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I. Message from the Chair, Chiara Valentini

Welcome to the Spring edition of the ICA Public Relations Division Newsletter update. In this issue, an overview of past few months’ activities at the division level in terms of management and re-organization of the division’s different collaborations and work environment are given. Vice Chair Katerina Tsetsura provides an update on the forthcoming San Diego program and the various paper presentation formats. She also offers information on our social activities and annual dinner. Secretary, Alina Dolea, provides some figures on the membership status and informs us about newsletter communications and our elected SECR, Phuong Hoan Le on our social media activities.

I would also like to announce the newly elected Chair of the Grunig and Grunig Dissertation and Thesis Awards. Congratulations to Lan Ni, Valenti School of Communication, University of Houston, USA, who has taken over this important duty and will run the next two award cycles. In this newsletter, information on the next award cycle will be given. Many thanks to Bey-Ling Sha for offering so precious service to our division for very long.

The ICA Public Relations Division is seeking nominations for a new Secretary starting in June 2018 after the Prague 2018 conference. The mandate of the Secretary is two years. The secretary duties are: to maintain, distribute, and obtain Division approval of minutes for Division business meetings; assist the Chairperson in administering business meetings; be responsible for the periodic publishing of a Division newsletter and maintaining the Division’s website and other communication forums; administer the Annual Award Program; and participate with the Chair and Vice-Chairperson in evaluating the quality of Division programs.

Nomination will be taken during the business meeting in San Diego on Sunday 28 May and the voting will take place in autumn 2017. Interested candidates or anyone who would like to nominate a colleague, please send me an email by 15 May with the following information: (1) nominee’s name and institutional affiliation;
II. Report from the Chair on the Division’s main activities

The ICA Public Relations Division website has migrated to new ICA online platform to align our contents with the rest of the association. Most of our central documents are available, some adjustments are still needed. If you report issues or have suggestions for improvements, please contact our secretary, Alina Dolea.

We have updated our policy for distributing divisional and members’ contents to make the process simpler and more manageable for our secretary. Contents to be shared through the Division’s official mailing list will be collected and then sent out in digested format twice per month, on 1st and 16th of the month. For our social media presence, members are highly advised to post contents directly on Facebook and LinkedIn. Messages will be screened for approval. For Twitter, please send the content to Phuong Hoan Le (PhuongHoanLe@gmail.com).

We have also been working to re-organize and reinforce the coordination with the existing award sponsors with the intent to improve the procedure, selection and handling of the awards. New opportunities to establish collaboration with new sponsors and donors for the different awards are currently explored, including endowments. Organizations, individuals, centers that are interested in becoming prize donors or sponsors for our division’s diverse activities should contact ICA PRD Vice-Chair, Flora Hung-Baesecke (flora.hung@gmail.com).

As a follow up from last business meeting the Public Relations Division has created a publication task force to systematically discuss and assess the possibilities of having own affiliated journal. As this is not a decision that can be taken without a proper assessment of existing journals and publishing conditions, a report will be shared with members prior to the conference business meeting. The report will serve as base to take a decision at the business meeting of San Diego ICA Annual Conference in May 2017.

One action that we would like to pursue even more actively is internationalization. The Public Relations Division is interested in increasing its inclusiveness and reaching out more scholars and professionals through diverse activities. Members who would like to help out, please send me an email (c.valentini@mgmt.au.dk) expressing your interest and eventual ideas.

III. Report from the Vice Chair and Program Planner, Katerina Tsetsura

We had a record number of submissions (again!), and we are pleased to have a strong and exciting program at the 2017 ICA conference. This year, 187 papers and extended abstracts were submitted, of which 103 were accepted (55% acceptance rate). Five submissions were disqualified because they either disclosed authors’ credentials or did not include a paper/extended abstract in the attachment. Several submissions included identifying information in the properties of the files. These papers were not disqualified, however. In the future, members are encouraged to remove all identifying information from the file and its properties to avoid disqualification in 2018.

Of the eight panel submissions received, three were accepted and five rejected (37% acceptance rate). We would like to thank 120 reviewers for the hard work they put into assessing this year’s submissions. Your efforts are very much appreciated! We will present awards to the top reviewers.
at the business meeting and will draw prizes (San Diego-theme souvenirs) among reviewers at the PR Division business meeting.

