A message from the ICA PR officers:

The 2011 marks the 26th anniversary of the foundation of the ICA PRD. It was back in May 1984 when a group of public relations professionals discussed the need for a Public Relations Interest Group promoting further development of public relations profession. The first public relations program took place during the Hawaii meeting in 1985. Since then the PRD has grown in size and scope and we all hope that, although in times of turbulences, our division will continue growing stronger and stronger, promote greater collaborations across regions, and strengthen the role of ethical public relations in societies. We would like to thank all of you that in a way or another have served and promoted the interests of our division and we hope to see many of you in few weeks at the Annual ICA Conference in Boston!

Craig Carroll, Juan-Carlos Molleda & Chiara Valentini

Update on the Public Relations Division

Some figures about our division. Currently, there are 367 registered members, of which 252 have a university position (including deans, directors, heads of department, assistant, associate, full and emeritus professors, lecturers and senior lecturers, part and full time instructors and teachers and post doctoral fellows/researchers), 46 are graduate students, 34 are professionals working for consulting, public and non-profit agencies and 35 are unspecified positions.

In terms of represented regions, 185 members work in North America, 4 in Central America, 4 in South America, 8 in Africa, 38 in Asia, 91 in Europe, 9 in the Middle East and 28 in Oceania. Note that these numbers do not represent the nationalities of our members, but only the regions where they are based for their work.

175 of ICA PRD members are female and 192 are male.

Report from the Vice Chair (Juan-Carlos Molleda) on the upcoming ICA conference

Number of papers submitted: 139
Number of papers accepted: 69 (5 papers in the Virtual Conference, 9 papers as Interactive Posters, and 55 papers in regular Sessions).
Papers’ acceptance rate: 50%

Number of panels submitted: 8
Number of panels accepted: 4 (3 in regular Sessions and 1 in Virtual Conference II)
Panels’ acceptance rate: 50%

Total of sessions of the Public Relations Division: 17 (15 regular sessions and 2 virtual conferences) = one pre-conference “What Kind of Communication Is at the Center? The Relationship of PR and Marketing.”

Virtual Conference Session III is co-sponsored by the following divisions: Instructional & Developmental Communication, Visual Communication Studies, Children Adolescents and Media, Public Relations, Interpersonal Communication, Health Communication, and Communication and Technology.

Names of Paper and Panel Sessions

1. CSR Perceived Motives, Communication Strategies, and Potential Effects
   **Session Submission type:** Paper Session

2. Ethics, Social Harmony, Moral Obligation, Commitment, and Values
   **Session Submission type:** Paper Session

3. Framing, Frames, Agenda Setting, and Media Content Analysis
   **Session Submission type:** Paper Session

4. Influence of Societal, Corporate, and Professional Cultures
   **Session Submission type:** Paper Session

5. Interactive Technologies and Social Media
   **Session Submission type:** Paper Session

6. Online and Traditional Experimental Research Designs
   **Session Submission type:** Paper Session

7. Political Public Relations: Principles and Applications
   **Session Submission type:** Panel

8. Professionalization of PR, De-Professionalization of Journalism? Global Perspectives
   **Session Submission type:** Panel

9. Public Relations Division Business Meeting
   **Session Submission type:** Meeting

10. Public Relations Division Reception
    **Session Submission type:** Reception
11. Public Relations Interactive Poster Session
   **Session Submission type:** Interactive Paper Session

12. Public Relations Virtual Conference (Session Featured Sunday 15:00-16:15)
   **Session Submission type:** Paper Session

13. Reframing of CSR: Its Potential for Public Relations and PR Communication Research
   **Session Submission type:** Panel

14. Relationship, Excellence, and Other Theoretical Perspectives
   **Session Submission type:** Paper Session

15. Reputation, Crisis, Ethical Communication, Negotiation, and Issues Management
   **Session Submission type:** Paper Session

16. Risk and Crisis Communications
   **Session Submission type:** Paper Session

17. Social Media Governance: International Perspectives on Rules, Responsibilities, Strategies and Training for Online Public Relations
   **Session Submission type:** Panel

18. Top Papers in Public Relations
   **Session Submission type:** Paper Session

19. Top Student Papers in Public Relations
   **Session Submission type:** Paper Session

**Upcoming PRD Business meeting and reception:**

Don’t forget the PRD Business meeting that will take place on **Sunday, May 29**! During the meeting the top best paper awards will be announced. Following, there will be the reception and PRD dinner.

