**Message from the Chair, Chiara Valentini**

Welcome to the latest edition of the ICA Public Relations Division Newsletter. This newsletter will bring you updates on the latest activities of the division’s officers including information on the Fukuoka program and all the other networking opportunities on offer for Public Relations division members. You will also find information on the PR dinner, the reception and the business meeting.

I would like to start with special thanks to our Vice-Chair Katerina Tsetsura for getting reviews done and putting together a great program for us, Lee Edwards for her fantastic job in keeping us updated through our different channels, and Alice Srugies for her support in different administrative activities. Thank you all!

The Division is also very happy to welcome the new Secretary, Alina Dolea, to the Division’s Officer Team. Alina will take over Lee’s position at the end of the conference this year. Alina will be reachable at alinadolea@gmail.com.

In this newsletter I wanted to anticipate a few of the items on the business meeting agenda to be held on Friday 10 June at 11:00 and subsequent elections in September/October. Note that this year our business meeting runs in the morning!

Firstly, we will discuss a proposal for revisions of our bylaw. A digital copy of the proposal will be sent to all registered members via mailing list by May 15. Members are kindly asked to check the document prior to attend the business meeting. The revision primarily concerns the introduction of a new division’s position, that of a Student and Early-Career Representative. For the past two years we had an informal student representative, Alice Srugies, who helped us identifying key needs of our students and early career scholars. It is time now to make it official in our bylaw. During the business meeting, members will have the chance to discuss the proposal and suggest amendments. The voting of the revised bylaw will then take place in September/October 2016.

Secondly, at the meeting we will take two nominations: a new division Vice-Chair and a new Student and Early-Career Representative to replace respectively Katerina Tsetsura and Alice Srugies. The elections will take place in September/October 2016 and the elected officers will start their terms after the end of the 2017 ICA conference in San Diego (USA).

The position of Vice-Chair is a two-year term followed by two-year term as Chair. The primary duties of the Vice-Chair are taking care of the planning of the division conference program, recruiting reviewers, handling the reviewing process, including forming panel sessions, taking care of the conference social events for the members, i.e. annual dinner and reception, providing support to the Chair’s activities and other administrative tasks.

The position of Student and Early-Career Representative is a two-year term. The primary duties of the Student and Early-Career Representative is taking care of the needs of student and early career members by communicating their needs and interests to the Chair and working with the other officers to develop initiatives that support the needs of the future generation of scholars.

We are taking the nominations for both positions during the business meeting, but members who are not able to attend the Fukuoka conference and would like either to be considered or nominate someone for the position, should email a statement of intent to Lee Edwards (l.m.s.edwards@leeds.ac.uk) with the following information by May 15, 2016:
(1) nominee’s name and institutional affiliation;
(2) nominee’s short bio, and
(3) if not a self-nomination but a nomination of another member, an email stating that the nominee is willing to be considered.

If you have questions about the roles, please contact Lee Edwards directly and she will be happy to discuss it with you.

Thirdly, we will discuss what the division could do to engage international scholars and increasing diversity in representation and scholarly traditions even more. We will also discuss the implementation of our social media policy and guidelines and a number of initiatives.

We also need to discuss what the division could do to increase its donations for the Bob Heath Top Paper award as well as the Grunig & Grunig Outstanding Dissertation and Thesis awards. Please do not forget that you can already contribute by making a donation to the funds, however small, via the link on this page on the ICA site. Donations can be as little as $5 and can be made at any time, not only when registering to the conference. Please show your support so that we can continue to reward first-class work and also to consider ways we can build these funds.

Final thank you to all of you who accepted to review papers and in a way or another have served and promoted the interests of our division. I look forward to seeing you in Fukuoka.