We have 24 in-program sessions on a wide range of topics. We also are co-sponsoring two theme sessions and five sessions with 5 divisions (on their slots). Additionally, we invited many other divisions to co-sponsor our sessions. As a result, we have a solid interdisciplinary representation at the 2017 ICA conference with the following divisions and interest groups:

- Communication and Technology
- Environmental Communication
- Feminist Scholarship
- Global communication and social change
- Journalism Studies
- Lesbian, Gay, Bisexual, Transgender, and Queer
- Mass Communication
- Mobile Communication
- Organizational Communication
- Political Communication
- Popular Communication
- Public Diplomacy

You can find all the details about our sessions in the 2017 ICA conference program (search for Public Relations Division).

Nine PR posters will also be included in the ICA Interactive Poster Session III Sunday, May 28, 12:30 to 13:45, Hilton San Diego Bayfront, 4 (Sapphire), Exhibit Hall.

We are also pleased to continue our interdisciplinary collaboration as we host, for the second year in the row, a joint reception with the Organizational Communication Division Sunday, May 28, 18:30 to 20:00. Our divisions are still finalizing the place for the reception. We will announce the location at the PRD Business meeting (the reception may be off site in the Gas Lamp district).

Top papers

Top Faculty Papers in Public Relations Session will be Sunday, May 28, 11:00 to 12:15 in Hilton San Diego Bayfront, 3, Aqua Salon AB. Session. The authors of the 2017 ICA Robert Heath top faculty paper will receive the $500 award. All top paper authors will receive certificates. The winner will be announced at the 2017 ICA PRD business meeting.

Top Student Papers in Public Relations will be presented Sunday, May 28, 15:30 to 16:45 in Hilton San Diego Bayfront, 3, Aqua Salon AB. Thanks to the generosity of the Plank Center for Leadership in Public Relations, the ICA matching travel grant, complimentary registration programs, and the PR Division funds this year we are able to offer awards to authors of all top papers, support travel, and offer complimentary conference registration to authors of the top four student papers (total awards value is $1,400).

Business and pleasure

Our Business Meeting is scheduled for Sunday, May 28, 17:00 to 18:15, Hilton San Diego Bayfront, 3, Aqua Salon AB. The agenda and other relevant documents for the meeting will be shared with all members electronically prior to the conference. We kindly ask you to review 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. Business meeting is an excellent opportunity to share your opinions and shape the future of our Division.

Our 2017 ICA joint reception with the Organizational Communication Division will take place Sunday, May 28, 18:30 to 20:00 in Hilton San Diego Bayfront, 3, Aqua 300AB.

This year, we invite you to sail away with us to celebrate 2017 ICA in San Diego in style with our annual Public Relations Division dinner on Saturday, May 27 on board of the Flagship San Diego Dinner Cruise! Flagship San Diego Cruises and Events is a locally owned and operated company since 1915. This two-and-a-half-hour Flagship dinner cruise features fine dining, good music, and spectacular nighttime views of the San Diego skyline. Expect a three-course menu, a welcome Champaign toast, a cash bar, and PRD-style dancing -- an unforgettable night with a surprise celebration!

The boarding will start at 7p.m. at the Broadway Pier. The ship will depart at 7:30p.m. and return around 10p.m. (2 and 1/2 hours). The cost is $75 and includes taxes and service fees. The pier is approx. 1.5 miles away from the Hilton Bayfront Hotel. Please note that transportation is not provided, and participants are encouraged to walk, arrange taxi or use public transportation. We will meet at the pier. The registration for dinner is now closed, but if you are interested in joining the dinner, please contact me, Dr. Katerina Tsetsura (tsetsura@ou.edu) ASAP (but no later than May 8) so I can put you on a waitlist in case of any cancellations.

In 2017, we also sponsor two pre-conferences, one ICA PRD PhD student workshop, and post-conference, all in San Diego.

ICA PRD Pre-conferences, May 25, 2017 at Hilton San Diego Bayfront:

Future Directions of Strategic Communication: Towards the Second Decade of an Emerging Field
9:00 - 17:00

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)

ICA PRD Post-conference, May 30, 2017 OFF SITE:

Current Trends in Global Public Relations Industry
Co-sponsor: San Diego State University School of Journalism and Media Studies
9:00 - 17:00

We look forward to seeing you in San Diego!
IV. Report from the Secretary

The Public Relations Division continues to be an energetic international group with about 315 members from all continents (about 50% from North America, 25% from Europe, 12% from Asia, 5% from Oceania, 3% from Africa, 2% from Latin America and 2% from Middle East). 62% are regular members, 26% are students, 8% are institutional and the remaining 4% life, emeritus, sustaining and employment exceptions.

