairs and respondents. We need to be conscious of the time etc., so that we have equal time for the responses.

Andreas Schwarz noted that Finn Frandsen is a very good example of how to do a response. He asked good and tough questions, which triggered good discussions.

Shari Veil noted that the 100th National Communication Association Conference is coming up and many celebratory events will be held.

**IV. ADJOURNMENT**

Chiara Valentini moved to close the Business Meeting at 5:45pm. Friederike Schultz seconded. The meeting was closed at 5.45pm.