Chiara Valentini
Chair, ICA Public Relations Division

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Report from the Vice Chair and Program Planner, Katerina Tsetsura

The 2016 conference is nearly upon us. We had a record number of submissions, and we are pleased to have a strong and exciting programme to offer to our Division members. This year, 169 papers and extended abstracts were submitted, of which 89 were accepted, and 76 rejected (an acceptance rate of 52.6%). Four submissions were disqualified because they either disclosed authors’ credentials or did not include a paper/extended abstract in the attachment. Of the ten panel submissions received, four were accepted and six rejected. We would like to thank all 94 reviewers for the hard work they put into assessing this year’s submissions, their efforts were very much appreciated. As promised, we will present the awards to the top reviewers at the business meeting and will draw prizes (made-in-Japan souvenirs) to give to our best reviewers at the PR Division business meeting.

We have 24 in-program sessions on a wide range of topics. Eleven PR posters will also be included in the General Interactive Poster Session I Friday, June 10 at 12:30pm.

This year we are also pleased to have more interdisciplinary collaboration. Four of our panels are co-sponsored with these divisions: Global Communication and Social Change, Mobile Communication, Political Communication and Organizational Communication. We also will host a joint reception with the Organizational Communication Division on Friday, June 10, 18:30-19:45 in Fukuoka Hilton Board Room.
Top papers

Thanks to the generosity of the Plank Center for Leadership in Public Relations, and the particular support of Professor Karla Gower at the Center, this year we are able to offer prizes to the three best student papers: a first prize of $300, a second prize of $200 and a third prize of $100. The Top Faculty Papers Session, Friday June 10, 09:30-10:45 (Fukuoka Hilton, Board Room). Top Student Papers will be presented on Friday, June 10, 17:00-18:15 (Fukuoka Hilton, Kei). As usual, the winners will be announced during the business meeting Friday, June 10 11:00-12:15 in Hilton Fukuoka, Board Room.

Business and pleasure

Our Business Meeting is scheduled for Friday June 10, 11:00-12:15 in the Board Room at the Fukuoka Hilton. The agenda and other relevant documents for the meeting will be shared with all members electronically prior to the conference. You are kindly asked to read the documents before the meeting and submit your feedback directly to Katerina Tsetsura and/or Chiara Valentini via email (if possible, please do so ahead of the meeting). We will not be providing paper copies of any documents at the meeting, so please print your own copies if you need to. Please plan to attend the Business Meeting since it is important that as many members as possible participate in our discussions of Division-related issues. It is an excellent opportunity to share your opinions and shape the future of our Division.

Our reception is jointly held with the Organizational Communication Division this year and will take place Friday, June 10, 18:30-19:45 in Fukuoka Hilton Board Room. The annual division dinner will take place on Saturday, June 11 at 7p.m. (19:00) in the Chikae restaurant in Fukuoka (https://www.jnto.go.jp/restaurant-search/eng/detail.php?rst_code=f538500; +81-92-721-4624). Chikae offers traditional Japanese cuisine and comes highly recommended by our PRD members and friends from Japan. Chikae is also one of the top-rated restaurants in Fukuoka. The dinner will include a full meal “Ike duki” (sashimi served on its original head and bone) and all you can drink (bottled beer, Sake, Shochu (Japanese white liqueur), whisky, and soft drinks, such as Coke, orange juice, and Japanese tea). The cost is $80 and includes taxes and service fees. The restaurant is approx. 5 km away from the Hilton Fukuoka Hotel. Please note that transportation is not provided, and participants are encouraged to arrange taxi or use public transportation. We will meet in the restaurant. Please make sure to register for the dinner by May 1, 2016, via the ICA conference registration site.

This year, we will host one pre-conference in Tokyo, one Blue Sky workshop in Fukuoka, and one post-conference in Kyoto.

