A message from the ICA PRD officers:

Dear PRD members,

Welcome to the Spring edition of the ICA Public Relations Division Newsletter update. In this issue, an overview of past few months’ activities including an update on the forthcoming Phoenix program, on the extended section and the division’s dinner as well as recent news from the members are given.

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 Phoenix!

Juan-Carlos Molleda, Jennifer Bartlett & Chiara Valentini

Update on the Public Relations Division (Juan-Carlos Molleda, Chair)

After ICA conference in Phoenix in June 2012, Friederike Schultz of the VU University Amsterdam, The Netherlands, will be taking over Chiara Valentini’s duty as Secretary of Public Relations Division. From June, members’ communications should be addressed to: f.schultz@vu.nl

Nominations for ICA Public Relations Division Vice Chair will be requested during this year’s business meeting. Self-nominations are welcome. Elections will be held this fall 2012. The Vice-Chair assumes responsibilities at the close of ICA’s meeting in 2013. The position is a 2+2 year position, first two years (2013-2015) as a Vice-Chair and the second two years (2015-2017) as Chair.

Trends in Membership Numbers and Diversity

As of April 2012, the Public Relations Division (PRD) had 338 registered members, which is an average number for this month according to data from the last two years (2011, N = 368; 2010, N = 360). The diversity of the Division, in terms of international members, also remains stable (50 countries in 2011 and 2012, and 52 countries in 2010). These are the April-2012 numbers of our membership by regions: Africa/Oceania (43), Americas (9), Canada (6), East/West Asia (48), Europe (80), United States (150), and unidentified (2).

International Involvement and Membership

The Division continued its tradition of wide representation from its international membership for paper reviewers, chairs and respondents, and moderators at the annual conference. We will devote two sessions to the international public relations perspective.
Endowments and Sponsorships

The Division continues to promote two endowments: the “Robert L. Heath Top-Paper Award” (for faculty) given each year (US$ 250—funds secured until 2014), and the “James E. Grunig and Larissa A. Grunig Outstanding Thesis and Dissertation Awards in Public Relations” given every two years.

The Division continues to enjoy the support of the “Betsy Plank Center for Leadership in Public Relations for the Top Student Paper Award” given each year (US$ 500—funds are provided in a continuous basis).

NEW:

From this year, the Division has established two funds, the Grunig and Grunig Fund and the Heath Fund.

The purpose of these two funds is to collect money to sponsor monetary prizes to the winners of the James E. Grunig and Larissa A. Grunig Outstanding Thesis and Dissertation Awards in Public Relations and the Robert L. Heath Top-Paper Award.

The Division seeks the assistance of members and supporters to be able to provide these monetary prizes. Members can donate directly to these funds via the ICA web site in the registration page.

Site for International Collaboration

The Division’s website devoted to cross-national public relations research has been up and running since November 2007 (http://icapr-cnrc.org/). The purpose of this database is to be a clearinghouse on all things related to furthering opportunities for international and cross-national public relations research, including collaboration across national boundaries.

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

The PRD received a total of 106 (139 in 2011) paper submissions. Fifty-four papers were accepted (50 papers in regular sessions, two of these papers will also appear in the Virtual Conference, and four papers as Interactive Posters) for an acceptance rate of 51% (50% in 2011).

In terms of panel proposals, six submissions were received and three accepted (two in regular sessions and one incorporated into an Extended Session) for an acceptance rate of 50%, which is similar to the acceptance rate of 2011.
Incorporating the new session format and the enhanced internationalization perspective of ICA, the Extended Session will focus on “Global issues and opportunities: International and cross-cultural research in public relations”.

This is the first year that ICA Public Relations Division will host an Extended Section. Following the theme of this year’s ICA conference, this extended session invites the public relations community to communicate about the issues and opportunities global changes are making on theory and practice. In this extended session, an expert panel of public relations scholars from Australia, Germany, New Zealand, United Kingdom, and United States will discuss the central challenges and opportunities facing public relations, leading edge global and cross-cultural research and pose some key questions they see public relations facing.

Panelists will also report on practical experiences how to organize cross-cultural research within academic teams from different countries. This will provide the starting point for participants to engage in a world café to explore questions and opportunities to stimulate our thinking, engage in research and educate future practitioners back in our home universities.

We particularly hope that this session will trigger organic partnerships to further international research into theory and practice of public relations to address a dynamic world environment.

In summary, the Division will have 14 sessions in the 2012 conference, including topics such as corporate and strategic public relations; government communication practices or politics to diplomacy; campaigns and media; relationship theory; reputation, responsibility, and regional issues; safety and risk communication; social media; and the practitioner’s experience.

Upcoming PRD Business meeting and reception:

Don’t forget the PRD Business meeting that will take place on Saturday, May 26! During the meeting the top best paper awards will be announced.