Our Facebook group has also grown to 986 members from all over the world.

The regular updates to members and the newsletters are based on information received on future conferences and call for papers, publications, international projects or job openings. Therefore, don’t forget to send your news to me (alinadolea@gmail.com), so that we can tell members what’s going on in the division!

V. Report from the Student and Early Career Representative, Phuong Hoan Le

Alice Srugies has stepped down as Student and Early Career Representative (SECR) due to changes on her professional career. Our elected SECR, Phuong Hoan Le, has agreed to start earlier and she has started to take over the social media management and work to implement the social media guidelines and policy.

We are pleased to launch the ICA PRD LinkedIn group (https://www.linkedin.com/groups/13522808). This is part of our effort to extend our networks and to help members stay up-to-date on job positions, calls for publications, funding, project-partnerships, study and internship opportunities for students, and more.

Please feel free to make use of these platforms and share posts in our LinkedIn group but also Facebook group (https://www.facebook.com/groups/icaprdiv/). To share information on our Twitter (https://twitter.com/ica_prd), you can contact me on social media or at PhuongHoanLe@gmail.com. Posts that we share can be about conferences, job positions, calls for publications, funding possibilities and project partnerships, but also PR education and news about research in PR. Last but not least, do share the nice moments we have at conferences, get-togethers and in our classrooms!

Finally, we would like to announce that we are seeking volunteers to help with posting relevant content on our Twitter, Facebook group and LinkedIn group. If you would like to be part of the ICA PRD Social Media Team, you can email me at: PhuongHoanLe@gmail.com.

VI. ICA PRD call: 2018 James E. Grunig and Larissa A. Grunig, Outstanding Thesis and Dissertation Awards

The public relations division of ICA invites submissions for the 2018 James E. Grunig and Larissa A. Grunig Outstanding Thesis and Dissertation Awards. Eligible entrants for this competition cycle include theses and dissertations successfully defended during the period from January 1, 2016, through December 31, 2017. Theses and dissertations must focus upon phenomena, issues and questions relevant to the study of public relations. Award winners will be recognized at the ICA Conference in Prague, Czech Republic, May 24-28, 2018.
As in the last five competition cycles, award aspirants are asked to condense their theses/dissertations into a 30- to 40-page manuscript. The advantages of this requirement include helping our newer scholars to prepare their research for publication consideration, reducing the workload on award judges, and facilitating objectivity in the awards process. All manuscripts submitted for the awards will be subject to double-blind review.

Submission Requirements

To enter the thesis/dissertation competition, please submit the following:

- **One electronic copy of a 30-40 page manuscript, typed, double-spaced**, based on the thesis/dissertation. The page limit is for manuscript text only and excludes references, charts, and figures.
  - The manuscript must be written in English.
  - The manuscript must be carefully edited to conceal the identities of the author, his/her institutional affiliations, and the thesis/dissertation advisor, so as to preserve the objectivity of the judging process.
  - The manuscript may be written especially for the award submission, or it may be a compilation of appropriate sections from the thesis/dissertation.
  - The manuscript must include an introduction, literature review/conceptualization, method, findings, and discussion of the significance of the findings for public relations scholarship.
- **Technical requirements**: The manuscript and all supplemental material must be submitted as an emailed attachment in a single electronic file in MSWord. Please do NOT submit your entries in pdf, as not all non-U.S. reviewers have access to the software for reading these files. The manuscript must be submitted via email. If your file is too large to send via email, then you need to reduce the file size.
- **An abstract of the thesis/dissertation, not to exceed 150 words**. The abstract must be written in English. The abstract must be on the first page of the submission’s single file.
- **An email text** to the awards chair indicating (1) current contact information and affiliation of the author, (2) thesis/dissertation manuscript title, (3) date of thesis/dissertation defense, (4) university where thesis/dissertation was defended and degree awarded, and (5) contact information for thesis/dissertation advisor.

Deadline

The deadline for submitting manuscripts for this competition cycle is **February 1, 2018, by 11 p.m. Pacific Time**. All materials must be received by this date and time. Award aspirants are requested to **not** submit full theses and dissertations to the awards chair and to **not** submit materials without first ensuring that they comply with ALL the submission requirements. Submissions that fail to conform to the requirements will be automatically disqualified.

Please send all materials via email to the awards chair, indicated below. For the subject line, please indicate “Grunig Thesis/Dissertation Awards SUBMISSION”. Thank you.

