

**ICA Public  
Relations Division  
Officers  
2019-2020**

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

**Ansgar Zerfass**  
Vice-Chair  
Leipzig University,  
Germany

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

**Grazia Murtarelli**  
Student and Early-  
Career Representative  
(SECR)  
Università IULM, Italy

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

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

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

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

## Message from the Chair, Flora Hung-Baesecke

Tēnā koutou,

A very warm welcome to our old and new ICA Public Relations Division members! In this newsletter, you will find some important information about the upcoming ICA annual conference planning and other division activities.

Let me start with **the news on the ICA election results**.

Congratulations to our new PRD Secretary, Arunima Krishna (Boston U) and our new International Liaison Representative, Gabriel Sadi (U Abierta Interamericana). Both new officers will start their service terms at the end of the 2020 ICA conference in Gold Coast, Australia. With Arunima and Gabriel having been elected, our division's officer group has attained a high degree of diversity in terms of membership composition. We look forward to more members from different part of the world engaging in the division activities!

The voter turnout for the PR Division was 17%. ICA-wide voter turnout was 20%. Our hearty thanks to members who voted. We also strongly encourage all of our members to vote to help shape the future of our division.

At the Board level, Mary Beth Oliver, (Pennsylvania State U) was elected President, María Elizabeth Len-Ríos, U of Georgia was elected as a new Board Member-At-Large, and Lara Schreurs (KU Leuven) a new Board Member-Student and Early Career Representative.

The full election results can be found here:  
[https://www.icaheadq.org/page/Election2019\\_Results](https://www.icaheadq.org/page/Election2019_Results)

For the ICA 2020 Annual Conference in Gold Coast, Australia, please let me remind you of the upcoming deadline (November 1<sup>st</sup>, at 16:00 UTC time) for submitting your papers, extended abstracts and panel proposals. Please be aware that the online submission site may get congested when the deadline is approaching. Therefore, it is strongly suggested that you submit your manuscripts/proposals as early as possible.

Our Division Vice Chair and ICA 2020 PRD Program Planner, Ansgar Zerfass, has done a great job preparing the conference and the division's call for papers. He has been discussing with ICA Headquarters to clarify confusions on paper submission and review policies and answering, explaining, and discussing with members on their submission enquiries. Please read the section on Messages from the Vice Chair to find more information on the paper submissions and pre/postconference information. If you still have questions on manuscript/proposal submissions, please contact him ([zerfass@uni-leipzig.de](mailto:zerfass@uni-leipzig.de)).

In preparing the ICA PRD reception and dinner during the conference, we are grateful that we have two wonderful members from Australia, Anne Lane and Kim Johnston from Queensland University of Technology, Australia, currently working with Ansgar on the planning of these events. We will provide more information in due course.

In 2020, we will have the Grunig and Grunig Outstanding Thesis and Dissertation Awards for the best master thesis and doctoral dissertation in public relations. Information on the submission of thesis documents and deadline can be found in this newsletter. If you have questions, please contact the committee chair, Lan Ni ([lni2@central.uh.edu](mailto:lni2@central.uh.edu)). Please share

the call for submission information with your postgraduate students to give them the opportunity to have their efforts in their postgraduate studies recognized.

In this newsletter, you will also find the report from our Student and Early Career Representative (SECR), Grazia Murtarelli. We also look forward to more postgraduate students engaging in our division and the ICA.

Another support we need from our members is for our division's two major awards: the Robert Heath Top Paper Award Fund and the Grunig and Grunig Outstanding Thesis and Dissertation Award Fund. Donations can be as little as \$5 and can be made when you register for the conference in the New Year. The Division would be grateful to see your support to reward outstanding research work.

We hope to establish a platform for sharing and supporting other public relations research activities. Therefore, in this newsletter, you can also find the call for papers information from other public relations conferences.

In the next newsletter (to be issued in April, 2020), we also hope to broadcast news from our members. So, if you have any update, achievements, and new publications, please send the information to our Division Secretary, Erich Sommerfeldt ([esommerf@umd.edu](mailto:esommerf@umd.edu)).

Look forward to seeing you all in Gold Coast, Australia.

Ngā manaakitanga

Flora Hung-Baesecke  
Chair, ICA Public Relations Division

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## I. Reports from the Chair

### PR Division Membership and Budget

Our Division continues to be strong. As of October 2018, we had 314 members, which makes us the 7<sup>th</sup> largest Division of ICA among 32 divisions and interest groups. We have a healthy surplus budget of \$9,669.79 as of May, 2019, plus some liabilities (open invoices, foreseen transfers to endowment budgets, etc.).