*Dinner location:*

Creative Palate by Damian
21 beacon Street
Boston, MA 02106
Dinner menu:

PASSED APPETIZERS
- Ceviche, Plantain Chip, Lime Macerated Shrimp, Ahi Tuna
- Beef Empanadas, Maseca Wrap, Chimichurri Sauce
- Mini Ahi Tuna Tacos, Wonton Tortilla, Pickled Cabbage, Salsa Rojo
- Ostiones En Fuego, Fire Roasted, Spinach, Oaxaca Cheese, Chorizo
- Mini Pan Seared Fish Tacos, Pan Seared Tilapia, Pickled Cabbage, Avocado Relish, Garlic Mojo

STATIONARY APPETIZERS (Placed on Tables)
- Hand Hacked Guacamole, Fresh Salsa, House Fried Corn Tortilla Chips

FIRST COURSE
(Preset Salad)
- Ensalada De La Casa-Mixed Greens, Sun Dried Cranberries, Caramelized Pecans, Cotija, Spicy Balsamic Vinaigrette

ENTREE COURSE
(Choice of One)
- Ancho Glazed Short Ribs, Shiitake Mushroom Chips, Cotija, Mashed Potatoes
- Chipotle and Miso Glazed Salmon Fillet, Seared Greens, Poblano, Potato and Roasted Corn Gratin
- Tacos Al Pastor, Cider Brined and Habanero Glazed Pork Tenderloin, Pineapple Salsa, Tomatillo Reduction, Fresh Flour Tortillas
- Vegetarian Option Available-Grilled Asparagus, Spicy Tomato Jam, Goat Cheese, Charred Corn Relish, Pickled Cabbage Slaw

DESSERT (Family Style)
- Mini Banana Taquitos, Crème Anglaise, Dulce de Leche Caramel
- “Boston Crème and Jelly” Churros, Raspberry Coulis, Chocolate Ganache

Price:
For The Food is $45.00 Per Person Not Including 7% Tax, 14% Gratuity and 4% Administration Fee.

Liquor Service:
Bar service would be based on a hosted based bar featuring house pour wines by the glass, premium well, bottle and draft beer and house and call margaritas and sangria. There will be one cocktail provided with the cocktail portion and one cocktail provided with the dinner portion. Drink tickets to be provided for the 2 cocktails. A cash bar will be available if there are more than 2 drinks consumed. The total does include 7% tax and 14% gratuity and 4% administration fee.
### Upcoming conferences by region:

More information on the call for papers and programs of each conference is available on the ICA PRD website ([http://www.icapr.org/](http://www.icapr.org/)). Check FORUM → Conferences and events and Calls for papers.

#### Americas:

- **May 20-22, 2011, Houston, TX, USA:** Interdisciplinary Conference of AHLiST 2011 on “Communication Technology and Future of Public Relations: Digitalization, Social Media, and Online Publics”
- **May 26-30, 2011, Boston, MA, USA:** ICA 2011 conference on “Communication @ the center”

#### Europe:

- **June 28-29, 2011, Barcelona, Spain:** International PR conference 2011 on “Competing identities: The State of Play of PR in the 2010s”
- **July 1-2, 2011, Bled, Slovenia:** Bledcom Symposium, “Internal Communication”
- **September 2011, Leeds, UK:** EUPRERA 2011 Congress on “Public Relations in a Time of Turbulence”
- **October 6-8, 2011, Aarhus, Denmark:** 2nd Crisis Communication Conference on “Crisis communication in an age of complexity”
- **October 26-28, 2011, Amsterdam, The Netherlands:** CSR Communication Conference. “Strategies, perspectives and insights on communicating the Ethical positioning of Organizations”
- **November 10-11, 2011, Milan, Italy:** XXIII Sinergie Annual Congress on “Corporate Governance and Strategic Communication”.