Judging

All manuscripts submitted for the awards will be subject to double-blind review by three independent judges. In the event that submission volume requires more than three judges to participate in the evaluation process, the award winners will be determined through standardized scoring.

Chair, Grunig & Grunig Thesis/Dissertation Awards
Lan Ni, Ph.D.
Associate Professor
Valenti School of Communication
University of Houston
Houston, TX, 77204-3002
U.S.A.
Email: lni@uh.edu

VII. Upcoming conferences and calls for papers

‘PR and society: The generative power of history in the present and future’. A one-day conference in honour of Professor Jacquie l’Etang
Sponsored by the Organisational and Strategic Communication Section of ECREA
13-14 November 2017, Queen Margaret University, Edinburgh

This conference will mark the contribution of one of the major critical scholars in our field, Professor Jacquie L’Etang, who retired from Queen Margaret University in November 2015. Professor L’Etang has been a major influence on the development of the field since she began writing on public relations in the early 1990s. A prolific and imaginative scholar, she has always challenged boundaries, assumptions and models of public relations. Her work unmask and deconstructs power relations both within and out with the academy, and prompted new ways of thinking about the field and its practices. Twenty years after her first seminal contribution with Magda Pieczka, Critical Perspectives in Public Relations (International Thomson Business Press, 1996), the scholarly field of public relations is increasingly interdisciplinary, multi-paradigmatic and more open to critique and challenge than ever before.

In this conference, we use as our starting point the original meaning of history, which has its roots in the Greek word ἱστορία, translated by the Romans as historia meaning ‘an inquiry’ or ‘knowledge acquired by investigation’. The theme of history reflects Professor L’Etang’s interest in historical inquiry, but we also use it generatively, as a springboard for engaging with interdisciplinary, critical and complex issues in the present as well as the past, that public relations scholarship needs to address. In this sense, history has a place in contemporary experience and historical excursions are necessary whenever the present is being investigated. As James Baldwin notes:

‘History, as nearly no one seems to know, is not merely something to be read. And it does not refer merely, or even principally, to the past. On the contrary, the great force of history comes from the fact that we carry it within us, are unconsciously controlled by it in many ways, and history is literally present in all that we do. It could scarcely be otherwise, since it is to history that we owe our frames of reference, our identities, and our aspirations.’ (James Baldwin, The Price of the Ticket, 1965).

Our aim in this conference is to open up questions of how histories are put to use by people in different ways in order to explore how the past is constructed from the present; how the present is always historical, and how both past and present power imagined futures. We welcome work that applies this generative approach to the question of power and resistance explored from the perspective of promotional communication (management) and traced across different phenomena (e.g. organizations, institutions, networks, societies) and fields of activity (e.g. sport, education,
business, activism, government, arts). We invite submissions adopting a critical and interdisciplinary approach to topics which include, but are not limited to, the following areas:

- Profession
- Inequality, discrimination and social exclusion
- Influence and social change
- Theory/Historiography
- Culture
- Race/ethnicity
- National identity
- International communication
- Public diplomacy
- Corporate social responsibility
- Rhetoric

Abstract submissions: 1000 word abstracts should be submitted to Professor Øyvind Ihlen, oyvind.ihlen@media.uio.no, by 15 June 2017. Notification of acceptance sent out by 30 July 2017.

For questions about submissions or other enquiries about the conference, please email a member of the organising committee: Lee Edwards, l.m.s.edwards@leeds.ac.uk; Øyvind Ihlen, oyvind.ihlen@media.uio.no; Magda Pieczka, mpieczka@qmu.ac.uk; Ian Somerville, ijasl@leicester.ac.uk.

Call for Proposals: Race/Gender/Class/Media 4.0: Considering Diversity Across Audiences, Content, and Producers (Rebecca Ann Lind, Editor)

Proposals are sought from scholars across all disciplines for the fourth edition of Race/Gender/Class/Media: Considering Diversity Across Audiences, Content, and Producers (Routledge, 2019). Edited by Rebecca Ann Lind, University of Illinois at Chicago (rebecca@uic.edu), the book will examine the consequences, implications, or opportunities associated with issues of diversity (socially constructed differences such as race, ethnicity, gender, class, etc.) in media. The fourth edition should be at least as wide-ranging in scope as prior editions. Most accepted pieces will present original scholarship.