In addition to our traditional PRD Reception, we will be able to provide travel grants to several students and scholars from Countries designated as B-Tier and C-Tier to travel to Gold Coast, Australia. Scholars and students interested in receiving travel grants to attend the 2020 ICA conference should apply for grants via ICA website and also reach out to PRD Chair once their papers are accepted for presentation at the 2020 ICA conference.

Preference will be given to students (and scholars) from countries designated as B-Tier or C-Tier whose papers ranked highest through the blind review process.

Currently, the PRD Chair and Vice Chair are working with the PRD Immediate Past Chair on finalizing the plan for setting up the Robert Heath Endowment fund for continuing supporting the Robert Heath Award.

## The Grunig & Grunig Outstanding Dissertation Award

As we have more and more PhD students graduating each year, we are exploring the possibility of changing the dissertation award to be held from every two years to every year.

## ICA 2019 PRD Business Meeting Minutes

The division had its business meeting during ICA 2019 Annual Conference in Washington D.C. The Division Secretary, Erich Sommerfeldt, has prepared the business meeting minutes. Members are invited to read the minutes uploaded to the division's website: <https://www.icaheadq.org/group/public> If you have any question, please contact the Division Chair ([flora.hung@gmail.com](mailto:flora.hung@gmail.com)).

## II. Message from the Vice Chair

### ICA 2020 Paper Submissions and Reviews

Submissions (full papers, extended abstracts, and panel proposals) for the ICA 2020 annual conference in Gold Coast, Australia, can be submitted **until November 1, 2019** at 16:00 UTC Time.

The PR Division's call for papers is available at [www.icaheadq.org/mpage/PR\\_CFP](http://www.icaheadq.org/mpage/PR_CFP). Please log in to <https://ica2020.abstractcentral.com> to submit your proposals.

Don't forget to register as a reviewer for the ICA Public Relations Division as well, as all faculty members will be invited to serve in this role – we need your support to build a great program for this conference. **The review site will be open on 8 November** and reviews need to be completed **by November 29, 2019**.

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

### ICA 2020 Social Events

Watch out for more announcements as we are currently preparing social events for the Goldcoast conference. There will be a reception on Friday May 22 and a Division dinner on Sunday May 24, 2020. We're planning something very special this year – not just a dinner, but a spectacular Australian experience thanks to our friends on the ground. As always, space will be limited, so don't forget to schedule this in your travel plans and book a ticket when you register for the conference early next year!

### ICA 2020 Pre- and Postconferences

We are thankful to two teams of division members headed by Anne Lane and Maureen Taylor who will organize attractive pre- and postconferences in Australia. The **Brisbane preconference on Communication for Social Change** will be staged on Wednesday, May 20, 2020, just one day before the ICA 2020 main conference. Transfer between Brisbane

and Goldcoast will be provided. The main conference starts Thursday May 21 in the evening and ends Monday May 25. The **Sydney post-conference on Openness in Communication** will take place on Wednesday May 27, 2020. Both conferences are sponsored by the ICA Public Relations and ICA Organizational Communication Divisions. Those of you who'll be in Sydney prior to the main conference might be interested in another **preconference on Storytelling and Persuasion** on Wednesday, May 20, 2020, co-sponsored by our Division.

Please consider attending these conferences as part of your trip to Australia! The detailed call for papers information for these pre- and Postconferences can be found in the section of ICA Pre- and Postconference call for papers.

### III. Report from the SERC representative

*ICA provides students and early career scholars with a huge opportunity to develop strong relationships with their peers and to grow up not only at a professional level. As the Students and Early Career Scholar Representative for PR Division Grazia Murtarelli calls her peers to action: to join the ICA PR division and exploit its relational opportunities.*

The next conference in Gold Coast will be an interesting opportunity for students and early career scholars to develop and reinforce their relational networks. If they are planning to join the ICA conference they cannot miss two events: the SECAC Business meetings and the Student and Early Career Reception. SECAC is the Student and Early Career Advisory Committee elected in general election for a two-year term. During the SECAC Business Meeting, students and early career members have the opportunity to know each other and to become familiar with the work of their representatives. The SECAC Business Meeting is an important forum to share opinions, needs and expectations and to discuss new research and working issues by gaining useful insights.

