I. WELCOME AND INTRODUCTION OF OFFICERS 2015-16

The meeting was called to order by Division Chair Chiara Valentini, on June 10th, 2016, at 11:00am. Members were welcomed to the meeting and the officers for 2015-16 were introduced –

Chair: Chiara Valentini, Aarhus University, DENMARK, c.valentini@bcom.au.dk
Vice Chair: Katerina Tsetsura, University of Oklahoma, USA, tsetsura@ou.edu
Secretary: Lee Edwards, Leeds University, UNITED KINGDOM, l.m.s.edwards@leeds.ac.uk
Student Representative: Alice Srugies, Ilmenau University of Technology, GERMANY, alice.srugies@tu-ilmenau.de

Chiara introduced Michael Haley and Laura Sawyer from ICA HQ, who gave details about next year’s conference in San Diego, USA, and encouraged submissions, including to themed sessions.

II. OLD BUSINESS

1. Approval of the 2015 minutes

The minutes were circulated via the mailing list prior to the meeting. No comments and amendments were suggested. Minutes from the ICA Public Relations Division Annual Business Meeting (Caribe Hilton, San Juan, Puerto Rico) from May 22nd, 2015 – 4:30-5:45 p.m., were approved.

Moved: Bonita Neff; Seconded: Juan Carlos Molleda

2. Announcements from the ICA Board’s meeting and division report (Chiara Valentini)

This year’s conference is expected to be the largest conference so far, over 2400 participants. Members are asked to complete the conference evaluation. Next year’s conference will take place in San Diego at San Diego Bayfront Hilton, room rate is expected to be 139$ for single/double room. The conference theme is “Interventions: Communication research and practice”. A new submission format focusing on media products will be introduced; these submissions will be evaluated by a specific committee.

The financial situation of ICA is positive hence, the board has approved the task force recommendation of increasing of $2 extra per member (so from $3 to $5 per member) to each division and interest group.
In addition, we have an additional $3 income per member from our division fee increased, approved last year. This should give us more resources for student bursaries and activities during the conference. Furthermore, ICA approved a change of bylaw that allows divisions and interest groups to carry on money from year to year.

New ICA Journal
A new journal, “Communication History”, is proposed and under consideration. Updates will be sent out as the project progresses. The board has chosen Oxford University Press as the new publisher for the existing journals for the next seven years.

Change to ICA Bylaws
Changes to ICA bylaws, about the conditions to become a division or interest group, are to be introduced. Interest groups wishing to become a division will have to have a minimum 5% of total ICA membership. For the creation of an Interest Group the minimum is 3% of total membership. Divisions will revert to Interest Groups if, for two years in a row, they have less than 4% of total ICA membership and have less than 4 panels allocated at the conference. Members will need to vote on the changes in autumn.

Forthcoming conferences
Confirmed conference sites and 2016 regional conferences were confirmed:

Annual conferences:
- 25-29 May 2017, San Diego, California
- 24-28 May 2018, Prague, Czech Republic

Regional conferences:
“Exploring Communication: Beyond Nation Cultural Adaption, Images and Identity” 18-20 September 2016, Istana Hotel, Kuala Lumpur, MALAYSIA

“Growing Communication Scholarship”, 19-21 October 2016, Daystar University, Nairobi, KENYA

Website development
ICA is developing the current website with a new provider. Members will see changes over the coming year that should improve their experience.

ICA Communication Yearbook change
The ICA Communication Yearbook has changed both name and format. It is now called the “Annals of the International Communication Association”. More information on the journal scope and submission guidelines:
http://www.tandfonline.com/action/journalInformation?show=aimsScope&journalCode=rica20#V2hO46lpWmUI. There is a new editorial board and the PR division has an editorial presence. Submissions are encouraged and members can contact Chiara for more information.

ICA awards and fellows
The division is still not represented at this level and more women and non-US nominees are needed as well. Any member can nominate someone for a fellow or an award, but should make suggestions to Chiara so that she can coordinate a more powerful approach for next year.
ICA internationalization group

This group seeks to reach out members from unrepresented regions. Information on the group members and scope is on the ICA website. Members from unrepresented regions or with contacts from unrepresented regions are asked to get in touch with this group to find out possibilities to reach out local scholars.

Division finances

The division is in a good financial position. Two student grants were awarded this year for the first time. We will probably be in good shape in the future due to the increase in revenue noted above. Members should tell Chiara how they would like the division to spend the money.