Following, there will be the reception and the PRD dinner.

Dinner location:
Cheuvront
1326 North Central Ave
Phoenix, AZ 85004
+1 602 307 0022
http://cheuvronts.com/default.asp

About: Routinely voted one of the best wine bars in Phoenix, Cheuvront has been recognized by Bon Appetit Magazine as one of the 50 Hottest Restaurants in the US, and was honored this year to receive a Wine Spectator Award of Excellence.
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<th>Region</th>
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<th>Conference Name</th>
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<tr>
<td><strong>Americas</strong></td>
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<td>May 24-28, 2012</td>
<td>Phoenix, Arizona, USA</td>
<td>the 2012 ICA annual conference “Communication and Community”</td>
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<td>November 15-18, 2012</td>
<td>Orlando, Florida, USA</td>
<td>the 2012 NCA annual conference “Celebrate COMMunity”</td>
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<td><strong>Europe</strong></td>
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<td>May 24-26, 2012</td>
<td>Istanbul, Turkey</td>
<td>ATACS - Association of Turkish and American Communication Scholars, 10th International Symposium “Communication in the Millennium”</td>
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<td>July 6-7, 2012</td>
<td>Bled, Slovenia</td>
<td>Bledcom Symposium, “Public Relations and Communication Management: The State of the Profession”</td>
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<td>July 11-12, 2012</td>
<td>Bournemouth, UK</td>
<td>the International History of Public Relations Conference</td>
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<td>October 4-6, 2012</td>
<td>Salzburg, Austria</td>
<td>European Cultures in Business and Corporate Communication (EUKO) - the 12th international conference “Communication in Change &amp; Risk”</td>
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<td><strong>Asia &amp; Oceania</strong></td>
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<td></td>
<td>July 4-6, 2012</td>
<td>Adelaide, Australia</td>
<td>The 2012 ANZCA Conference “Communicating Change and Changing Communication in the 21st Century”</td>
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<td>November 18-20, 2012</td>
<td>Melbourne, Australia</td>
<td>World Public Relations Forum Research Colloquium “Communication Without Borders”</td>
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Dinner menu: menu is modern cuisine with a ‘southern’ twist.

**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:**


**Europe:**

May 24-26, 2012, Istanbul, Turkey: ATACS - Association of Turkish and American Communication Scholars, 10th International Symposium “Communication in the Millennium”


July 11-12, 2012, Bournemouth, UK: the International History of Public Relations Conference


October 4-6, 2012, Salzburg, Austria: European Cultures in Business and Corporate Communication (EUKO) - the 12th international conference “Communication in Change & Risk”

**Asia & Oceania:**


News from the members:

PR history developing rapidly (Tom Watson)

Public relations history, formerly seen on the margins of business and journalism history conferences and journals, has had its own, ever-more successful conference since 2010. Now gearing up for the third International History of Public Relations Conference, to be held at Bournemouth University in England on July 11-12 this year, the conference is attracting an increasing number of papers and speakers from around the world.

The 2012 conference will bring the total number of papers presented to 98, from authors in over 40 countries. It has also been supported by special PR history editions or sections in the Journal of Communication Management (2010 papers) and Public Relations Review (2011 papers); three books of edited chapters are in planning or production. From the 2012 conference, there will be an edition of Public Relations Review devoted to a selection of papers, which will appear next year.

Prof Tom Watson of Bournemouth University, who chairs and organizes the conference, says the history of public relations field burst forth once the conference was announced: “There was a pent-up demand for this field of research to have its own event. Although we were worried that it may quickly evaporate, the evidence of the increasing quality of papers, the number of refereed publications, and organization of national and regional symposia shows that it is here to stay.”

Prof Watson is also about to launch the European Public Relations History Network to develop continental knowledge of archives and resources and to support development of multi-national funding bids: “There are more than 30 public relations historians already signed up for the network, and we hope more will join soon.”

The conference is promoted by its own website: http://historyofpr.com and extensive use of social media with a Twitter handle of @historyofpr, a 1000-strong History of Public Relations LinkedIn group and the International History of Public Relations Conference group on Facebook.

For more information about the Conference, including online resources, contact prhistory@bournemouth.ac.uk or go to http://historyofpr.com.

Center for Global Public Relations' second annual global research conference (Dean Kruckeberg)

Scholars, educators, practitioners and students from throughout the world gathered at the University of North Carolina at Charlotte April 20 for the Center for Global Public Relations' second annual global research conference, “Communicating Beyond Borders: Building Relationships among Corporations, NGO’s and Governments.”
Participants from locations as far away as China, Mexico and Dubai engaged in discussions about the complexities of establishing and building relationships in a complex global environment.

