

**ICA Public
Relations Division
Officers
2021–2022**

Ansgar Zerfass

Chair
Leipzig University,
Germany

W. Timothy Coombs

Vice Chair
Texas A&M
University, USA

Arunima Krishna

Secretary
Boston University;
USA

Alvin Zhou

Student and Early-
Career Representative
(SECR)
University of
Pennsylvania, USA

Gabriel Sadi

International Liaison
University of
Huddersfield,
United Kingdom

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I. Message from the Chair, Ansgar Zerfass

Dear members of the ICA Public Relations Division,

After two difficult years with a global pandemic that changed our life in many ways, we are looking forward to seeing many of you in person again at the 72nd Annual ICA conference in Paris at the end of this month. We know that it is still difficult, if not impossible, for many of you to travel internationally. Hopefully everybody finds at least a chance to attend the conference virtually. And we are already looking forward to the 2023 conference in Toronto, Canada, which should be put in everybody's calendar (May 25–29, 2023).

While we all try to adapt to the new realities for research and education shaped by the pandemic, we must not forget colleagues, students, and everybody else who are affected by new threats, especially by the ongoing war in Eastern Europe. The geopolitical impact of this development for global food and energy supply, economic development, sustainability goals, and public finances – including those needed for higher education – is unforeseeable. This affects the agenda of our research field in many ways. Knowledge about propaganda and strategic communication in the

military arena – rarely discussed in the last decades – is in high demand. Consensual approaches, on the other hand, are questioned by practitioners. This offers many opportunities for our community to take stance and prove the relevance of public relations knowledge for societal, organizational, and individual communication challenges. Multiple perspectives – managerial, sociological, critical, rhetorical, etc.– as well as analytical and empirical methods can help to stimulate the debate. A special panel “Promising Vectors for Public Relations Research” at the Paris conference (Friday May 27, 11:15–12:15) will address such conceptual issues.

I’d like to invite all of you to join the journey ahead. It is time to think out of the box and move beyond established approaches and dominant topics. Using our unique public relations and strategic communication perspective to address pressing issues in society and organizations is a contribution much needed in troublesome times.

This newsletter provides an overview of the ICA Public Relation Division’s activities between June 2021 and May 2022 (since the last newsletter was published). I’d like to personally thank the Division’s officers, all committee members, and everyone who supports our community as a volunteer (e.g., as a reviewer) for their great service in the last months!

Activities and development of the Division 2021–2022

The International Communication Association (ICA) aims to advance the scholarly study of communication by encouraging and facilitating excellence in academic research worldwide. ICA began more than 50 years ago and is now a truly international association with more than 4,500 members in 80 countries. Since 2003, ICA has been officially associated with the United Nations as a non-governmental association (NGO).

With 432 members globally in May 2022, the ICA Public Relations Division is concerned with developing the theoretical basis and empirical insights for communication between organizations and specified publics. Membership has gone up during the last year and we are now among the TOP 7 of all 32 Divisions and Interest Groups within ICA (with a few more member than the Organizational Communication Division).

The Division is led by Professor Dr. Ansgar Zerfass, Leipzig University, Germany (Chair) and Professor W. Timothy Coombs, Centre for Crisis and Risk Communication, USA (Vice Chair), together with officers Arunima Krishna, Ph.D., Assistant Professor at Boston University, USA (Secretary), Gabriel Sadi, Ph.D., Senior Lecturer at the University of Huddersfield, UK (International Liaison), and Alvin Zhou, doctoral researcher at the University of Pennsylvania, USA (Student and Early Career Representative – SECR). Many members support the Division in specified roles, especially in Award Committees (*see below*). Moreover, LaShonda Eaddy, Penn State University, and Gabriel Sadi serve as the ICA PRD’s representatives in the Commission on Public Relations Education (CPRE) for 2021–2023.

A long-term goal of the Division is to increase its visibility and the impact of public relations within the global research community. First steps have been done. Several of our members have been recognized as ICA fellows recently (Betteke van Ruler, Maureen Taylor, Yi-Hui Christine Huang, May O. Lwin). And we have completed the process of repositioning existing awards and adding a book award last year.

Apart from that, the pandemic has resulted in much extra work behind the scenes, but few results like pre- or postconferences of ICA gatherings resulting in publications. I'm grateful that our initiatives to support next generations of scholars and to include more colleagues from the global south made good progress, as reported by the officers in charge below. I'd also like to thank our immediate past chair, Flora-Hung Baesecke, Ph.D. (University of Technology Sydney, Australia), who continues to support the Division in many ways.

Introducing new officers and committee members

We welcome two members that will start their tenure as officers of this Division on May 31, 2022, right after the end of the ICA 2022 conference in Paris:

Lisa Tam, Ph.D., Secretary, ICA PR Division (2022–2024), is a Senior Lecturer at the Queensland University of Technology in Australia.

Lisa is originally from Hong Kong and received her doctorate from Purdue University in the United States. Her research examines the dynamics of power and influence between organizations and publics in different contexts and the roles of public relations practitioners as facilitators of such dynamics. Several of her papers were presented at ICA conferences. She has been a frequent reviewer and panel chair, and received a Top Reviewer Award and a Top Faculty Paper Award from our Division.

As the Division's Secretary, whose primary role is to keep a record of decisions and activities and to engage with members by providing information on the different channels, Lisa will strive to (1) provide members with timely and accurate information in the simplest format possible; (2) differentiate and strengthen the roles of the different channels in disseminating and collecting information; (3) help the Division grow by working with the leadership team and fellow members in ensuring diversity in the Division, in terms of ethnicities, nationalities, gender, research expertise, etc.

Claudia Labarca, Ph.D., International Liaison, ICA PR Division (2022–2024), is an Associate Professor and Academic Secretary at Pontificia Universidad Católica de Chile, School of Communications, in Chile.

Claudia holds a Master's degree from the Universidad Autónoma de Barcelona (Spain), and she gained her doctorate from Durham University, UK. Her research is focused on trust in public relations and business communication in transcultural settings. She has been an active member of our Division since 2013 and participated in international and regional ICA conferences since then.

As the Division's International Liaison, Claudia will be committed to promoting a collaborative atmosphere among academics within the division, particularly expanding participation of those less represented countries. Therefore, an important aspect of her work will be to encourage and facilitate integration among scholars and enhance participation. Her academic networks around the world shall help her to reach this goal.

ICA Public Relations Book Award Committee

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 in autumn 2021 has appointed the following members of the 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

ICA James E. Grunig and Larissa A. Grunig Outstanding Thesis and Dissertation Award Committee

The Chair of the ICA Public Relations Division, after call for nominations and self-nominations, in consultation with the current officers of the Division, has appointed a new chair of the Awards Review Committee. In line with the guidelines approved by the membership in autumn 2021, the chair has then appointed additional members of the 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

Robert Heath Award for Impactful and Innovative Public Relations Research Committee

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 in autumn 2021 has appointed a chair for the newly formed Robert Heath Award Committee (additional committee members will be appointed shortly):

- **Chun-Ju Flora Hung-Basecke, Ph.D.**, Senior Lecturer, School of Communication, University of Technology Sydney, Australia

Acknowledgement of outgoing officers

The Division expresses its sincere thanks for the extraordinary commitment of two members, whose term as officers will end after the Paris conference:

Arunima Krishna, Ph.D., Secretary, ICA PR Division (2020–2022), did an excellent job during the last two years. Arunima, who is an Assistant Professor at Boston University, USA, kept track of our activities, managed our monthly e-mail newsletters, and kept loose ends together in a truly professional and reliable way.

Gabriel Sadi, Ph.D., International Liaison, ICA PR Division (2020–2022), worked hard to slowly break up the western-centric heritage and perspective of ICA in general and our community specifically. Gabriel, who moved from his home country Argentina to the United Kingdom when he started his tenure within the Division, works as Senior Lecturer at the University of Huddersfield.

Thanks so much, Arunima and Gabriel – your work is much appreciated!

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

ICA 2022 Paris Conference overview

The 72nd Annual ICA Conference will be organized as a hybrid event between 26 and 30 May 2022 in Paris, France.

The PR division will have a strong lineup with 18 sessions presenting competitive papers and extended abstracts, plus a Top Faculty Paper Panel, Top Student Paper Panel, and the Vice Chair's Panel along with the poster session presentations on a broad variety of research in our field. Sessions will have a strong focus on COVID-19 along with CSR, crisis communication, internal communication, and digital communication.

We appreciate the willingness of all presenters and chairs to join the conference.

Business Meeting and Reception

All members are invited to join the **ICA Public Relations Division Business Meeting on Friday May 27, 17:00–18:15 CEST in Paris**, Room 242A (Palais des Congres) or **virtually via Zoom** (no conference registration needed). **The agenda and the Zoom link can be found on the last page of this newsletter!**

Please also mark your calendar for the **Joint Reception of ICA's Public Relations and Organizational Communication Divisions**. It will be held as usual after our business meeting on **Friday May 27, 18:30–20:30 CEST in Paris**, Hyatt – Regency 9. Drink vouchers for the reception will be given to PR Division members **at the end of the business meeting** – pick up your vouchers in person!

There will be no PR Dinner this year. It was not possible to arrange anything as ICA decided very late on the final format of the conference and the potential number of colleagues attending on site could not be calculated.

Submissions and Acceptance Rates

Once again, our Division was one of the ICA groups with high submissions for the annual conference. The overall number of submissions increased this year. All in all, 195 submissions were received by the ICA PR division for the 2022 conference (compared to 119 for the 2021 virtual conference). We do not have comparative data for other Divisions or the overall conference. People seemed ready for the in-person conference this year.

3 panel proposals were received but none were accepted. All panels were reviewed by a special reviewer board of four senior colleagues to ensure an impartial comparison of those proposals.

192 papers and extended abstracts were considered for review. 86 papers and extended abstracts were accepted for a presentation or poster session.

The acceptance rate was 44.8% overall.

We would like to **thank all reviewers for the hard work** they put into assessing this year's submissions. We are especially thankful for some of the reviewers who spent a tremendous amount of time providing helpful and insightful comments in a collegial and respectful manner. Your support as division member is desperately needed, even and especially if you did not submit yourself. We require three reviews per submission, and a lot of papers are handed in by junior scholars who are not or only partly eligible to review themselves. This is a joint effort across all age groups and ranks and it was good to see so many of you serving our community! We know that the online submission system is not perfect at all and we are consistently discussing with the ICA office about improvements.

III. Report from the SECR, Alvin Zhou

The ICA PRD PhD Student Workshop is back in order after a two-year hiatus due to the pandemic. The workshop aims to provide a platform where senior researchers give advice and one-on-one mentorship to PhD students' dissertation projects. The virtual event, organized by the Student and Early Career Representative Alvin Zhou and the Vice Chair W. Timothy Coombs, will take place on May 26 2022, 10AM Paris Time as an invite-only pre-conference.

Five students from Belgium, United States, Australia, Indonesia, and Mainland China – Ellen Soens, Jeannette Iannacone, Raja Sumayyah Raja Arif, Diah Ayu Candraningrum, and Tong Tong – have been selected as student participants, respectively paired with five senior scholars in the field – Ward van Zoonen, Vanessa Bravo, Rita Linjuan Men, Chiara Valentini, and Sora Kim. W. Timothy Coombs and Maureen Taylor, Editor-In-Chief of *Public Relations Review*, will share publication, job market, and academia tips.

We welcome applicants for our future PhD Student Workshops. Please spread the word about this great one-on-one mentorship-seeking and network-building opportunity with junior and prospective PhD students. For ICA 2023 Toronto, the Call for Application will be available at the end of 2022.

For other student and early career-related questions, please email Alvin Zhou directly at alvinyxz@umn.edu

IV. Report from the International Liaison, Gabriel Sadi

My two-year mandate as the division's first IL is coming to an end and I am very excited and totally convinced of the great work that my successor, Claudia Labarca – with whom I have been working over the last few months to make sure the transition is as smooth as possible – will do.

In this last part of my mandate, with a clearer picture of the internationalization situation in our division in particular and in the ICA in general, I have been working with ICA leadership team representatives, with Shiv Ganesh (Chair of the Membership and Internationalization Committee), and with several IL colleagues from other divisions and interest groups.

As I had mentioned in the previous edition of this newsletter, from my experience and discussions with many colleagues from under-represented regions, my main concern towards this issue has been practical and mainly from an economic perspective. The reached consensus has been that 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.

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.

I am delighted to confirm that these points have been heard and are currently being raised with the highest authorities of our association, so it only remains to continue working so that little by little these changes can become a reality.

As my formal mandate comes to an end, I will continue to contribute to the further internationalization of the Division, so I will remain in close contact with the new IL of the Division and all colleagues interested in fostering greater inclusiveness, dialogue and collaborative work at the global level. Thank you very much for all your support.

V. Award Winners

ICA Annual Conference Awards 2022

The awards are based on the ranking (mean overall scores) in the peer review process. Plaques for top papers will be presented at the ICA PRD Business meeting in Paris. Congratulations to all winners!

ICA PR Division Top Faculty Paper Awards 2022:

Constrained Member Voicing

Emma Christensen, Roskilde University, Denmark

Influencer Relations: Establishing the Concept and Process for Public Relations
Brian Smith, Brigham Young University, Guy Golan, Texas Christian University,
& Karen Freberg, University of Louisville, USA

Public Relations and the Governance of Artificial Intelligence

Alexander Buhmann, BI Norwegian Business School, Oslo, Norway

ICA PR Division Top Student Paper Awards 2022

The Top Student papers were highly competitive this year. The plaques will be presented at the ICA PRD Business meeting in Paris. The awards are based on the ranking (mean overall scores) in the peer review process. Congratulations to all winners!

*Mitigating Different Types of Corporate Online Firestorms on Twitter:
An Empirical Study Based on Fortune 100 Corporations*

Jiayu Gina Qu, Jingjing Yi, Wnjiang Jacob Zhang & Yu Yang,
Chinese University of Hong Kong, Hong Kong SAR

*Co-Orientation Crisis Communication Model for an AI Scansis:
A Case of Chatbot, Lee-Luda*

Heesoo Jang & Suman Lee, University of North Carolina, Chapel Hill, USA

*People want to See People? Personalization on Facebook as a Tool for
Corporate Communications*

Hannah Schneider, Universität Konstanz & Nora Denner, JGU Mainz, Germany

ICA PR Division Top Reviewer Award 2021:

Juan Meng, University of Georgia, USA

ICA Public Relations Book Awards winners 2022

The first round of our new biennial competition to recognize the most outstanding book(s) published in English in the field of public relations has attracted seven submissions from all over the world. The award committee (*see above*) concurred that we should have two winners for this award as they were both such strong submissions:

ICA Public Relations Book Award 2022 – Outstanding Scholarly Book

Public Relations and Sustainable Citizenship: Representing the Unrepresented
by Debashish Munshi and Priya Kurian, University of Waikato, New Zealand
Routledge, 2021, 101 pp.

This book examines how public relations might re-imagine itself as an instrument of “sustainable citizenship” by exploring alternative models of representing and building relationships with and among marginalised publics that disrupt the standard discourses of public relations. It argues that public relations needs to situate itself in the larger context of citizenship, the values and ethics that inform it and the attitudes and behaviors that characterize it.

The committee found Munshi and Kurian’s book to be highly original and innovative – and probably the most thought provoking of the submissions for the award. It was also a good read encouraging reflection on the ideas and themes that are discussed. For example, it breaks new ground by re-framing several significant issues as the province of public relations. It encourages readers to consider how we can re-envision the discipline to contribute to more macro issues in society.

The book is relatively short for an academic book and therefore a concise read and yet still manages to debate critical public relations with a theoretical fabric woven with strands of postcolonial histories, indigenous studies, feminist studies, and political theory. The book also brings out the often-unseen processes of relationship building that nurtures solidarity among historically marginalized publics. The book is illustrated with global cases of public relations as sustainable citizenship in action across three core elements of the earth – air, water, and land.

These three elements, alongside earth itself, are the organizing themes for the book and each given a chapter where the authors critique global organizational networks and governments and focus on democratic communication efforts by disenfranchised and marginalised groups. On top of its originality this book offers great promise for expanding what counts as public relations and how we should explore widely the potential and possibilities of the discipline. The arguments presented in the book are thought-provoking and incorporate literature from a variety of disciplines. It encourages us to look beyond research in public relations to consider the broader issue of citizenship and in so doing sets a pathway forward for future scholarship.

ICA Public Relations Book Award 2022 – Outstanding Edited Book

Public Relations (Handbooks of Communication Science #27)
edited by Chiara Valentini, University of Jyväskylä, Finland
De Gruyter Mouton, 2021, 642 pp.

This book is an impressive, mammoth effort, which is well-structured and comes very close to fulfilling the ambition of being a one-stop-shop for public relations scholarship. A difficult brief when the challenge of such a volume is to hit the sweet spot of breadth and depth! The book essentially tackles the perennial questions we encounter as scholars and educators; What is public relations? What do public relations professionals do? And what are the theoretical underpinnings that drive the discipline? In tackling these questions Valentini as editor provides an up-to-date and critical overview of the field. The book is comprehensive at 642 pages and is organized into four sections covering: 1) public relations history, identity, and practice, 2) core functions of public relations, 3) theories of public relations, and 4) recent theorizing in public relations. Through these sections the book is structured to take readers on a journey to explore both the profession and the discipline of public relations. It introduces key concepts, models, and theories, as well as new theorizing efforts undertaken in recent years. The depth of the volume is evident in the first two sections of the book focusing on public relations history, identity, and practice and public relations functions. For example, a major emphasis on diversity and inclusion is evident with chapters focusing on global public relations and feminist perspectives.

As a general book on public relations, this edited collection is coherent in its focus and reflects contemporary knowledge and theoretical moves within the field. A strength of the volume is also in the contributors it brings together. There is a diversity of scholars from around the world who are able to bring their own interpretations and contextual richness as they come from different theoretical and disciplinary traditions. This enables the book to hold a contemporary feel and to acknowledge and reflect a diversity of worldviews that exist in public relations scholarship.

The chapters provided in this volume offer quick access to a wealth of information across a range of topics core to public relations scholarship which, alongside tight editing, offers an important collection of essays that represents the contemporary debates for the field with signposts for future avenues of research. The final chapter

organizes research with an innovative typology of theoretical objectives being classified as normative, descriptive, and instrumental on one axis along with their perspectives being classified as managerial, public, and conceptual on the other.

ICA James E. Grunig and Larissa A. Grunig Outstanding Thesis and Dissertation Award winners 2022

The 2022 competition has received 23 dissertation submissions and four thesis submissions from the world: 18 submissions are from the United States, six from the European countries, two from Australia, and one from Hong Kong SAR. After two rounds of judging, the award committee (*see above*) concurred to have a thesis-award winner, and a winner and a runner-up for the dissertation award as the large number of dissertation entries.

ICA James E. Grunig and Larissa A. Grunig Outstanding Thesis Award 2022 – Winner

Jana Brockhaus, Leipzig University, Germany

*Internal Perception and Positioning of Public Relations and Communication
Departments: An Empirical Case Study and a Conceptual Framework*

Master thesis at Leipzig University, Germany

Project supervised by Ansgar Zerfass, Leipzig University, Germany

This thesis examines the structural positioning of public relations and communication departments in organizations (an important but little researched area) by focusing on how public relations is positioned, and how other leaders inside the organization “see” its role and value. Using a qualitative mixed-methods approach, the analysis highlights strategies and types of influence which may help public relations professionals strengthen their decision-making power, negotiation skills, and influence. This work provides a very good foundation for extended research in the area that embraces more literature, highlights specific negotiation skills required, and a larger data set.

ICA James E. Grunig and Larissa A. Grunig Outstanding Dissertation Award 2022 – Winner

Yan Qu, University of Minnesota, Twin Cities, USA

*Issues, Publics, Organizations, and Personal Networks:
Toward an Integrated Issue Engagement Model*

Doctoral dissertation at the University of North Carolina at Chapel Hill, USA

Project supervised by Adam J. Saffer, University of Minnesota, Twin Cities, USA

Integrating several lines of research in issue management, social networks, situational theory, and organization-public relationships, this dissertation project uses social network analysis to test new theories about issues management and public engagement. Conceptually, the author highlights the social embeddedness of issues engagement, introduces the concept of issue capital, and advances an insightful

relational/networked view on issues management. The author conducted robust analyses to test the hypotheses. His methodological approach is innovative for our field. Overall, this project shows methodological rigor and makes a conceptual contribution that is also informative for practice.

ICA James E. Grunig and Larissa A. Grunig Outstanding Dissertation Award 2022 – Runner-Up

Ellen Tyquin, Queensland University of Technology, Australia

Communicating in a Distrusting World:

Exploring Organisational and Industry Trust and Distrust

Doctoral dissertation at Queensland University of Technology, Australia

Project supervised by Amisha Mehta, Queensland University of Technology, Australia

This dissertation research uses a combination of innovative methods (card sort with members of the public, content analysis of organizational messages, and a quasi-experimental survey of two crises) to expand our theoretical knowledge of trust and distrust—a major topic in public relations scholarship. A key finding is that trust is a perception (not an attitude or behavior as conceptualized in prior literature) that is based on factors, which may vary depending on the type of trust referent. In addition to its theoretical contributions, this study is valuable for practice, especially in light of COVID-19.

VI. Financial Report and Sponsors

The Division is happy to share with the members that, as of the end of 2021, the Division's budget was US\$ 17,035.09, which ranks among the five highest among all the divisions and interest groups in ICA. Even though we are financially healthy, we, on one hand, will continue developing initiatives for our members; on the other hand, we will also be careful how we spend the money.

We would like to thank our sponsors, who allow us to manage our activities. A special thank goes to **The Plank Center for Leadership and Public Relations** for once again sponsoring the Top Student Paper Awards at our annual conference, and to the **International Journal of Strategic Communication** (edited by our members Ansgar Zerfass and Kelly P. Werder) and its publisher Routledge / Taylor & Francis, for sponsoring the ICA PR Division Reception at the Paris conference and additional conference activities.

VII. Call for (Self-) Nominations for upcoming Elections until July 9, 2022

The ICA Public Relations Division is seeking 2–3 candidates for each of the following two roles:

Vice-Chair (2023–2025)

- Term: May 2023–May 2025, followed by serving two years as the Division Chair, May 2025–May 2027
- 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

Student and Early-Career Representative (2023–2025)

- Term: May 2023–May 2025
- 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.

Nomination and election process

According to the ICA’s guidance to divisions, the candidates and the leadership team should reflect the diversity of the membership, i.e. regarding nationality, regional identification, gender, and ethnicity. The continuing members of the current leadership team after 2023 are W. Timothy Coombs (USA, North America), Lisa Tam (Asia / Australia) and Claudia Labarca (Chile, Latin America).

Nomination process: Self-nominations from active members or nominations by members for a third person should be sent to the division chair, