



# PR Division Newsletter

November 2018

**ICA Public  
Relations Division  
Officers  
2018-2019**

**Katerina Tsetsura**  
Chair  
University of  
Oklahoma, USA

**Flora Hung-Baesecke**  
Vice-Chair  
Massey University, NZ

**Erich Sommerfeldt**  
Secretary  
University of Maryland,  
USA

**Sophia Charlotte Volk**  
Student and Early-  
Career Representative  
(SECR)  
University of Leipzig,  
Germany

<http://pr.icahdq.org/>

<https://www.facebook.com/groups/icaprdiv/>

[https://twitter.com/ICA\\_PRD](https://twitter.com/ICA_PRD)

<https://www.linkedin.com/groups/13522808>

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## I. Message from the Chair, Katerina Tsetsura

Welcome to the 2018 Fall edition of the ICA Public Relations Division Newsletter. Here, you will find information about our PR Division membership and budget, ICA PRD 2019 submission review information, recent officers' elections, results of the journal affiliation survey, and updates from our social media committee. The hiring season is upon us so this newsletter also lists several job openings in Australia and the USA. At the end of the newsletter, you will find announcements about a new book on public relations in Japan and a call for papers for a conference in Denmark.

### PR Division Membership and Budget

Our Division continues to be strong. As of August 1, 2018, we had 372 members, which makes us the 8<sup>th</sup> largest Division of ICA among 32 divisions and interest groups (CaT, Communication and Technology Division, was the largest with 952 members). We have a healthy surplus budget. In addition to our traditional PRD Social, we will be able to sponsor another Ph.D. student workshop in 2019 and provide travel grants to several students and scholars from Countries designated as B and C to travel to Washington DC. Scholars and students interested in receiving travel grants to attend the 2019 ICA conference should apply for grants via the ICA website and also reach out to PRD Chair once their papers are accepted for presentation at the 2019 ICA conference. Officers of the PR Division will make final decisions about PRD travel grants. Preference will be given to students (and scholars) from countries designated as B or C whose papers ranked highest through the blind review process.

## II. Message from the Vice Chair, Flora Hung-Baesecke

### ICA 2019 Submission Review Starts

The submissions (full papers, extended abstracts, and panel proposals) to the ICA Public Relations Division for ICA Washington DC remain one of the highest among all the divisions and interest groups in ICA. We thank all the volunteer reviewers for signing up to

review this year's submissions. **The review site will be open on 8 November.** Please login to <https://ica2019.abstractcentral.com/> to receive your review assignments.

As this year is the first time that ICA deployed the ScholarOne paper management system, you are strongly advised to start the review process early to get yourself familiar with the new system. Because of the tight timeline provided by ICA, **all reviews should be completed by 30 November, 2018.**

Again, we will acknowledge the top reviewers at the ICA 2019 Division business meeting. The #1 top reviewer will receive a conference registration fee waiver.

### III. Report on Division's Main Activities

#### Results of Officer Elections

Congratulations to our new PRD Vice Chair Elect Ansgar Zerfaß (Leipzig U) and our new Student & Early Career Representative Grazia Murtarelli (IULM U of Milan). Both new officers will start their terms at the end of the 2019 ICA conference in Washington DC.

The voter turnout for the PR Division was 16% (only eight Divisions/Interest Groups had a higher turnout than PRD). ICA-wide voter turnout was 17%. Thank you for voting, everyone!

A special congrats to our newly elected ICA President Claes De Vreese (U of Amsterdam) and all the other new representatives - see the full election results here:

<https://www.icahdq.org/blogpost/1523657/312506/ICA-Election-Results-Claes-de-Vreese-President-Elect-Select>

#### Journal Affiliation Survey Update

Below are the results of our Journal Affiliation Preference Survey, which we conducted in October 2018. We have got more responses (n=80), compared to May 2018 (n=18). The response rate was 21.5%.

The responses were mixed. Once again, the Division members were divided on the issue. Out of 80 people who voted, 35 were in favor of creating affiliation with an existing journal, 33 were in favor of creating a new journal, and 12 voted for no affiliation. Among the journals, 12 voted for affiliation solely with *PR Review*, seven (n=7) – for *International Journal of Strategic Communication*, three (n=3) – for *Journal of Public Relations Research*, and two (n=2) for *PR Inquiry*. Additionally, seven (n=7) respondents listed several journals: *PR Review* received 7 mentions, *Journal of PR Research* received 2 mentions, *PR Inquiry* received 5 mentions, and *PR Quarterly* received one mention.

The results showed that the Division interests in terms of journal affiliation are split as our members have a broad range of interests, from traditional public relations to critical and strategic aspects of the field. **If you have any specific questions about the survey results, would like to share your thoughts regarding the results, read the survey results, and/or want to continue the PRD discussion of this issue, please contact PRD Chair Katerina Tsetsura via email ([tsetsura@ou.edu](mailto:tsetsura@ou.edu)) by January 31, 2019.**

## Update from the Social Media Committee

Our social media committee member and a former SEC representative Phuong Hoan Le has agreed to continue social media postings for the Division in 2018-2019. If you have any questions about social media postings, please feel free to reach out to Hoan or any other members of the social media committee ([phuonghuanle@gmail.com](mailto:phuonghuanle@gmail.com)).

