I. WELCOME AND INTRODUCTION OF OFFICERS 2016-17

The meeting was called to order by Division Chair Chiara Valentini, on May 28, 2017, at 5:00pm. Members were welcomed to the meeting and the officers for 2016-17 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: Alina Dolea, University of Bucharest, ROMANIA, alinadolea@gmail.com
Student Representative: Phuong Hoan Le, phuonghoanle@gmail.com

New Vice Chair 2017-2018 - Flora Hung-Baesecke, Massey University, NEW ZEALAND, flora.hung@gmail.com

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 (Fukuoka Hilton Board Room, Fukuoka, Japan) from Friday, 10 June 2016 – 11:00-12:15pm were approved.

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

This year’s conference is the largest conference so far, over 3,000 participants. Members are asked to complete the conference evaluation online, at the end of the conference.

New Interest Group

A new Interest Group was established within ICA called Activism, Communication and Social Justice.

Reviewer rule The reviewer rule is to be implemented in the next cycle of paper submissions for ICA: if you submit a paper to our division, you will also be expected to review papers for the division. There is
always a need for reviewers, particularly senior faculty among division members. Different divisions and interest groups find ways to provide incentives for reviewing papers (e.g., awards to reviewers). PR Division has established the best reviewer award last year and will also present the award this year. When someone submits a paper to ICA in the future, he or she will also have an option to be reviewer.

New task forces & committees

ICA executive board has created three new task forces to deal with important divisional matters. These task forces will work during the next year to prepare recommendations and guidelines. The task forces are:

- Task force on professional development of young scholars
- Task force on ethical issues (presentation and publication guidelines)
- Fair Use Committee to look after publications and copyright issues – (check ICA policies for more information)

2018 ICA conference in Prague

Chiara Valentini introduced Amy Jordan, immediate Past President of ICA, to present the next year’s conference in Prague and encouraged submissions, including to themed sessions.

Amy Jordan started by thanking Chiara “who did a tremendous job as a Chair and was a very active member of the ICA Board.” “I have really enjoyed working with you,” Jordan said.

Jordan continued by providing details on the 2018 ICA conference sites and hotels: The conference will take place in two hotels: the Hilton Prague (modern type, with smaller rooms & halls) and the Hilton Old Town (boutique hotel style with a building from 1920). The planners will alternate sessions in each division and interest group so that everyone will have sessions in both hotels. Room rate is expected to be 165USD including breakfast.

Jordan also mentioned ICA is working to implement a system that would allow searching directly various accommodation options, according to the days selected. This will eliminate the search on different hotels’ websites and provide more options for accommodation.

The theme of the conference is Voices and was proposed by Patricia Moy (program planner for ICA 2018)

Forthcoming conferences

Annual conferences:

- 24-28 May 2018, Prague, Czech Republic
- 23-27 May 2019, Washington, D.C., USA
- 2020 Gold Coast, Australia
- 2021 Denver
Regional conferences:

- December 2017, India, Mumbai
- Ghana (possible location for 2018)

Co-sponsored conferences:

- 2018, New Zealand, ANZCA

ICA Journals

Consider sending your paper to ICA journals

The Annals of the International Communication Association (old Communication Yearbook) is seeking papers: Review papers (up to 11,000 words), Review Essays (~6,000 words) & Topic Book Reviews.

Please ask your libraries to subscribe to the Annals.

ICA Awards / ICA Fellows

There were 25 Fellow nominations, of which 18 were named Fellows. The Division proposed two nominees but had no fellows this year. There is a need to send more nomination applications from the PR Division in the future.

Chiara Valentini invited all attendees to check the ICA bylaws to find out more about the criteria of selection of ICA Fellows and the procedures.

Dean Kruckeberg took the floor and said he questions the transparency of the ICA Fellow selection process because the existing fellows select the new ones.