The student and early career reception is maybe one of the most fun social events to join and it provides the opportunity to share not only work stuff. It usually takes place from 7 pm to 9pm and be attended by 200 members. So, do not lose these two opportunities.

If you have not the chance to join the ICA Conference, ICA provides you with affordable alternatives. The ICA Student and Early Career Scholars network is alive even and it is planning to create online events addressed to revitalize the community.

For being updated I have three main suggestions: to follow the [ICA Students and Early Career scholars Community](#) on Facebook; to follow the ICA Student and Early Career Members Twitter account to be constantly updates about the news, job opportunities, call for papers and so on; to directly contact me for any needs and information ([grazia.murtarelli@iulm.it](mailto:grazia.murtarelli@iulm.it)).

### IV. Call for Participation on Division Fundraising Committee

**ICA PRD Fundraising Committee:** Following the discussion at the ICA 2019 PRD business meeting, our division needs to finalize the fundraising guidelines. The division now is inviting one to two members to join the fundraising committee. Interested members please contact the division chair, Flora Hung-Baesecke ([flora.hung@gmail.com](mailto:flora.hung@gmail.com)).

## V. ICA Pre- and Postconference Call for Papers

### 1. ICA 2020 Preconference, Brisbane

#### “Communication for Social Change: Activism, Trust-building, Responsiveness, and Responsibility”

- Wednesday, May 20, 2020, 9:00–15:00hrs
- Registration costs: 50 USD
- Organizers: Anne Lane, Kim Johnston, Bree Hurst, Amisha Mehta, Lisa Tam
- Contact/Questions: [ica2020preconf@qut.edu.au](mailto:ica2020preconf@qut.edu.au)
- Location: Queensland University of Technology (QUT), Gardens Point campus, Brisbane (in the city center; plenty reasonably priced accommodation available nearby / easily accessible by public transport from Brisbane Airport or Gold Coast. The pre-conference registration fee includes the cost of coach transfer at the end of the session from QUT to the main conference hotel (Star) on the Gold Coast. This pre-conference is ideally timed for attendees who wish to fly in to Brisbane and travel to Sydney after the main conference ends)
- **Abstract submissions:** Please submit a 500-word fully-referenced abstract of your paper to [ica2020preconf@qut.edu.au](mailto:ica2020preconf@qut.edu.au) by January 17, 2020
- Acceptance letters: will be sent by January 31, 2020 (after peer-review)
- Registration: on the ICA website as part of the overall conference registration

#### Call for Papers

The emergent positioning of corporate organisations as civic institutions means there is now increasing awareness of, and interest in, the potential to use communication for change at a societal level. Adopting this macro level perspective on the outcomes and impacts of communication requires the revision and extension of existing theories and practices, and perhaps the use and integration of multiple disciplinary lenses to an extent that has not yet been fully realised. This approach might lead to a resolution of the dynamic tension at the heart of the move to achieve social change through communication: how can communication – renowned for its ability to foster the development of fractured, individual, and highly specific points of view – be used to create the generalised consensus required to generate social change?

As we enter the third decade of the 21<sup>st</sup> century, societies around the world are characterised by the pervasiveness and power of communication networks. Multiple forms and channels of communication allow individuals and organisations to reach and interact with their networks of contacts in a variety of ways for many different purposes. Communication both constructs and enacts these networks, and provides mechanisms for groups and individuals to affect change at a societal level. In summary, this means changing society itself.

Public relations, organizational communication and strategic communication are disciplines that have long been associated with efforts to encourage change through communication. However, the focus of these efforts has largely been the changing of stakeholder behaviour to suit organisations at an individual or group level. More recently, the emergence of the relational perspective in public relations and its synergies with stakeholder engagement and dialogue, as well as debates about creating shared value and corporate activism in corporate communications have shifted the focus onto the use of communication to create co-change at this meso level.

The drive to harmonize corporate and societal needs is reflected by theoretical approaches that have emerged in corporate communications and strategic communication. These approaches are based on the understanding that corporate/organizational goals should not be limited to achieving shareholder value but also stakeholder value. This has seen the rise of concepts like “corporate shared value” (CSV) and “stakeholder value” instead of traditional CSR. More recently, the development of ideas like “corporate activism” and “CEO activism” (meaning that corporations can be agents of social change if governments, politicians, NGOs etc. are not able to move forward) reflect this.

The emergent positioning of corporate organisations as civic institutions means there is now increasing awareness of, and interest in, the potential to use communication for change at a societal level. Adopting this macro level perspective on the outcomes and impacts of communication requires the revision and extension of existing theories and practices, and perhaps the use and integration of multiple disciplinary lenses to an extent that has not yet been fully realised. This approach might lead to a resolution of the dynamic tension at the heart of the move to achieve social change through communication: how can communication – renowned for its ability to foster the development of fractured, individual, and highly specific points of view – be used to create the generalised consensus required to generate social change?

The theme of this pre-conference embraces different theoretical perspectives e.g. dialogic, managerial, critical, strategic, corporate/non-profit etc. It encourages not only deep consideration of individual areas of disciplinary expertise but also innovative cross-disciplinary approaches. In this pre-conference we therefore invite submissions from research teams or individuals interested in contributing to a multi-disciplinary consideration of the implementation and implications of communication for social change.

Guiding questions to be addressed in this preconference may include, but are not limited to the following:

- What are the implications for theory and practice of organisations seeking to achieve social change through communication?
- What roles do diverse kinds of media play in social change?
- What are the benefits and/or disadvantages to profit-making organisations in aligning themselves with social change movements?
- What tensions emerge when profit-making organisations position themselves as agents of social change, or act themselves as corporate activists, sometimes using their leaders to propagate change (CEO activism)?
- What challenges face organisations that exist to change society, such as activist groups? How might communication be used to address the challenges?
- How do questions of power play out in the use of communication for social change? Does the current communication landscape provide a level playing field for all those wishing to achieve social change?
- What is the role of communication and trust-building in efforts to achieve social change?
- What are the implications of recent and likely developments in the technical aspects of communication – such as artificial intelligence (AI) and virtual reality (VR) – for those seeking to achieve social change?
- What are the benefits and dangers of using micro-targeting and AI in social change communication; will dialogue be supported by propaganda techniques in the digital world?
- Where are the ethical boundaries to communication for social change?

**Format:** Floors open with coffee/eat at 8:30 hrs. The program starts at 9:00 hrs. Participants will be provided with morning tea and lunch. These breaks will divide the day into three sessions. Sessions will be structured as follows:



- Standard format presentations over two sessions with three 15-minute papers in each, totalling 6 presentations over the morning.
- Speed dating – up to 10 summary presentations of three minutes each (strict maximum) followed by break out discussions around tables, limited to 5 minutes per table.

## 2. ICA 2020 Postconference, Sydney

### “Openness in Communication: Relationships, Organizations and Institutions”

- Wednesday, May 27, 2020, 9:00–16:30hrs
- Registration costs: 60 USD
- Organizers: Maureen Taylor, Jim Macnamara, Mitchell Hobbs
- Contact/Questions: [Maureen.Taylor-1@uts.edu.au](mailto:Maureen.Taylor-1@uts.edu.au)
- Location: University of Technology Sydney, Broadway Campus, 15 Broadway, Ultimo NSW 2007. The campus is located in the heart of Sydney. The University of Sydney, a co-sponsor of the post conference, is located within walking distance. More information: [www.uts.edu.au/about/about-our-campus/our-campus](http://www.uts.edu.au/about/about-our-campus/our-campus)
- **Paper submissions:** Please submit full papers (up to 7,000 words) online at <https://forms.uts.edu.au/index.cfm?FormId=1303> by **December 16, 2019**.
- Acceptance letters: will be sent by February 2, 2020 (after blind peer-review)
- Registration: on the ICA website as part of the overall conference registration

### Call for Papers

The 2020 ICA conference theme of Open Communication explores the topic of open science in communication. This post-conference takes the ICA theme in a different direction to ask scholars to consider openness in and around organizations.

Openness has been offered as a guiding framework across a variety of interpersonal, organizational and public relations contexts. At face level, open communication can be considered a positive process that benefits people, organizations and society.

In addition to the argument for open approaches in science, data, and publishing, scholarship flourishes from open minds and open cooperation and collaboration within and across disciplines through transdisciplinarity and interdisciplinarity.

Gadamer argued that communication and relationships, in particular, required that one first must “want to know” and then to be open to “the other” through listening, including to “things that are against me” in a dialogical dialectic – a concept also advocated by Martin Buber (1970), Bakhtin (1981), and other contemporary scholars.

But, openness has been critiqued (Eisenberg & Witten, 1987). Others argue that openness does not offer a panacea for personal or organizational communication, which is particularly pertinent in an age of concerns about privacy and the use of personal data. Being open may be contingent, which leads to questions about what, when, and how should communication be open. There may be legal or strategic reasons that organizations do not enact openness.

The post-conference, “Openness in Communication: Relationships, Organizations and Institutions,” encourages submissions exploring openness from diverse disciplinary perspectives. Guiding questions to be addressed in this post-conference may include the following but are not limited to:

- What are appropriate norms of open communication across communication practices such as work, health, leadership, and public relations?

- What counts as effective open communication in interpersonal, organizational and public relationships?
- How does open communication influence organizational climate and culture?
- What are the attributes of an open organization, community or society?
- What constitutes open communication in and around organizations and institutions?
- Which communication processes are antecedents to openness? What are the consequences of openness?
- How do competitive considerations influence openness? What happens when openness is not possible?
- How do organizations engage with members, publics and diverse stakeholders through public relations and strategic communication?
- How does diversity influence open communication? How does open communication influence perceptions of identity and diversity?
- How does openness affect political action, lobbying and other public affairs activities?
- Why do some organizations reject openness? How can this strategy help inform us about the limitations of openness?
- How can publics engage with organizations and institutions to foster greater openness?
- What role do media, including social media, play in fostering or hindering openness?
- How can open communication improve risk and crisis preparedness?
- What challenges occur when organisations enact openness? When publics participate in open communication?
- Where are the ethical issues to communication openness?
- What are the negative implications of openness for organizations and publics?

## References:

- Bakhtin, M. M. (1981). *The dialogic imagination: Four essays* (C. Emerson & M. Holquist, Trans.). [1975] Austin, TX: University of Texas Press.
- Buber, M. (1970). *I and Thou* (W. Kaufmann, Trans.). New York: Charles Scribner's Sons.
- Eisenberg, E. M., & Witten, M. G. (1987). Reconsidering openness in organizational communication. *Academy of Management Review*, 12(3), 418-426
- Gadamer, H. (1989). *Truth and method* (2nd ed., J. Weinsheimer & D. Marshall, Trans.). New York, NY: Crossroad, pp. 363, 365. (Original work published 1960)

**Format:** The format of the post-conference is fluid and the final format will be determined by the number of papers accepted. UTS has meeting space for at least two concurrent panel sessions. The registration fee will pay for coffee, tea, and lunch. The Department of Media and Communications at the University of Sydney will sponsor afternoon refreshments at the closing ceremony.

## 3. ICA Preconference, Sydney

### “Storytelling, persuasion and mobilization in the digital age”

- Wednesday, May 20, 2020, 9:00–17:00hrs
- Registration costs: 50 USD
- Organizers: Filippo Trevisan (American University), Ariadne Vromen and Michael Vaughan (University of Sydney)
- Contact/Questions: trevisan@american.edu
- Location: Sydney Policy Lab, University of Sydney
- **Abstract submissions:** Please submit abstracts (up to 4,000 characters, including spaces - approx. 500 words) for paper presentations through this Google Form <https://forms.gle/f5PBbd3KGd4NhdzR7> by **January 20, 2020**
- Decision letters: will be sent by February 1, 2020 (after peer review)
- Registration: on the ICA website as part of the overall conference registration



Call for papers: <https://tinyurl.com/ica2020-storytelling-preconf>

## VI. The Grunig & Grunig Outstanding Thesis and Dissertation Awards Call for Submissions

The Public Relations Division of ICA invites submissions for the 2020 James E. Grunig and Larissa A. Grunig Outstanding Thesis and Dissertation Awards. Eligible entrants for this competition cycle include master's theses and doctoral dissertations successfully **defended** during the period from January 1, 2018, through December 31, 2019. 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 Gold Coast, Australia, May 21-25, 2020.

As in the last 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. Please make sure that the name and institution of the authors are not shown in the "properties" section of the PDF file.
  - The content of the manuscript should be developed 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 PDF file. If your file is too large to send via email, then you need to reduce the file size.
- An abstract of the original 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, 2020, by 11 p.m. Central 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 from senior members in the ICA Public Relations Division. Thesis and dissertation submissions will be reviewed separately, resulting in one thesis award and one dissertation award. 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  
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U.S.A.  
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## VII. Job Openings

### Rowan University

Rowan University: Two tenure-track assistant professor positions in the Department of Public Relations & Advertising, College of Communication & Creative Arts

Review starts November 20, 2019

The Department of Public Relations & Advertising welcomes applications for two full-time (10-month) tenure-track Assistant Professors to join the department September 1, 2020.

Position 1: The Department seeks a strategic communicator who can teach public relations/advertising, with a focus on sports public relations/advertising. The individual should have demonstrated experience with online media and digital platforms and a record of successful teaching. The individual should be able to conduct cross-disciplinary research and contribute to a department that looks favorably on a multidisciplinary approach to strategic communication. The candidate will assist in implementing a new undergraduate, interdisciplinary Sports Communication & Media degree program within the College of Communication & Creative Arts and teach undergraduate courses. See here for more information: <https://ccca.rowan.edu/departments/sportscam/index.html>.

Position 2: The Department seeks a strategic communicator who can teach advertising creative such as ad copywriting, portfolio preparation and ad strategy/campaigns courses. The individual should have a technology-driven focus as well as proven public relations and advertising approaches. The individual should be able to conduct cross-disciplinary research and contribute to a department that looks favorably on a multidisciplinary approach to strategic communication.

These tenure-track positions carry an expectation of successful scholarly research or creative activity and publication with efforts to seek external funding. The candidate should have a demonstrable commitment to promoting and enhancing diversity. In addition, the successful candidate will be asked to contribute to the department and university through service including curriculum development and advisement of department student organizations such as PRSSA, the student PR agency, Ad Club, or the student Advertising firm.

Rowan University is a Carnegie-classified Doctoral University (R2: High Research Activity) with over 19,000 students. Its main campus is located in Glassboro, New Jersey, USA, 20 miles southeast of Philadelphia with additional campuses in Camden and Stratford (New Jersey, USA).

See full descriptions and application process at [www.rowan.edu/jobs](http://www.rowan.edu/jobs).

## University of Colorado, Boulder

Department of Advertising, Public Relations, and Media Design  
Full Professor and Department Chair

### Job Summary:

The Department of Advertising, Public Relations, and Media Design (APRD) in the College of Media, Communication and Information (CMCI) at the University of Colorado Boulder invites applications for a full professor to serve as Department Chair. We seek an individual with leadership and strategic vision to grow our vibrant young department and advance our commitment to building an academic community rich with cultural, social, and intellectual diversity. The successful candidate must possess the requisite personal qualities and management experience to inspire and support inclusive excellence across the departmental community. In particular, the Chair would be responsible for administering the department, including supporting faculty scholarship; assigning teaching and service responsibilities; planning and implementing budgetary decisions; leading all aspects of personnel matters including hiring, performance assessment, and professional development of faculty and staff; facilitating department decision-making regarding policies, procedures and practices; building strategic partnerships with businesses and professionals; fundraising; representing the unit to the Dean and other university administrators; and serving as a valuable member of the college's interdisciplinary leadership team.

### What we require:

- PhD in advertising, public relations, media design, mass communication, or allied fields of study
- Three or more years of academic administrative experience

### What you will need:

- A record of research, teaching, and service that meets the standards expected for appointment as a full professor at a U.S. Research I doctoral university
- An understanding of APRD-related industries and dedication to fostering connections with them that support undergraduate and graduate students; relevant professional experience is desirable
- Success in cultivating an environment of inclusivity and mentoring or working with a diverse group of faculty, staff, students and alumni.

### Who we are:

APRD is focused on innovation, interdisciplinary research, and creativity. Our department has built on our nationally respected creative advertising program to include newer emphases in public relations and media design; and it grants BS, MS, MA, and PhD degrees. Our team of full-time, part-time and adjunct faculty bring a unique mix of

academic expertise and professional experience to our department. We are committed to excellence in research, creative work, and the education of reflective practitioners.

The Department is housed in the College of Media, Communication and Information (CMCI), a rich interdisciplinary setting fostering a wide array of scholarly and creative work. Opened in the fall of 2015, the College has six departments, an interdisciplinary program, and five research centers. It enrolls 2,100 undergraduates and more than 170 graduate students. Over the past four years, we have hired dozens of new faculty across ranks.

CMCI strives to be a community whose excellence is premised on diversity, equity, and inclusion. We seek candidates who share this commitment and demonstrate understanding of the experiences of those historically underrepresented in higher education. We welcome applications from minoritized racial and ethnic identities, ciswomen, non-normative genders and sexualities, persons with disabilities, and others who have encountered legacies of marginalization.

Boulder lies on the northwest edge of the Denver metropolitan area and often appears on lists of the best college towns and best places to live in the nation. The area has several vibrant public relations, advertising, ad tech, and digital marketing agencies. It sits at the foot of the Rocky Mountains and enjoys 300 days of sun each year. Hiking trails and bicycle paths abound, and there are numerous world-class ski resorts within two hours of town. There is an excellent public transportation system (free to CU employees) with frequent express buses to downtown Denver, which is less than 25 miles from campus. The area is a major media market with a nationally acclaimed food scene, lively music venues of many stripes, professional sports teams, and year-round art and culture festivals. Its international airport has direct flights around the country and abroad.

#### Instructions:

The position will begin August 17, 2020. To apply, candidates should submit a letter of application, a current CV, a sample of published research (two items drawn from books, articles, or book chapters), evidence of success in administration and teaching, and three names and contact information for people who can provide recommendations if asked. For full consideration, please apply by December 6, 2019. The search will continue until the position is filled. For more information, please email either Professor Peter Simonson, Search Chair, at [peter.simonson@colorado.edu](mailto:peter.simonson@colorado.edu); or Professor Seow-Ting Lee at [seowting.lee@colorado.edu](mailto:seowting.lee@colorado.edu).

The University of Colorado is an Equal Opportunity employer committed to building a diverse workforce. CU Boulder Benefits include domestic partners and health insurance coverage for hormone replacement therapy (for more, see <https://www.colorado.edu/cisc/resources/cu-and-state-policies>). Alternative formats of this ad can be provided upon request for individuals with disabilities by contacting the ADA Coordinator at [hr-ADA@colorado.edu](mailto:hr-ADA@colorado.edu).

## VIII. Announcements and Call for Papers

### Special Issue - Call for Papers

“A Public Relations Perspective of Engagement, Social Impact, and Social Licence to Operate”: <https://www.journals.elsevier.com/public-relations-review/call-for-papers/public-relations-perspective-of-engagement-social-impact>

## Overview:

Organizations, whether they realise it or not, can have a significant social impact on the societies in which they function (Heath, 2006, 2018; Johnston & Lane, 2018; Johnston & Lane, 2019; Johnston, Lane, Devin, & Beatson, 2018; Saffer, 2019; Sommerfeldt, 2013; Taylor, 2011; Yang & Taylor, 2013). Increasingly, scholars in public relations (PR) are recognizing the influence of public relations as a social phenomenon (Ihlen & van Ruler, 2007), with terms such as social capital, civil society, and fully functioning society used to describe the important role of PR across a range of settings (see, for example, Heath, 2006; Johnston & Lane, 2018; Yang & Taylor, 2013).

While it has been recognized that “communication of organization’s social impact is important” (Golob & Bartlett, 2007, p. 2), the contribution of public relations to social impact (SI) and, by extension, social licence to operate (SLO), remains underdeveloped. The idea that organizations need “permission” to operate is gaining momentum in practice whereby organizations are increasingly viewed as needing a SLO from society (Hurst & Ihlen, 2018). Organizations therefore need to not only gain, but also renew, their SLO (or multiple licences) by both anticipating and responding to stakeholder expectations (Johnston & Lane, 2018; Johnston et al., 2018). Social impact assessments (SIA), in conjunction with engagement or as a form of engagement, are a means by which organizations can “anticipate, identify, and respond to community expectations” (Johnston & Lane, 2018, p. 247).

Engagement is “a dynamic multidimensional relational concept featuring psychological and behavioral attributes of connection, interaction, participation, and involvement, designed to achieve or elicit an outcome at individual, community, organization, or civic levels” (Johnston, 2018, p. 18). Public relations scholars (see for example, Avidar, 2017; Botan & Taylor, 2005; Dodd, Brummette, & Hazleton, 2015; Hung-Baesecke, Chen, & Boyd, 2016; Jelen-Sanchez, 2017; Johnston & Lane, 2018; Johnston & Lane, 2019; Taylor & Kent, 2014) have established that engagement can assist organisations in many aspects of building, understanding, and negotiating stakeholder relationships, organizational impact, and potentially social licence to operate. However, scholarship in this area remains scant. With engagement continuing to represent an important conceptual framework for public relations, this Special Section aims to address an area of practice that is underdeveloped in the context of engagement research both generally, and within public relations scholarship specifically. Public relations is essentially a “field whose strategic raison d’être is shaped by stakeholders” (McKie & Willis, 2012, p. 850) and should, ideally, contribute to a fully functioning society (Heath, 2006). This remit warrants further scholarship to explore this important nexus – that is of public relations, communication engagement and the important fields of SLO and SI.

Example topics for consideration in this Special Section may include, but are not limited to:

- The importance of engagement in the context of SI and/or SLO
- Understanding engagement practices at micro, meso, and macro levels in order to gain and renew SLO
- Sociological approaches to engagement for SLO or SI
- Analysis of engagement-based networked relationships for SLO/SI
- Engagement processes (i.e., antecedents/strategies/outcomes) relating to SLO and/or social impact
- Creating measures for evaluating SI as an outcome of engagement
- Challenges associated with engagement relating to SLO and/or SI (e.g. tokenism)

This special section on “**A Public Relations Perspective on Engagement, Social Impact and Social Licence to Operate**” therefore invites theoretical and empirical articles that

consider engagement within the context of social impact and/or social license to operate. The authors invite contributions from a range of disciplines, methodological and philosophical perspectives, however, all submissions will be reviewed for their contribution to advance public relations theory building and practice with relevance for the special section topic.

Key dates are listed below:

- **November 15, 2019:** Manuscript submission deadline
- **January 15, 2020:** First decisions made
- **March 15, 2020:** Revisions due

**November 2020:** Special Section Published

## Call for Abstracts - The International Public Relations Research Conference (IPRRC)

The International Public Relations Research Conference (IPRRC) is now accepting submission of abstracts for its 23rd annual conference to be held March 5-7, 2020, in Orlando, Florida, USA. The theme for the 23rd IPRRC focuses on “Connecting Theory and Research with Public Relations Practice.” This conference attempts to integrate academic insights and professional practices, so authors are recommended to address their studies' practical implications in the one-page abstracts submitted. The submission deadline is November 6, 2019 at 11:59pm Eastern Time. For the complete call for abstracts and submission guidelines, please visit: <https://www.iprrc.org/call-for-papers>. For questions and inquiries, please email conference directors Dr. Bora Yook and Dr. Zifei Fay Chen at [iprrc.org@gmail.com](mailto:iprrc.org@gmail.com). We look forward to seeing you in Orlando in 2020!

## Call for Papers – BledCom 2020

The 27th International Public Relations Research Symposium – BledCom - will be held on July 2 & 4, 2020, in Rikli Balance Hotel (formerly Hotel Golf), Lake Bled, Slovenia. Its theme is The impact of public relations on organizations and society. The cue for the theme is taken from an allied discipline – mass communication/mass media – that has a stream of “media effects” theories dating back at least to the 1980s assessing the various dimensions of mass media effects on individuals, organizations (including families), and society. BledCom organizers feel that our field has not adequately addressed this aspect of our existence, which has led to reputational issues such as public relations being construed mostly as “spin doctoring” on behalf of corporate or similar interests. The Bell Pottinger debacle is a case in point. Public relations will benefit from reflection including an assessment of the varied purposes for which public relations has been, and can be, used. Examples are public information campaigns to build societies and nations engaged by NGOs and IGOs (intergovernmental organizations). Paper abstracts and panel proposals should be submitted via email to [bledcom@fdv.uni-lj.si](mailto:bledcom@fdv.uni-lj.si) no later than February 1, 2020.

As an addition to its 27th edition BledCom is introducing a brand new platform for aspiring students who would like to be a part of the academia but did not get an opportunity yet. The aim is to broaden the experience and perception of public relations to aspiring students by connecting them with top notch professionals from academia and practice. BledCom Youth Academy 2020 will include one active participation day created especially for the youth and a possibility to work on a real situation brief. It will take place on the 2nd of July in



	<p>Bled, Slovenia. Participants will also be able to experience the annual BledCom symposium with leading professionals, academics and practitioners in the field of PR. For more information follow: <a href="https://www.bledcom.com/asset/RBNcNA6PY9kLrXYRq">https://www.bledcom.com/asset/RBNcNA6PY9kLrXYRq</a></p>
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