There are three main sections: content, audience, and production. Content focuses most closely on texts created by media organizations. Audience includes media usage, effects of media, audience interpretations of media content, and studies of user-generated content. Production includes studies of media organizations and the creation of content, as well as media activism, access, policy, and regulation. The book is designed primarily for undergraduates, although it has been used in graduate courses and in high schools. Final manuscripts will be about 4000 words, including pedagogical activities, and must be written in an accessible fashion. Contributors who meet the deadline will receive $100 payment upon publication. More details are available online, or email rebecca@uic.edu. Proposals may be submitted online at http://go.uic.edu/rgcm.

BLEDCOM 2017 - June 30 - July 1, 2017

The 24th International Public Relations Symposium, popularly known as BledCom, will take place on June 30 - July 1, 2017 in picturesque Bled, Slovenia. This year’s theme is “CSR in Hypermodern Times”, although other topics relevant to public relations and communication management will also be discussed in 16 parallel sessions, a round table and panel discussions, with participants from around 30 countries.

Do not miss the opportunity of an Early Bird Registration and get your fee at a lower price. This year a reduced Early Bird Registration Fee (355 Euros) saves you 45 Euros. Deadline is May 5, 2017 (midnight CET).

Barcelona 2017 Re-orienting PR - July 3-4, 2017

Challenges have been growing, especially internationally, to PR’s insularity. In response, this year’s Barcelona theme Critical intersections: Communication, public relations, and beyond in a time of convergence has struck a chord with innovators in the field and attracted people and submission from outside of the field. PR Review are currently considering a Special Issue around the theme. BCN Meeting PR #7 is the 7th consecutive year of the conference and it will be held at Universitat Pompeu Fabra in Barcelona on 3-4th July, 2017. Further details are available at the conference website: https://eventum.upf.edu/event_detail/8870.html. David (david.mckie@waikato.ac.nz) and Jordi (jordi.xifra@upf.edu) for the Organising Committee look forward to welcoming you back, or welcoming you for the first time.

International History of Public Relations Conference 2017 - July 5-6, 2017

The eighth IHPRC will be held at Bournemouth University in southern England. For 2017, there is an additional theme of “Governmental PR and communications”. This includes all aspects of the history of publicity, PR, policy communication and propaganda from governments across time, including the different types of governments (democratic, monarchical, dictatorships, one-party states, post-colonial, etc)”. Research around this area may offer insight into the links between PR history, political communication and propaganda studies.

For details, visit the microsite https://microsites.bournemouth.ac.uk/historyofpr/.

EUPRERA 2017 - October 12-14, 2017

EUPRERA Congress will be hosted by the University of the Arts London, which is in top five universities in the world for art and design and has a growing reputation in the wider field of communication. The congress will be held in London, on October 12-14, 2017, on the theme "Public Relations and the Power of Creativity. Strategic opportunities, innovation and critical challenges".

Registration now open. You can now register at the congress, with approximately the same fees of the last years. Book also your seat for the gala dinner at the Terrace Pavilion of the British Houses of Parliament! Early Bird Registration until 31 July 2017 - http://www.euprera2017.london/

As usual, special discounted registration fees are foreseen for:

- EUPRERA members who have already paid their 2017 membership fee
- Doctoral students taking part at the congress and/or the PhD seminar

VIII. New publications

Public Relations
Tom Kelleher, 2017, Oxford University Press

As a brand new, first-edition introductory textbook written from scratch in today’s media environment, Public Relations matches the classics in covering fundamental student learning outcomes, but does so with an organic integration of digital, social, and mobile. It is attuned—from the first page to the last—to both technical and cultural shifts brought about by the rise of social media. Every chapter includes case studies integrated in the narrative, Q&As with practitioners and scholars, coverage of ethical principles as they relate to chapter topics, and “In Case You Missed It” (ICYMI) end-of-chapter reviews.
IX. Open positions

Vacancies at the School of Media and Communication at the University of Leeds

The School seeks to appoint a Lecturer and an Associate Professor in Media and Communication to join us from September 2017. Candidates should have a PhD in media and communication studies and a developing or strong record of research, commensurate with the level of the post, with a clear indication of the ability to achieve internationally recognised standards of excellence. Candidates will be committed teachers and outstanding communicators able to contribute to teaching and administrative activities in media and communication.

To explore the posts further or for any queries you may have, please visit https://jobs.leeds.ac.uk/vacancy.aspx?ref=AHCMS1007 (Associate Professor) or https://jobs.leeds.ac.uk/vacancy.aspx?ref=AHCMS1008 (Lecturer).

Closing Date: Thursday 11 May 2017 (both posts)

Kind reminder! Please check regularly our Facebook and Twitter accounts for new announcements on open positions (some are directly posted there).