This year, the social media committee continues its work on refining and finalizing the ICA PRD social media policy. We hope a draft of the document will be ready for review and input in early 2019. After we collect feedback from members on the draft, we hope to present the social media policy for approval by members at the 2019 ICA PRD business meeting. **If you would like to participate in drafting the ICA PRD social media policy document** and/or have any questions or concerns, **please feel free to contact any member of the social media committee:**

Phuong Hoan Le, University of Amsterdam, the Netherlands  
Cindy SB Ngai, The Hong Kong Polytechnic University, Hong Kong SAR, China  
Arunima Krishna, Boston University, USA  
Allesandro Lovari, University of Cagliari, Italy  
Lisa Tam, Queensland University of Technology, Australia  
and PRD officers

## Update from the SEC representative

Earlier this year, our SEC representative Sophia Volk has joined the ICA Student and Early Career Advisory Committee (SECAC). On project of particular importance to the development of the ICA Student and Early Career Community is the creation of a Global South position within the SECAC. The aim of this position is to better represent young scholars from the Global South (Southern Hemisphere: e.g., Africa, Central and Latin America, and most of Asia) at ICA Regional and Annual Conferences.

**Are you a young scholar currently working in the Global South? And would you like to engage in the thriving young scholar community and join SECAC? If so, this position might be of great interest to you!**

The term will run from January 2019 to May 2020. For more information on the application see: <https://www.icahdq.org/blogpost/1523657/312437/Student-Column>

If you have further questions, please reach out directly to Sophia Volk ([sophia-charlotte.volk@uni-leipzig.de](mailto:sophia-charlotte.volk@uni-leipzig.de)).

## Ph.D. Student Workshop Announcement

The ICA PRD will host a half-day Ph.D. Student Workshop, organized by the ICA PRD officers on 24 May, 2018. Students participating in the workshop will receive valuable feedback and advice on their projects, theoretical frameworks, methodologies, and research designs from senior scholars and fellow students. The workshop is relevant for all students at different stages of their dissertation process, working within the research field of Strategic Communication, Public Relations, Public Diplomacy, and Organizational Communication.

A CfPs will be announced soon via the ICA website and the Division's social media platforms. We look forward to receiving many submissions from our Ph.D. student community!



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## III. Open Positions

### **NORTHEASTERN UNIVERSITY**

#### **Assistant Professor in Digital Public Relations and Media Advocacy**

The School of Journalism at Northeastern University invites applicants to apply for a tenure-track assistant professor position in Digital Public Relations and Media Advocacy.

The ideal candidate will have a passion for creating and studying social change and effective messaging as well as knowledge of the digital tools needed to create such change.

We seek candidates who can work across disciplines and are interested in joining a vibrant urban campus in one of the world's premier academic and media hubs. The individual filling this position should be open to creating and leading interdisciplinary courses. This position reflects our school's commitment to understanding and enhancing the effectiveness of Digital Public Relations and Media Advocacy as it relates to public policy, politics, civil society, the business world, and nonprofit organizations. The digital tools and platforms that are disrupting and remaking journalism are also transforming messaging, public relations, and advocacy: digital storytelling, social media, data visualization, data mining, and data analytics.

Our school's classes in Digital Public Relations and our program in Media Advocacy, administered in cooperation with the School of Law, aim to train the next generation of business and nonprofit communications leaders and advocates to tell their stories more effectively, build dynamic civic networks of citizen and professional advocates, expand common ground, and encourage fact-based debate. The successful candidate will teach graduate and undergraduate courses and be open to creating and leading interdisciplinary courses.

To apply, please visit: <http://apptrkr.com/1301082>

### **BRIDGEWATER STATE UNIVERSITY**

#### **Assistant Professor, Public Relations**

The Department of Communication Studies at Bridgewater State University is seeking a full-time, tenure-track Assistant Professor of Public Relations to begin fall 2019.

The successful candidate will join an expanding Public Relations concentration that serves both Communication majors and university-wide minors with a commitment to providing rich opportunities for students through internships, undergraduate research, and student engagement in both the corporate and non-profit sectors. Possible teaching assignments will include a combination of courses in the public relations curriculum such as principles of public relations, public relations writing, case studies in public relations, social media for public relations, communication research, and additional courses in the applicant's area of expertise.

Please visit BSU's job site at <http://apptrkr.com/1304417> for full job details and to submit an application.

## **UNIVERSITY OF TECHNOLOGY, SYDNEY**

### **Lecturer in Public Communication**

Faculty of Arts and Social Sciences (FASS) is seeking to appoint a Lecturer to join its leading Public Communication program. The Lecturer in Public Communication is based within the Public Communication Discipline group in the School of Communication and works under the supervision and mentorship of the Distinguished Professor of Public Communication, Jim Macnamara. This is a key role in UTS's undergraduate program in Public Communication and its new Master of Strategic Communication and Executive Master of Strategic Communication launched in 2019. The position is an integrated role involving teaching, research and internal and external engagement.