“The caliber of the presenters, presentations and discussions in the conference was simply phenomenal,” said Dr. Dean Kruckeberg, executive director of the Center. “The issues addressed were not only relevant to the current practice of global public relations, but also raised significant challenges and important considerations and implications for global communication policy and research.”

Presenters included top scholars from over 15 universities worldwide as well as practitioners from leading public relations firms such as Ketchum. Roundtable discussions provided opportunities for attendees to discuss topics including public diplomacy, corporate social responsibility, social media and employee communication.

Nadine Billgen, University of Georgia, won the competitive Top Paper Award for her paper, “More American than the Americans? A Textual Analysis of the U.S. Websites of Foreign and American Carmakers.”

The Center also hosted its first Teaching International Public Relations Colloquium on April 19. Following presentations by Frank Ovaitt, CEO and president of the Institute for Public Relations, and Dr. Kenneth Starck, Professor Emeritus and former director of the School of Journalism and Mass Communication, University of Iowa, participants engaged in a discussion on international public relations education.

The third annual global research conference will be held in April 2013. Photos from both events can be found on the Center’s Facebook page at facebook.com/CenterGPR.

About the Center:
UNC Charlotte’s Center for Global Public Relations is dedicated to helping public relations practitioners, scholars/educators and students coalesce into a global professional community that shares universal professional values and best practices. The Center’s mission is to encourage and support the evolution of global public relations as a specialization of professional practice that can help people and organizations worldwide through communication and understanding.
More information: http://cgpr.uncc.edu/

New Journal and Call for papers (David McKie)

Dear All,
Just a brief update from the Journal of Public Relations Inquiry. First two issue are now out and bring fresh perspective through established and emerging scholars and it’s already the largest space for reviews of books in the field - see http://pri.sagepub.com/.
I also draw your attention to a couple of calls for papers on special issues (see
below), which have the potential to expand current thinking in the discipline. The first is on "Public relations, propaganda and terrorism" and the second is on "Public relations as an institutional process" - I urge you to give this new project a shot as famous ice hockey player Wayne Gretsky put it: "you miss 100% of the shots you don't take."

More special issues to follow - for details, submission etc. see website above.

Yours aye,

David

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Call for Papers for Special Section
Public Relations as an institutional process

The relations between organizations and society are at the heart of public relations. Therefore, an appreciation of structural conditions is central to the analysis of public relations practice, and explanations for its existence. Yet insights into institutional conditions are rarely incorporated into the study of public relations, leaving the field both theoretically and empirically under-developed.

This Special Section aims to enrich public relations theory by harnessing recent developments in neo-institutional theory. We invite original papers resting on empirical analysis dealing with, or relating to, one of the following streams:

- How does (or has) the practice of public relations spread across different types of organizations and organizational fields; and how does it operate as an institutional practice? (DiMaggio & Powell 1991; Scott 2008)
- How is public relations involved in the diffusion and implementation of other institutional forms into organizational behaviour? (Czarniawska & Sevón 1996, 2005)
- How is public relations involved in institutional change – how do institutional norms, rules and ideas emerge, change and die? (Lawrence et al 2009; Thornton et al. 2012)

This Call has been written for Public Relations Inquiry by Magnus Fredriksson, Josef Pallas and Stefan Wehmeier who will collaborate with the Editors in the development of the Section. Submissions should be uploaded on the website and clearly identified as 'Special Section: public relations as an institutional process' by 1 October 2012. The Special Section will be published in volume 2(3) 2013.

Call for Papers
Public relations, propaganda and terrorism

This issue is intended to explore connections between public relations, propaganda and terrorism through conceptual and empirical analyses that embrace sociological, philosophical, socio-psychological, political, anthropological, historical perspectives including humanistic perspectives such as language and literature.

Central concerns include: definitional challenges; ideological framing and composition; processes of identification and justification; the taboo nature of propaganda in particular contexts; the way in which public communication and rhetoric are employed to position some sources and communications as propaganda; psychological operations and counter-terrorism.

Articles and essays may take a variety of forms including philosophical analysis, case studies and social scientific empirical work, histories, textual analyses, social theory. Shorter polemics, up to around 3,000 words will be considered and made available for ‘Reply to’ responses - please contact the Editors.

We welcome submissions focused on communications around the following themes:

- Power
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<td>Public diplomacy, nation-building and nationalism</td>
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<td>Resistance and accommodation</td>
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<td>Networks</td>
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<td>Political struggle</td>
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<td>Ethnic conflicts, diasporas and migration</td>
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<td>Religions and cults</td>
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<td>Psyops</td>
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<td>Source-media relations</td>
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Submissions should be sent to: Editors c/o Jacque L’Etang jy11@stir.ac.uk by 1 April 2013 to be published in April 2014, volume 3(2).