Chiara Valentini noted that our candidates are excellent and, if their nominations do not go through, it is not because of their credentials, but because they need more fellows’ support through Yes votes. Fellow nominees also need to demonstrate ICA service.

Report on Finances (Chiara Valentini)

Our finances are good because we had an increase the division membership fee and raised funds. Next year, the membership fee will include just a basic membership to ICA with no additional affiliation to specific divisions or interest groups. Fees for each division will be an add-on to the basic membership. You need to tick which division(s) you want to join; otherwise, you will not be considered a member and will not receive information from the division(s).

Division Sponsors
The following sponsors and supporters were thanked for their ongoing support for the division:
- **The Plank Centre** for continued support of the Top Student Paper Awards;
- The **Gaylord College of Journalism and Mass Communication**, University of Oklahoma, USA (generous support for the PhD student workshop; reception; etc.);
- University of Tennessee School of Advertising and Public Relations – co-sponsor of the joint reception;
- The Organizational Communication Division’s reception co-sponsor: the Encyclopedia of Organizational Communication
- All members donating to our two funds: Student travel fund and Robert Heath Fund.

**Future sponsorship initiatives**

PRD officers have worked over the past year to expand division sponsorship. Flora Hung-Baescke invited interested PRD members to join a new PRD sponsorship committee to explore specific sponsorship opportunities for the 2018 ICA conference by contacting her via email.

**Recognition of Personal Commiment**

**PRD thanked Michael Palenchar** for his fundraising effort for the Bob Heath Award. The endowment is now being created for the award. **PRD thanked Bey-Ling Sha for her service as a chair of committee ”Grunig and Grunig Dissertation and Thesis Awards.”** A new chair was selected through via an open call for nominations. PRD announced that Lin Na of the University of Houston is a new chair of the Grunig and Grunig Dissertation and Thesis Award.

3. **Report from the Program Chair (Katerina Tsetsura) on program**

**Papers & Abstracts**

Overall, 187 papers and extended abstracts were submitted. 103 were accepted (9 posters and 24 sessions). Acceptance rate: 55% (53% in 2016, 53% in 2015, 40% in 2014, 43% in 2013 and 51% in 2012)

**Panels**

A total of eight panels were submitted and three were accepted. Panels’ acceptance rate: 37% (3 panel submissions in 2015 with 66% acceptance rate).

**Sponsored pre & post-conferences:**

PRD sponsored three pre-conferences on May 25:
- Future Directions of Strategic Communication: Towards the Second Decade of an Emerging Field (All day)
- ICA Public Relations Division PhD Student Workshop 9:00 - 13:00 (half-day)
- Building a Global Capability Framework for Public Relations 13:00 - 16:00 (half-day)

PRD also sponsored one post-conference: Current trends in Public Relations Industry (all day at the Port of San Diego)

*Other information about the 2017 program*

- We implemented new formats were implemented this year: high density and IPRRC-style panels. We had a lot of good quality submissions so we seek different formats to give members more opportunities to present their work.
- The vice-chair reminded everyone of the need to inform the unit planner about participation at the conference if the paper is accepted. If for some reason you no longer plan to participate in the conference, please let the planner know ASAP.
- It is important to also serve as a reviewer for the division. Everyone who submits a paper to PRD will be included in the reviewers’ pool and will be expected to review papers.
- We thank all reviewers for their important work.
- The best reviewer award is awarded again this year.
- **Feedback on 2017 Program is sought. Please email your comments to:** tsetsura@ou.edu

4. **Presentation of awards (Katerina Tsetsura)**

**Top Faculty Papers**

- Top paper winner - Impact of Moral Foundations on Consumers’ Boycott Intentions: A Cross-Cultural Study of Crisis Perceptions and Responses in US, Korea, Malaysia and Singapore - **KyuJin Shim (Singapore Management University), Hichang Cho (National University of Singapore), Soojin Kim (Singapore Management University), Su Lin Yeo (Singapore Management University)**
- Managing Double and Multiple Crises: Examining Crisis Dynamics, Organizational Responses, and Stakeholder Activism - **Ratna Damayanti (Nanyang Technological University, Singapore), Augustine Pang (Nanyang Technological University, Singapore)**
- Why dialogue cannot be made mandatory - **Anne B Lane (Queensland University of Technology, Australia)**

