I. Welcome and introduction of officers
Meeting called to order by ICA PRD Chair, Prof. Ansgar Zerfass at 17:03
The PRD officers were introduced:
Chair Ansgar Zerfass (Leipzig University, Germany)
Vice-Chair: W. Timothy Coombs (Centre for Crisis and Risk Communication, USA)
Secretary: Arunima Krishna (Boston University, USA)
Student and Early Career Representative: Alvin Zhou (University of Minnesota, USA)
Internationalization Liaison: Gabriel Sadi (University of Huddersfield, UK)
CPRE Representatives: LaShonda Eaddy (Penn State University, USA), and Gabriel Sadi

Introducing new officers
Lisa Tam, Ph.D., Secretary, ICA PR Division (2022–2024)
Claudia Labarca, Ph.D., International Liaison, ICA PR Division (2022–2024)

II. Announcements from the ICA Board meeting
The next conference will be in Toronto (Canada) followed by Gold Coast (Australia) and Denver (USA).
The good news is that the 2026 will be in Latin America. The specific location has not yet been confirmed but this decision represents a good chance for colleagues in LatAm countries to participate.
There were discussions of concrete measures for inclusivity, not just about the possible need for a virtual component in future conferences but also economic issues. Need low membership fees for colleagues from Tier B and C countries because membership fees even for full professors is too high. However, the fees include administrative costs associated with running ICA. Decisions have been made about lowering membership rates for Tier B and C but the actual amount will be announced.

III. Division Reports
Report from Chair, Ansgar Zerfass

PRD has 436 members as of yesterday and is among the top 7 divisions at ICA. We are stable at the moment and doing well. There is a good amount of interest in our field.
Initiatives had been started by the previous board to reconfigure awards. New processes for Heath Award and Grunig Awards, and a new book award have been put in place. These guidelines were passed last September and implemented starting this year.
New Award Committees
ICA Public Relations Book Award Committee
- Ralph Tench, Dr., (Chair), Professor, Leeds Business School, Leeds Beckett University, UK
- Sherry Holladay, Ph.D., Professor, Department of Communication, Texas A&M University, USA
- Oyvind Ihlen, Dr., Professor, Department of Media and Communication, University of Oslo, Norway
- Kim Johnston, Ph.D., Professor, School of Advertising, Marketing & PR, Queensland University of Technology, Australia

Robert Heath Award for Impactful and Innovative Public Relations Research Committee
- Chun-Ju Flora Hung-Basecke, Ph.D., Senior Lecturer, School of Communication, University of Technology Sydney, Australia (Chair)
- Committee members will be appointed soon

ICA James E. Grunig and Larissa A. Grunig Outstanding Thesis and Dissertation Award Committee
- Yi-Ru Regina Chen, Ph.D. (Chair), Associate Professor, School of Communication, Hong Kong Baptist University, Hong Kong SAR
- Bruce Berger, Ph.D. Professor Emeritus, College of Communication and Information Sciences, University of Alabama, USA
- Sabine Einwiller, Dr., Professor, Department of Communication, University of Vienna, Austria
- J. Sophia Fu, Ph.D., Assistant Professor, School of Communication and Information, Rutgers University, USA
- Christian P. Hoffmann, Dr., Professor, Institute of Communication and Media Studies, Leipzig University, Germany
- Michael L. Kent, Ph.D., Professor, School of the Arts and Media, University of New South Wales, Australia
- Brooke Fisher Liu, Ph.D., Professor, Department of Communication, University of Maryland, USA

Our financials are very good. $17,035 because of the two virtual conferences.
Up from $12,936 from last year.
Heath Award endowment instituted in summer 2021 ($10,000)

Thanks to sponsors:
1. Plank Center for sponsoring top student papers
2. The International Journal of Strategic Communication (Routledge, Taylor & Francis) for sponsoring the receptions

Report by SECR, Alvin Zhou
Hosted our PRD virtual PhD student workshop yesterday. Ward van Zoonen, Vanessa Bravo, Rita Linjuan Men, Chiara Valentini, and Sora Kim served as mentors. W. Timothy Coombs and
Maureen Taylor, Editor-In-Chief of Public Relations Review, shared publication, job market, and academia tips.
Call for proposals for next year will be out at the end of this year.