#### Asia & Oceania:

- **July 6-8, 2011, New Zealand, ANZCA Conference on “Communication on the edge: Shifting boundaries and identities”**

If you have information on relevant upcoming events, conferences and calls for papers to share with ICA PRD members, please contact Chiara Valentini, ICA PR Division Secretary ([chv@asb.dk](mailto:chv@asb.dk)).
Report from Taskforce on Crossnational Research

Since last Annual Congress in Singapore the ICA PRD FORUM is simultaneously posting all new information reported by the members on conferences and events, calls for papers, open positions and research collaborations in the newsletter and ICA PRD FORUM. Old calls for papers, conferences and events, open positions and research collaborations are stored in the corresponding archive sections of the FORUM. It is important to remind that, in order to gain access to the FORUM, ICA PR division members have to register.
The aim and purpose of the FORUM is to facilitate international networking between PR researchers.

The ICA PRD website is also our virtual documentation archive where you can find old and new information about our division. If you miss a newsletter, this is the place where to look at to find information.

For any questions or suggestions related to the Taskforce and ICA PRD website, please contact Mark Eisenegger, Chair of the Taskforce on International Research Collaboration (mark.eisenegger@foeg.uzh.ch).

Research collaborations that are still open (more information in FORUM):

The Call for Research Collaboration: Military Media Relations by Martin Löffelholz, Claudia Auer, Kathrin Schleicher (Ilmenau University of Technology, Germany) posted on May 2010 is still open. The Ilmenau University of Technology is seeking research collaboration partners from other countries who may be interested in extending military media relations research to their country. The aim is to develop an internationally applicable research framework to analyse military organizations and specifically their media relations and to find out how military media relations (normative and de facto) differ in various countries. Interested parties should contact:

Martin Löffelholz
Institut für Medien- und Kommunikationswissenschaft
TU Ilmenau
Ehrenbergstraße 29
98693 Ilmenau
E-Mail: martin.loeffelholz[at]tu-ilmenau.de

The Call for Research Collaboration: Integrated communication and new media-Opportunities, challenges, risks by Stefan Wehmeier (FHWien University of Applied Sciences of the WKO, Austria) posted on July 2010 is still open. The research project aims at answering to the following questions:

- How do new media affect the concept of integrated communications?
- How is corporate social media used by receivers?
- How do users perceive social media communication of corporations?
- What do corporate social media users communicate about corporations?
- How do corporations incorporate social media into integrated communications?
- What kind of differences between big corporations and SMU corporations exist?
- How are corporate visions and philosophies and how is the integrated communication philosophy connected with new media and its challenges?

Data has been collected in Finland and in Austria. Other collaborations are sought. Interested parties should contact:

Dr. Stefan Wehmeier  
Foundational Professor of Strategic Communication Management and New Media  
Department of Communication Management  
FH Wien-Studiengänge der WKO (FH Wien University of Applied Sciences of the WKO)  
Währinger Gürtel 97  
1180 Wien, Austria  
E-Mail: stefan.wehmeier[at]fh-wien.ac.at

The Zenith Award - PR student competition

If you are teaching PR courses, you may want to inform your students about the possibility to submit their work to next year Zenith Award.

Each year the Gaylord College of Journalism and Mass Communication at the University of Oklahoma in Norman, Oklahoma, USA host the Zenith Award, which is a student competition established in 1998 by the Oklahoma City Chapter of the Public Relations Society of America (PRSA). The competition allows undergraduate students to submit internship and course assignments and material in order to receive critiques from public relation professionals from around the world. The Zenith Awards offers entrants seven categories: writing, publications, electronic media, campaigns, research, social media and case studies. The 2011 Zenith Awards received 220 submissions from 22 universities in 15 states across the United States. The Zenith Award was originally established as a university competition and rapidly became a national (US based) PR competition. For the next coming years, the organizers hope to make the Zenith Award an international established avenue for public relations students of all around the world. More information on the Zenith Award and the 2011 winners are available at:  
http://jmc.ou.edu/zenith/Zenith_Awards/Welcome.html