**Robert Heath Top Paper Award**


**Plank Center Awards for Top Student Papers**
- Discourse of Renewal: Developing Multiple-item Measurement and Analyzing Effects on Relationships - **Sifan Xu (University of Maryland)**
- We Won’t If You Won’t Damage the Relationship: The Investment Model in Organizational Crises for (Re)building Relationships - **Sifan Xu (University of Maryland)**
- Analyzing Publics’ Dynamic Social Media Network: A Case of the Chipotle Crisis - **Xinyan Zhao (University of Maryland), Mengqi Zhan (University of Maryland), Chau-Wai Wong (University of Maryland)**
- Contextual Factors and Crisis Attribution: Revisiting Situational Crisis Communication Theory in the Chinese Context - **Hui Zhao (Lund University, Sweden)**

**Top Reviewers**

The Most dedicated reviewer award were presented to:
- Alison Novak, Drexel University, USA
- Michael Kent, University of Tennessee, USA

**III PUBLIC RELATIONS DIVISION SUB-REPORTS**

**Membership and Initiatives (Alina Dolea)**

We currently have 360 active members registered on ICA website (-16 since 2016), with 26% student members. These are not final numbers as there is a current audit ongoing at ICA to make sure contacts were not lost during transition of the ICA website from one platform to another. In August 2017, we will have the final numbers.

The regional breakdown is as follows: 50% US/Canada; 25% Europe; 12% Asia; 5% Oceania; 3% Africa; 2% S. America; 2% Middle East

**Report on Communication (Alina Dolea on behalf of Phuong Hoan Le)**

The Division is active on Facebook (989 members) - [https://www.facebook.com/groups/icaprdiv/](https://www.facebook.com/groups/icaprdiv/). This Facebook community is used often as everyone can post announcements (e.g. article/book publications, conference updates, job openings), after approval from administrators.

We are currently exploring options to open and maintain PRD accounts on Twitter and LinkedIn.

More regional social media moderators sought in the following regions: Middle East and Africa, South America; India and South East Asia, and Australasia. Please contact phuonghoanle@gmail.com if you want to help.

The website [www.pr.icahdq.org](http://www.pr.icahdq.org) was migrated back to ICA main site for manageability and support.. The PRD listserv is also managed through the central ICA website.

**Newsletter:** Please continue to support us by sending us information for inclusion.
Report on Journal Affiliation

Dean Kruckeberg presented the report on behalf of the task force on journal affiliation, which consisted of five members and a chair. Dean Kruckeberg reported that at the end the task force members were divided and were not able to agree on one recommendation to the Division.

The full report is available at: https://docs.google.com/document/d/1IeUZjZ8jUfYHQ3DGhYdokkJz96Ux7JTy1O1AoZ8/edit?usp=sharing

The goal of the task force on journal affiliation was to review and assess relevant (for public relations) journals, and to request information from publishers on publishing contract conditions and possible conference support. Additionally, the task force needed to evaluate publishing proposals and provide a recommendation for the top three journals that might address the Division’s publishing needs.

Dean Kruckeberg briefly presented the final report. The main issue was whether the division needs an affiliated journal and, if so, whether it should seek affiliation with existing outlets or creating a new one.

Members were invited to comment on the report.