Full announcement can be found at: <https://www.timeshighereducation.com/unijobs/en-us/listing/114781/lecturer-in-public-communication/>

## **CALIFORNIA STATE UNIVERSITY, DOMINGUEZ HILLS**

### **Assistant Professor of Communications**

Advertising/Public Relations Degree Program  
Strategic Communication specialist  
College of Arts & Humanities

The Department of Communications at California State University, Dominguez Hills invites applications for a Tenure-track position at the rank of Academic Year Assistant Professor with the appointment starting in Fall 2019.

The Assistant Professor of Advertising/Public Relations with Expertise in Strategic Communications teaches courses in public relations and advertising, focused on writing, strategy and research. Student advising, scholarly research productivity and service at the department, college and university levels are expected. The Ideal Candidate will have a strong record of teaching experience and scholarly activity in strategic communication. We value candidates who demonstrate a strong commitment to diversity in teaching and mentoring. Responsibilities include teaching three to four courses per semester, conducting research and service to the department, college and university.

#### Minimum Qualifications

- A Ph.D. in Communications or a related field prior to the beginning of the fall semester (August 1, 2019)
- Experience teaching undergraduates
- A promising research agenda
- Experience in teaching undergraduates from diverse age, socioeconomic, cultural, and academic backgrounds.

#### Preferred /Desired Qualifications

- Professional industry experience in public relations and/or advertising is preferred but not required
- A record of scholarship in strategic communication or closely related field
- Experience and/or familiarity with the accreditation process

The position is open until filled. Review of applications will begin in December 2018. For

full consideration please submit your completed application no later than November 30, 2018 by visiting California State University, Dominguez Hills employment website for full details at New & Returning Applicants at <https://www.csudh.edu/hr/job-opportunities/>.

**WILLIAM PATTERSON UNIVERSITY**  
**Assistant Professor, Public Relations**

The Department of Communication at William Paterson University invites applications for a tenure-track position at the rank of Assistant Professor with a specialization in Public Relations to begin September 1, 2019. For more information, please visit: <https://bit.ly/2zBlhHc>.

**SYRACUSE UNIVERSITY**  
**S. I. Newhouse School**  
**Chair, Public Relations Department**

Syracuse University's S.I. Newhouse School of Public Communications offers a unique opportunity beginning July 2019: the position of Chair of the Public Relations Department — one of the most successful and highly-regarded public relations programs in the United States. Newhouse is one of the few schools to offer public relations education and professional training at the undergraduate, master's, doctoral (concentration) and mid-career levels, both here and abroad.

The ideal candidate will be a visionary leader who understands the rapidly changing field of public relations and the opportunities technological developments offer students and faculty. Professional experience, academic credentials including administration, and national recognition in public relations is highly desired. We are looking for someone to join us in developing strategies that keep the program strong and innovative. In addition, we seek a colleague who shares our commitment for diversity and inclusivity. The preferred candidate will have prior teaching experience and as Chair, will be expected to maintain a national reputation and support faculty in their scholarly or creative activities. Ph.D. preferred. Salary and benefits will be competitive and commensurate with qualifications and experience.

Complete job announcement can be found at: <https://www.sujobopps.com/postings/77265>

## IV. Announcements

**Public Relations in Japan: Evolution of Communication Management in a Culture of Lifetime Employment**

Edited by Tomoki Kunieda, Koichi Yamamura, Junichiro Miyabe, 2018, Routledge New Directions in Public Relations & Communication Research

Despite its rapid economic development, Japan lacks a large public relations industry and its role is viewed very differently from its Western counterparts. This book is the first in-depth scholarly discussion of what political, social and economic conditions affected the development of PR in Japan. Drawing on historical and empirical studies from multiple perspectives, it explores how and why public relations management and education in Japan is fundamentally informed by Japanese working practices. Central to this is the culture of



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lifetime employment which has created a fundamentally generalist approach to PR practice which discourages a high degree of professionalization. More information at <https://www.routledge.com/Public-Relations-in-Japan-Evolution-of-Communication-Management-in-a-Culture/Kunieda-Yamamura-Miyabe/p/book/9781138634763>

**The Dark Side of Communication – 2<sup>nd</sup> International and Interdisciplinary Conference on Discourse and Communication in Professional Contexts**

14 – 16 August 2019

AALBORG UNIVERSITY, DENMARK

The Department of Culture and Global Studies at Aalborg University, Denmark, is organizing next year in August a conference on “The Dark Side of Communication” in organizational contexts. PR related topics are also welcome. **Submission deadlines: December 15, 2018 for panels and January 15, 2019 for paper abstracts.** Please find further information and the Cfp here:

<https://www.en.cgs.aau.dk/research/conferences/discourse-communication-2019/?fbclid=IwAR2gs1RoKQ3DRxq6j7EyQlmgwQ72JJkjSTS0s3dEZ0yRc3guUM6AzXc-bSA>