Report from IL, Gabriel Sadi
Working towards a broader inclusion of researchers from under-represented regions
- Sustainable solutions to make ICA a more inclusive environment for colleagues from all parts of the world should come from structural changes and support rather than individual solutions. Changes should consider more economic considerations.
- Such changes should include a revision of the Tier B and C classification to allow for a more nuanced approach considering exchange rate and other relevant factors, as well as looking at a significant reduction in annual membership fees and possible waiving of conference registration fees
- These points have been heard and are currently being raised with the ICA board
- Claudia Labarca will continue this work together with the Membership and Internationalization Committee (Chair: Shiv Ganesh)

Report from Vice Chair, Tim Coombs
ICA PRD program at 2022 Paris conference:
- 20 paper sessions + 1 discussion panel + posters allocated
- 192 submissions received vs. 119 in 2021.
- 3 panel proposals; none accepted
- 44.8 % acceptance rate
- 157 reviewers involved
- Thank you for reviewing!

IV. Award Recognitions
TOP FACULTY PAPER AWARDS 2022
Emma Christensen, Roskilde University, Denmark
Constrained Member Voicing
Brian Smith, Brigham Young University,
Guy Golan, Texas Christian University, &
Karen Freberg, University of Louisville, USA
Influencer Relations: Establishing the Concept and Process for Public Relations
Alexander Buhmann, BI Norwegian Business School, Oslo, Norway
Public Relations and the Governance of Artificial Intelligence

TOP STUDENT PAPER AWARDS 2022
Jiayu Gina Qu, Jingjing Yi, Wnjiang Jacob Zhang & Yu Yang,
Chinese University of Hong Kong, Hong Kong SAR
Mitigating Different Types of Corporate Online Firestorms on Twitter: An Empirical Study Based on Fortune 100 Corporations
Heesoo Jang, University of North Carolina, Chapel Hill, USA
Co-Orientation Crisis Communication Model for an AI Scansis:
A Case of Chatbot, Lee-Luda
Hannah Schneider, Universität Konstanz & Nora Denner, JGU Mainz, Germany
People want to See People? Personalization on Facebook as a Tool for Corporate Communications

TOP REVIEWER AWARD 2022
Dr. Juan Meng, University of Georgia, USA

ICA PUBLIC RELATIONS BOOK AWARDS
Report by Ralph Tench, Committee Chair
- First round of this new award
- 7 submissions from around the globe
- Committee decided to give two prizes
- The committee felt two books were worthy of winning this award rather than just one.
  One was a conceptual book, and the committee appreciated the brevity and organization
  of the book. The second winner is an edited volume and a strong submission due to its
  singular voice.
- Not every award cycle may include two winners.

ICA PUBLIC RELATIONS BOOK AWARD 2022 – OUTSTANDING SCHOLARY BOOK
Public Relations and Sustainable Citizenship: Representing the Unrepresented
By Debashish Munshi and Priya Kurian
University of Waikato, New Zealand
Debashish Munshi thanked the committee and reviewers for their work, especially Lee Edwards
for reading the book before submission and Jagadish Thakkar for nominating the book for this
book.

ICA PUBLIC RELATIONS BOOK AWARD 2022 – OUTSTANDING EDITED BOOK
Public Relations (Handbooks of Communication Science #27)
Edited by Chiara Valentini
University of Jyvaskyla, Finland
Chiara Valentini thanked the committee and all the contributors for their work on this book.

JAMES E. GRUNIG AND LARISSA A. GRUNIG OUTSTANDING THESIS AND DISSERTATION AWARDS 2022
Report by Yi-Ru Regina Chen, Committee Chair
- 27 submissions overall (23 dissertations, 4 theses)
- Regional split: 18 from the United States, 6 from Europe, 2 from Australia, 1 from Hong
  Kong SAR
- Two rounds of judging to select the winners and one runner up
- Big shout out for the committee members for their service, and students and advisors for
  submitting.