Division sponsors

The following sponsors and supporters were thanked for their ongoing support for the division:

The Planck Center for Leadership in Public Relations, all members who donated to the award funds, the Gaylord College of Journalism and Mass Communication; Bey-Ling Sha and Michael Palenchar for their support of the Grunig & Grunig / Heath awards.

3. Report from the Program Chair (Katerina Tsetsura)

Papers & Abstracts

Overall, 169 papers and extended abstracts were submitted. 89 were accepted (11 as interactive posters and 78 in regular sessions). The overall acceptance rate was 53% (53% in 2015, 40% in 2014, 43% in 2013 and 51% in 2012).

All reviewers were thanked. A raffle draw was done to thank reviewers and small “made in Japan” gifts distributed to Flora Huang (Massey U) and Peter Kerkhof (U of Amsterdam). Several other reviewers who were not present but were drawn in a raffle will receive small gifts from the planner, Katerina Tsetsura, via mail. The new award and certificate, The Most Valuable Reviewer, was given to Michael Kent (U of Tennessee) (the certificate will be sent via mail).

Panels

Ten panels were submitted (compared to 3 panels in 2015, 7 in 2014; 18 in 2013); four were accepted (40% acceptance rate; 66% in 2015; 60% in 2014 and 2013). Several panels were co-sponsored with the following divisions: Global Communication and Social Change, Mobile Communication, Political Communication and Organizational Communication.

Preconferences

One preconference, “Powers of Promotion”, was held on June 8 in Tokyo, co-sponsored with the Popular Communication and Political Communication divisions.

One post-conference “Power of Strategic Communication: PR and Advertising in the 21st Century”, was held on June 14 in Kyoto.

Members were asked to provide feedback on the programme and suggestions for next year by emailing Katerina Tsetsura.

III PUBLIC RELATIONS DIVISION SUB-REPORTS

Membership (Lee Edwards)
The division has 374 members (-25 since 2015), including 79 student members. The regional breakdown is as follows:

45% US/Canada; 25% Europe; 7% East Asia; 10% West Asia; 2% S. America; 11% Africa / Oceania

**Communication (Lee Edwards)**

Social Media Strategy and Guidelines are now finalized following member feedback. Facebook is active with 675 members, https://www.facebook.com/groups/icaprdiv/. It could be used even more and Lee encouraged members to post their news (e.g. article / book publications, conference updates).

Setting up Twitter and LinkedIn is the priority for this year’s social media activity. More regional moderators for Twitter are sought in the following areas: Middle East and Africa, South America; India and South East Asia, and Australasia. Moreover, members who stimulate and moderate discussions on current issues and developments in single research areas of public relations research (e.g. crisis communication, public relations research) are sought. Members are asked to contact Alice Srugies if they are happy to help or know of others who might be able to help.

The division website (www.pr.icahdq.org) has been migrated back to the ICA system for manageability and support. Content and structure has been streamlined. Members are encouraged to take a look at the site. Sections include policies, history, archives and news / events. The Forum section of the site was not used and has been replaced by Facebook activity.

ICA is working with suppliers to make the site/system more user-friendly.

Members were asked to continue to support the newsletter by sending in their information when the call is sent out by the secretary.

**Student and Early Career Representative (Alice Srugies)**

Alice Srugies will hold this position for one more year. Alice summarized the role as follows:

- To inform members about events, calls for publications, funding opportunities and job offerings for young scholars,
- To foster the exchange among graduate student members of the ICA PR Division,
- To organize events that are specifically designed for graduate students of the ICA PR Division

Alice ran this year’s conference-wide Blue Sky Workshop on editing and publishing doctoral theses. Editors from renowned academic publishers and authors who have successfully revised their doctoral theses into monographs answered participants’ questions on selecting and approaching publishers, publishing strategies the reviewing process, as well as structure and style. A summary of the workshop is e-mailed to all participants.

**Changes to Division bylaws (Chiara Valentini)**

Some minor changes to the division bylaws were circulated to members and are on the Division website. The main changes are to the formal inclusion of the SECR role and the potential for division fees to change. No objections or comments to the changes were submitted to the members. Chiara proposed a motion to accept the revised version for the autumn voting.
Journal affiliation

Chiara announced the formation of a task force to consider what journal the division could be affiliated to, to report back to members at next year’s conference. The purpose of an affiliation is:

a. To recognize scholarly work
b. To get support from publishers for activities (e.g. reception sponsorship)

The mandate will be to review and assess relevant (for public relations) journals, and request publisher information on publishing contract conditions and possible conference support. Additionally, the task force will evaluate publishing proposals and provide a recommendation for the top 3 journals that might address the Division’s publishing needs.

Members expressed support for the idea. Chiara proposed a motion to create the task force.

Moved: Chiara Valentini; Seconded: Patrick Spence

Presentation of Top Papers

The top student paper awards for 2016 (supported by The Planck Center) are:

Joint second place:

Examining Social Risks and NPOs in China: Applying the RISP Model to Publics’ Prosocial Intentions. Anli Xiao, Pennsylvania State University; Holly Ott, Pennsylvania State University; Ruobing Li, Pennsylvania State University.

First place and Top Student Paper:

The Robert L Heath Top Faculty Paper Award winners are:

Third place:
Multi-stakeholder Network and Stakeholder Relationship Management: Reconsidering Power in Public Relations Relationships. Adam Saffer, University of North Carolina; Aimei Yang, University of Southern California; Maureen Taylor, University of Tennessee.

Second place:
Rethinking Employee-Organization Relationship (EOR) Management: Integrating Authentic Leadership, Transparent Organizational Communication, and Work-Life Enrichment. Hua Jiang, Syracuse University, and Yi Luo, Montclair State University.

First place and Top Faculty Paper:
Effects of Self-Affirmation on Publics’ Perception of Crisis. Xiaochen Zhang, Kansas State University

The Grunig and Grunig awards for best MA thesis and best doctoral dissertation were won by:
2014-2015 James E. Grunig and Larissa A. Grunig Outstanding Master’s Thesis Award to Anna Kochigina: for her Thesis "Crisis communication in the digital media: Tesla Motors case", directed by Dr. Katerina Tsetsura, University of Oklahoma

2014-2015 James E. Grunig and Larissa A. Grunig Outstanding Doctoral Dissertation Award to Daewook Kim for his thesis “Exploring the impact of internal public relations practices on employee participation in organizational citizenship behaviors: Integrating social identity perspectives in organizational contexts”, directed by Dr. Trent Seltzer, Texas Tech University.

The best poster was won by:

Corne Dijkmans, NHTV Breda U of Applied Sciences; Peter Kerkhof, Vrije Universiteit Amsterdam; Camiel J. Beukeboom, Vrije Universiteit Amsterdam for their paper “Retaining Affective Commitment: The Role of a Human Voice in Webcare Interactions”

IV NEW BUSINESS

Nominations for new SECR 2016-2017

SECR nominations were presented by Lee Edwards: Yuan Wang (University of Alabama) and Phuong Hoan Le (University of Rotterdam). Juan Carlos Molleda suggested that Phuong Hoan Le should not be able to stand because she isn’t enrolled in a PhD programme, she is still an MA student. Members suggested that more information is required before making such a decision. Lee noted that she has been asked to provide more information but has not yet responded. A vote was taken to decide the issue.

14 people voted to remove the student from the list; 21 voted to keep the student in the list. The remaining members abstained. Phuong Hoan Le will be kept in the list of nominees.

No additional nominations came from the floor. Katerina proposed to close nominations.

Moved: Katerina Tsetsura; Seconded: Chiara Valentini

Chiara opened the floor for nominations for a new Vice-Chair 2016-17. Juan Carols Molleda nominated Flora Huang, Massey University, New Zealand, seconded by Melissa Dodd.

Marianne Sison was nominated by Kate Delmo, University of Technology Sydney, Australia, seconded by Patrick Spence.

Oyvind Ihlen nominated Lee Edwards, who declined the nomination.

Katerina proposed to close the nominations.

Moved: Katerina Tsetsura; Seconded: Lee Edwards

The elections will take place online in autumn 2016.

Other announcements

Marianne Sison announced that she is setting up a network of PR educators and researchers from the Asia-Pacific region, for all those interested in research in the Asia Pacific. Members should email
Marianne Sison (marianne.sison@rmit.edu.au) if they are interested in getting involved with the network. It will be affiliated with the Asia Pacific PR Journal.

No additional announcements came from the members.

IV. ADJOURNMENT

Chiara Valentini closed the Business Meeting at 12:15pm.