Pre-Conference: Powers of Promotion: Apprehending the Social and Political Impacts of Promotional Culture

Wednesday, 8 June, 8 am – 5 pm (full day)
Embassy of Finland, Tokyo
3-5-39, Minami-Azabu, Minato-ku, Tokyo 106-8561
Tel. +81-3-5447 6000

This pre-conference examines the growing social and political importance of promotion and public relations. For decades, promotional activities have enjoyed a prominent role in societies as tools to foster the aims of various societal agencies, be they corporations, political actors, public institutions, NGOs or citizen movements. In today’s turbulent political and media environments, promotional practices have become more inventive, coordinated and ubiquitous, crossing transnational borders and circulating across business, politics and social institutions. More information can be found on the preconference website, powersofpromotion.wordpress.com

Organizers: Melissa Aronczyk, Rutgers University; Lee Edwards, University of Leeds; Anu...
Moving from PhD Thesis to Book Manuscript to Published Book - Blue Sky Workshop

Sunday, June 12, 5pm to 6.15pm
Fukuoka Hilton, Akane

The ICA Annual Conference in Fukuoka, Japan is approaching fast. In addition to many exciting panels, it also hosts a number of great events that are geared specifically towards the interests of graduate student members. Among these events, the Blue Sky Workshop ‘Moving from PhD Thesis to Book Manuscript to Published Book’ provides you with the opportunity of gaining insights into the academic publishing process. Find more information on the workshop below.

Writing a doctoral thesis is a multi-annual journey, in which we obtain and produce expert knowledge on a very specific subject. A monograph on the basis of a doctoral thesis provides an opportunity of making this knowledge accessible to a broader academic audience. The Blue Sky Workshop ‘Moving from PhD Thesis to Book Manuscript to Published Book’ centers on the process of turning a doctoral thesis that caters to the requirements of a PhD committee into a manuscript that captures the attention and the interest of the academic community in a specific field of study. It will be held on June 12 at the 2016 Annual Conference of the ICA in Fukuoka, Japan and is chaired by Alice Srugies (graduate student representative of the PR Division).

The workshop brings doctoral candidates, editors of renowned academic publishers as well as authors who have successfully completed the publishing process together. It aims at identifying and addressing challenges of editing a doctoral thesis, taking up questions on the structure and style of monographs, the publishing process or for example the time and the effort authors need to dedicate to revising their doctoral theses. The works aims at 1) establishing first contacts between possible future authors and publishers that can be deepened during and after the conference, and 2) initiating networks of graduate student and early career members that plan to publish their doctoral theses as monographs.

Even though the workshop is primarily directed at doctoral candidates at an advanced stage of their projects as well as early career members, it is open to all conference participants, with no prior registration needed. If you have specific issues you would like to address during the workshop, feel free to contact alice.srugies@tu-ilmenau.de before the workshop.


Tuesday, 14 June, 9 am – 5 pm
Faculty of Business Administration, Kyoto Sangyo University, Kyoto.

The post-conference will examine the concept of strategic communication in relation to advertising and public relations, from communication and business perspectives. In the past several years, the term strategic communication has been widely used in Europe and Asia by professionals to refer to a variety of activities in public relations and advertising.

The professional agencies around the world increasingly engage in so-called integrated strategic communication and advocate close collaboration between advertising and public relations. However, both disciplines have insisted on separating the academic knowledge and practices. This post-conference will investigate the ways strategic communication is understood in the United States, Europe, and Asia, and will offer research- and practice-based solutions to understanding the realm of strategic communication and the power of public relations and advertising in the 21st Century from the communication and business perspectives. We will have presentations by both scholars and practitioners. Discussions and open round-tables to present the latest research and practices in public relations and advertising promise to be attractive and captivating.
If you are interested in submitting your work to be considered for a post-conference presentation, please send your blind abstract (500-1000 words), not including references, and a separate file with authors’ identifying information directly to one of the organizers, Dr. Katerina Tsetsura (tsetsura@ou.edu), via email no later than April 30, 2016. If your abstract gets accepted, you will be expected to write, send to the organizers and present a complete paper at the post-conference. Complete papers will have to be submitted by May 15, 2016 via email to tsetsura@ou.edu.

The best papers presented at the post-conference will receive priority consideration for publication in the special issue of the Public Relations Journal. If you have any questions about the post-conference, please direct them to Dr. Katerina Tsetsura (tsetsura@ou.edu).