JAMES E. GRUNIG AND LARISSA A. GRUNIG OUTSTANDING DISSERTATION AWARD 2022
Winner: Yan Qu, University of North Carolina at Chapel Hill, USA
Advisor: Dr. Adam J. Saffer, University of Minnesota, Twin Cities, USA

Since there were a large number of high quality submissions the committee decided to award a runner up award.

**Runner-Up: Ellen Tyquin**, Queensland University of Technology, Australia
Advisor: Professor Amisha Mehta, Queensland University of Technology, Australia
Dissertation: *Communicating in a Distrusting World: Exploring Organisational and Industry Trust and Distrust*

**JAMES E. GRUNIG AND LARISSA A. GRUNIG OUTSTANDING THESIS AWARD 2022**

**Winner: Jana Brockhaus**, Leipzig University, Germany
Advisor: Professor Dr. Ansgar Zerfass, Leipzig University, Germany
Master thesis: *Internal Perception and Positioning of Public Relations and Communication Departments: An Empirical Case Study and a Conceptual Framework*

The next call for the competition will be out in December so stay tuned. Please submit!

**V. Old Business**
Award guidelines have been discussed and approved by vote in September. As mentioned before, the Heath Award has a new format and it will start this year. The new thing is that editors of PR journals will be asked to nominate articles that are impactful, so there is a pool. Then a jury will decide on the winner. Please be on the lookout for articles deserving to be in the pool.

**VI. New Business**
The ICA Public Relations Division is seeking 2–3 candidates for the roles:

**Vice-Chair (2023–2025)**
- Term: May 2023–May 2025, followed by serving two years as the Division Chair, May 2025–May 2027
- Four year commitment, two to plan the conference as vice-chair and two as chair.
- Will become part of the Division’s leadership team after the 2023 Toronto conference
- Will be the program planner for ICA conferences 2024 in Gold Coast, Australia, and 2025 in Denver, Colorado (arranging the review process and the program)
- Will be responsible for organizing social events (Reception and PR Dinner) in the same years, usually supported by members on the ground, and help securing sponsorship
- Profile: an active member of the division and senior academic with capacities and resources to fulfill the roles and attend the conferences mentioned above
- The ICA Public Relations Division is seeking 2–3 candidates for the following role:

**Student and Early-Career Representative (2023–2025)**
- Term: May 2023–May 2025
- Should be either a PhD student or a junior/early career faculty member in 2023.
- Will become part of the Division’s leadership team after the 2023 Toronto conference
- Will help the division liaise with doctoral students and early career members, and provide
  suggestions on how to support them
- Will help organize the ICA PRD PhD Student Workshop as a preconference for the annual conference
- Profile: The candidates should be doctoral students, active ICA student members, and able to attend the ICA conferences 2024 and 2025.
- Please send nominations to Ansgar and Tim by July 9. Ideally there will be 2-3 candidates.

VII. Announcements
Ansgar Zerfass introduced Dr. Noshir Contractor, incoming ICA president. Dr. Contractor discussed the 2023 conference in Toronto, the theme of which is “Reclaiming Authenticity in Communication.” The full call will be announced shortly.
Format: hybrid again. One additional optional escalator panel for early career scholars to encourage membership from Tier B and C will be added.
The conference hotel, the Sheraton, can accommodate 90% of us. The Hyatt, Marriott and Hilton will be overflow hotels. Toronto has a big housing crisis so Airbnb may not be a good option.
The hotel charges will be $180 for double occupancy, $30 additional for each additional person.
Please participate in the Paris conference survey which will be sent on Monday.

Three drink tickets for the joint reception with the ICA OrgComm Division were given to all Division members at the end of the business meeting.

VIII. Adjournment
Meeting adjourned 6:15