Dear members of the ICA Public Relations Division,

We are pleased to provide you with an update on our Division’s key activities and developments over the past months. The PDF newsletter, usually published twice a year in May and October/November, supplements the monthly E-Mail Updates sent to all registered members and the messages on our social media channels. It also feeds the archives and documents the history of Division, as these newsletters are available and stored on our website. This also means that you won’t find short-lived news such as calls for papers, job postings, etc. here – you’ll get them, when they are mostly relevant, in our monthly updates.

Sharpening the profile of our communication channels and making them easier to use for members and other scholars was the main reason to introduce a new communication policy for the Division this August. We analyzed the use of the existing channels and noted that some (e.g., Instagram, LinkedIn) were rarely used and missed a clear profile; so they were closed. At the same time, the information on different channels was inconsistent and difficult to coordinate as many volunteers were involved without internal coordination routines; and members found it difficult to spread news like job announcements. The officers discussed and decided on a stratified policy, which has been published on our website at https://bit.ly/ICAPRD-WEBSITE. Please visit our website for details.
The most important point to remember: There is now a **single point of contact for members who want to share news** on any of the Divisions’ channels. Please contact our editor-in-chief, Lisa Tam, at l.tam@qut.edu.au if you’d like to share news like job openings, call for papers etc. Please provide a ready-to-paste news text with headline and key facts, including a web link to further information (we can not send attachments). Lisa Tam will spread the information in the appropriate channels as soon as possible; she is supported by volunteers like Alvin Zhou (managing Twitter) who are in close contact with her based on defined workflows.

The **membership of the ICA PR Division** is healthy and growing: With 463 members to date, our membership has grown by 58% during the last two years since October 2020. This corresponds with a rising number of submissions to this year’s Annual Conference in Paris and a larger number of members than ever taking up responsibilities as delegates, committee members, etc. This is very much appreciated – thanks so much to everybody on behalf of the current leadership team! The Division is also financially healthy. The Chair managed to acquire 7,000 US$ sponsoring during his tenure, which was and will be used for Division’s activities.

Many of you participated in the **72nd Annual ICA Conference in Paris, France**, in May 2022. The record number of attendees was unexpected for the organizers and caused some inconvenience due to the shortage of hotel rooms, etc. Unfortunately the aftermaths of the pandemic made it impossible for many members from Asia and Australia or New Zealand to join. Several sessions were streamed live via Zoom in addition to the digital conference platform, but this was not always a perfect experience. Anyway, the ICA staff is working on updated hybrid solutions for the next conference in 2023, and we look forward to seeing how this works out. Due to the unclear planning situation, it was not possible to arrange a PR Division Dinner in Paris and the joint reception with the OrgCom Division was held at the conference center (external locations need to be booked several months ahead). Nevertheless, the reception was a success with lots of drinks available and lively discussions on the terrace that lasted quite long. Please note that the **notes of our 2022 business meeting** are available on our website; we will formally discuss and approve them at the 2023 business meeting.

The strong engagement of the membership was also visible in the **2022 elections of new officers for the Division**. The leadership team received a larger number of applications than in previous years. Unfortunately, the ICA governance rules require a preselection among eligible candidates by narrowing down each ballot to two or three candidates to ensure a diverse composition of the future leadership team (in terms of gender, regional background, etc.). Thus, two candidates for each open position were nominated by the current officers. Thanks so much to everyone who was willing to run but could not be nominated or was not elected – there are more opportunities to serve the Division; please contact the Vice Chair who will head the leadership team in the future.
A hearty welcome goes to our newly elected officers, who will start their terms in May 2023 after the Toronto conference (when Ansgar Zerfass and Alvin Zhou will step down):

**Erich Sommerfeldt** (University of Minnesota, USA) will be serving as the PR Division’s Vice-Chair, 2023–25 (and Chair, 2025–27). Erich already served as the Division’s Secretary from 2018 to 2020 and has been deeply engaged in the Division as a paper reviewer and panel chair. He is eager to hear what the Division’s members think about the future of scholarship in public relations and how we can use our research to better the capacity of organizations to achieve their goals, but also make societies function more effectively. He strives to continue the excellent work of past division leaders and strive to increase the diversity of paper submissions in terms of subject matter, methodology, and global regions. He is also committed to developing the Division’s graduate student outreach programs, creating enhanced opportunities for the presentation and refinement of their research, networking, and coaching for future career opportunities. More information about him can be found at [https://communication.umd.edu/directory/erich-sommerfeldt](https://communication.umd.edu/directory/erich-sommerfeldt)

**Julia Stranzl** (University of Vienna, Austria) will be serving as the Division’s Student and Early Career Representative (SECR), 2023–25. She is a PhD student in the University of Vienna’s Corporate Communication Research Group. She is eager to bring to the Division her insights from work at different universities (University of Vienna, University of Applied Science Wiener Neustadt, University of Zurich) and a social perspective through her personal community involvement. As a scout, she regularly organizes national and international projects that are about motivating and encouraging young people from different backgrounds to develop and strive. She strives to create and help to shape a global network for young researchers to exchange their visions, discover new research opportunities, and become better acquainted with the world of PR research in an appreciative and high-quality setting. More information about her can be found at [https://ccom.univie.ac.at/team/julia-stranzl/](https://ccom.univie.ac.at/team/julia-stranzl/)

The voter’s turnout of the online elections was quite low at 15% this year for our Division. This is still higher than for the ICA-wide elections (12%) and in line with the rates for other large Divisions. However, there seems to be a general fatigue in this respect.

II. **Message from the Vice Chair and Program Planner, W. Timothy Coombs**

The call for submissions for the 2023 Annual Conference in May 2023 in Toronto, Canada, has been published on the ICA website and announced in our Monthly E-Mail Updates. The deadline for submissions is November 1, 2023.
When you submit papers or panels for the ICA 2023 conference, please be aware that you are obliged to serve as a reviewer as well; so please make sure to tick the appropriate box and select your areas of expertise. Moreover, we rely on the support of all Division members to review submissions even if you don’t submit yourself. Please volunteer as reviewer and send an email to the Vice Chair, Timothy Coombs at crisistcoombs@gmail.com. You will have about three weeks to complete your reviews. We try to keep the number of papers reviewed to a minimum (around 3 or 4) and the reviews are very short, but that number increases if we have less people volunteer to review for the Division.

**Social events for the 2023 conference** (usually: a joint reception with the ICA OrgCom Division and an ICA PRD Dinner) are currently planned and you will be informed about details in due time via our Monthly E-Mail Updates.

Please contact the Vice Chair if you’ve submitted a paper and are interested in **student travel grants or conference fee waivers**, which are available to some extent for student participants from Tier B and C countries.

To learn more about the conference, please visit the constantly updated conference website at [https://www.icahdq.org/mpage/ICA23](https://www.icahdq.org/mpage/ICA23).

### III. Report from the SECR, Alvin Zhou

The ICA PRD PhD Workshops will continue in 2023 in in Toronto, creating an intellectual bridge between young scholars and senior researchers. After a successful virtual workshop in Paris, which engaged a more diverse group of student participants who did not have the visa or financial means to travel during the pandemic, we decided to host the Toronto PhD Workshop completely virtually as well.

The 2023 PhD workshop will not be organized as a pre-conference, due to the sharp decrease of preconferences allowed for divisions across ICA. However, we will organize it as an ICA-affiliated activity that engages students and researchers across the globe.

The main workshop will happen in May 2023 during the Toronto conference time, with associated activities (e.g., full paper submission, peer review training) planned asynchronously for March–April 2023.

A call for proposals will be announced in early November 2022. The deadline for submissions will be January 20, 2023.
IV. Report from the International Liason, Claudia Labarca

Corresponding with our mission to include more members and colleagues from the Global South in our Divisions’s activities, we are happy to announce that we succeeded in receiving approval from the ICA leadership for conducting a preconference on public relations and organizational communication in Latin America.

The pre-conference “Organizational Communication and Public Relations’ Dis/en-\n\ncounters: a Dialogue from Latin America” is hosted by the ICA PR Division together\nwith the ICA Organizational Communication Division. It is an opportunity to shed light on scholarship in our field in that region, and to learn from other worldviews and experiences that have historically been invisibilized. The pre-conference will be held offsite at Toronto Metropolitan University at 8:30 AM – 5 PM on Thursday, May 25th, 2023, with a very reasonable conference fee of 50 US$. Languages for submissions and presentations are Spanish, Portuguese, French, and English.

The official call for papers can be found here: https://www.icahdq.org/mpage/ICA23-\nDialogueLatinAmerica

We welcome abstracts (up to 1,000 words) until January 20th, 2023. The proposals are open but not limited to the preconference theme and we are open to any methodological approach. Preconference decisions will be made by the end of January 2023. We will require registration for the preconference by March 31. Selected papers from the preconference will be invited to submit full papers to a special issue of Cuadernos.info, an ICA-affiliated journal of the Pontificia Universidad Católica de Chile.

V. Report from the CPRE delegates, Gabriel Sadi and LaShonda Eaddy

Since its founding in 1973, the Commission on Public Relations Education (CPRE) has provided recommendations on public relations education for universities and professional associations, striving to offer a forum for advancing public relations education with a global perspective.

CPRE’s Board Members represent a variety of organisations such as, among others, the Global Alliance for Public Relations and Communications Management, Arthur W. Page Society, AEJMC PR Division, Canadian Public Relations Society, Public Relations Society of America, UK Chartered Institute of Public Relations, EUPRERA, Institute for Public Relations and, of course, the ICA PR Division.
Our representatives in 2022/23 are Gabriel Sadi and LaShonda Eaddy, who have been working in the Research Committee led by Elizabeth Toth focusing on the initiative to produce the 2023 CPRE Report of Standards for Public Relations Education. The Report will be launched in October 2023, after several rounds of consultations with relevant stakeholders and various research methods, aiming to provide clear, coherent and compelling standards for successful preparation of students to enter and advance in their public relations careers.

### VI. Updates on the Division’s Awards

**Robert Heath Award for Impactful and Innovative Public Relations Research**

The Chair of the ICA Public Relations Division, in consultation with the current officers of the Division and in line with the guidelines approved by the membership, has appointed the following members of the newly formed committee for the Heath Award:

- Flora Hung-Baesecke, University of Technology Sydney (Australia) - Chair
- Vilma Luoma-aho, University of Jyväskylä (Finland)
- Lee Edwards, London School of Economics (United Kingdom)
- Yan Jin, University of Georgia (USA)
- Adam Saffer, University of Minnesota (USA)
- Katharina Wolf, Curtin University (Australia)
- Christine Huang, City University of Hong Kong (Hong Kong, SAR)

For the 2022/23 current award cycle, the Committee has received nominations from major public relations journal editors, except for Public Relations Inquiry, which the Committee Chair has made several attempts to contact but did not receive a reply. Therefore, the Committee started the reviews without the nominations from that journal.

There were five nominations from members of the PR Division. However, two of them were not eligible because they were published in major public relations journals and were nominated by members. According to the Heath Award guidelines, only major public relations journal editors can nominate articles published in their journals. ICA PRD members can only nominate articles published in other communication discipline journals.

There were in all 18 articles nominated by major PR journal editors and ICA PRD members. The Committee members received review assignments in early August, 2022, based on the Heath Award guideline. So far, the first stage of reviews was completed.
Based on the review results, the Chair will start the second stage of reviews of the shortlisted articles. The deliberations and reviews of the second stage are expected to complete before March 2023. The Chair of the Committee will report the winner of the Heath Award to the ICA PRD officers in March 2023.

**James E. Grunig and Larissa A. Grunig Outstanding Thesis and Dissertation Awards**

The call for applications for the 2023 Grunig Awards will be published in mid-November 2022 on the Division’s website.

Applicants in both categories (master theses and doctoral dissertations) need to submit a manuscript of 30–40 pages on or by February 1, 2023.

All members of the Division are encouraged to identify and motivate potential candidates. The Grunig Award Committee Chair, Yi-Ru Regina Chen, Hong Kong Baptist University, will be happy to answer questions once the call has been distributed.