Conferences, CFPs, new publications

Help Discover a Universal Language at the 2016 World PR Forum. Those interested in delving deeper into how the world communicates should visit Toronto, May 29-31, for the ninth World Public Relations Forum, where delegates from more than 20 countries will engage with the leaders of global companies like McDonalds, Nestlé, AOL, and GlaxoSmithKline to explore the value and importance of Communication Across Cultures. Within the program of international speakers, will be the WPRF Research Stream, featuring leading academic researchers and public relations practitioners whose eye-opening studies of the world of PR and communications will provide further knowledge and understanding, fostering advancement within the profession.

Bookending the Research Stream will be Keynote speakers. Jim Macnamara, Professor of Public Communication at the University of Technology Sydney, and Marianne Sison, PhD, Deputy Dean of Media and Communication at RMIT University, Australia. Hear what our Research Keynotes have learned from their extensive careers on Sunday, May 29th, as part of the 9th World PR Forum’s Research Stream, and enjoy the rest of the Forum’s parallel programming through Tuesday, May 31.

Members of the Global Alliance’s network of local societies save $400 CAD on Full Forum passes with the GA Member Rate! Day rates and single tickets also available. Visit WorldPRForum.com to learn more.

The Annals of the International Communication Association is a new peer-reviewed quarterly journal publishing state-of-the-discipline literature reviews and essays dedicated to the exchange of interdisciplinary and internationally diverse scholarship relating to communication in its many forms. The Annals will continue the traditions established in Communication Yearbook by providing an updated context for key research from across the Association. It is both international and interdisciplinary, representing the broad global interests of the International Communication Association. All submissions will be subject to initial editor screening and subsequent peer review as necessary. The Annals publishes three types of articles:

- **Review Articles** (max 10,000 words) are state-of-the-discipline literature reviews and essays, including descriptive reviews, meta-analyses, and theoretical essays
- **Communication Insights** (max 14,000 words) are solicited reviews that examine a set of predetermined topics that provide a degree of continuity across the years and indicate how a specific research domain has developed.
- **Topical Book Review Essays** (max 6,000 words) are essays that should include a discussion of at least two recently published books (in English or other languages) that focus on a central theme within the discipline. The goal of the Annals Topical Book Review Essays is to provide a critical synthesis of a set of published books, but the essay should go beyond the confines of a
traditional book review. Rather, the focus is on a critical essay that addresses issues pertinent to the discipline. The Topical Book Review Essays are open submission and they will go through the traditional peer review process.

The Annals works on a continuous submission cycle. There are no deadlines for submissions. The editor anticipates publishing four issues per year. The first issue will be published in the first quarter of 2017. For more information, go to http://explore.tandfonline.com/cfp/ah/annals-of-the-ica-call-for-papers or contact Dr. Ewoldsen at annals.of.ica@gmail.com.

New book: The Middle Class in Emerging Societies: Consumers, Lifestyles and Markets
Dr. Hongmei Li, associate professor of strategic communication at Department of Media, Journalism and Film at Miami University, Oxford, Ohio, has just published a co-edited book (with Leslie Marsh, a media scholar at Georgia State University) titled ‘The Middle Class in Emerging Societies: Consumers, Lifestyles and Markets’ (Routledge, ISBN: 978-1-138-85882-4).

This volume examines the discursive construction of the meanings and lifestyle practices of the middle class in the rapidly transforming economies of Asia, Latin America, Africa and the Middle East, focusing on the social, political and cultural implications at local and global levels. The book addresses three key dimensions: the discursive creation of the middle class, the construction of the cultural identity through consumption practices and lifestyle choices, and the social, political and cultural consequences related to globalization and neoliberalism. You can read more about the book here:
http://www.taylorandfrancis.com/books/details/9781138858824/

Don’t forget to send your news to the division Secretary, Lee Edwards l.m.s.edwards@leeds.ac.uk, so that we can tell members what’s going on in the division! You can also visit our Facebook page for the latest updates and to post information.