- Members in attendance expressed mixed feelings on the question on whether to have or not an affiliated journal.
- Candace White mentioned it would be nice to have a new journal to offer more publishing opportunities to public relations scholars.
- Maureen Taylor said we don’t need more journals. We need better articles to be published in ICA journals to have our work more visible.
- Ansgar Zerfass said they have been editing the International Journal of Strategic Communication for 10 years. He said we have journals. Instead, we need people to invest time & money.
- Kay Waver pointed out the issue of finding enough reviewers for existing journals.
- Katerina Tsutsura agreed with the comments made earlier. She said we need to focus our attention on why PR scholars do not publish enough articles in ICA journals. We need to make sure that our work is published across the field of communication.
- Michael Kent shared from his similar experience and stressed we need to answer questions such as: what would be the advantage of a new journal; why do we do this? Do we need this? What would be the most beneficial option for the division?
- Anne Gregory pointed out the need to have papers published in business journals.
- Bonita Neff said that there are enough business journals.

Another question was about the actual benefits of an affiliated journal.

- Maureen Taylor asked how much the Political Communication Division – which currently has an affiliation with Political Communication Journal- is making for its journal.
- Dean Kruckeberg responded it might be about 36000USD per year.
- After hearing the members in attendance’s opinions, the chair Chiara Valentini called for broader divisional opinion on whether to continue discussing the issue of affiliation with an existing journal or develop a new publication outlet.
- Several members supported the idea to conduct a survey among PRD member to gather their opinion on the issue.
- Michael Kent added that people may just use the survey to give ideas and contribute to the report. And proposed that the survey be a means to open a discussion on journals & to collect ideas from members.
- Ansgar Zerfass added that arranging special issues of ICA journals might be a good strategy to offer more publication opportunities to PRD members.

Election of Secretary

Division has received no nominations prior to the business meeting.

Dean Kruckeberg nominated Eric Sommerfeldt. Anne Lane seconded. Bonnie made a motion to close the nomination.

Eric Sommerfeldt was named a secretary as no other nominations were proposed.

ANNOUNCEMENTS

1. CALL FOR SUBMISSIONS Outstanding Thesis and Dissertation Awards 2018:

- **Eligible entrants:** Theses and dissertations successfully **defended** between January 1, 2016, through December 31, 2017
- **Submission requirements:** E-copy of a 30-40 page manuscript; An abstract; An email text to the awards chair with info on authorship, title of work, date of defense, university and contact info of advisor. For the email subject line, please indicate “Grunig Thesis/Dissertation Awards”

  SUBMISSION

- **Deadline for submission:** Feb. 1, 2018, by 11 p.m. Central Time.
- We have a **new chair of the Grunig & Grunig Thesis/Dissertation** Awards: Lan Ni, Ph.D. Associate Professor, Valenti School of Communication, University of Houston, email: lni@uh.edu


Michael Palenchar presented the following:

- There was a silent fundraising period that raised almost $11,000 US dollars to kick-start the fundraising campaign.
• It started with a goal of $10K US, but now there is a new goal of $15,000 US to raise by the next ICA conference in 2018.
• Online link will be created to make donations online shortly following this conference
• Endowment will be managed by ICA.
• Special thanks to those who donated online during registration over the past couple of years, some have been used but approximately $400 will be transferred to endowment.
• Special “Thank You” to those who Kick-Started the Endowment:
  • Tim Coombs
  • Sherry Holladay
  • Michael Palenchar
  • Finn Frandsen
  • Karen Freberg
  • Kirk Hallahan
  • Oyvind Ihlen
  • Winni JJohansen
  • Michael Kent
  • Bonita Dostal Neff
  • Don Stacks
  • Maureen Taylor
  • Elizabeth Toth
  • Damion Waymer
  • Shari Veil
  • Jordi Xifra

Michael Kent explained that the purpose of the endowment is to fund a research award first. If the division is able to reach 50000USD, the endowment might be able to support travel grants in the future.

Members made several announcements about job openings and upcoming calls for papers. The Business meeting ended with a little surprise gift for Chiara Valentini from Katerina Tsetsura, who, on behalf of the Division, thanked Chair for all her work.

Chiara Valentini adjourned the meeting at 18:15.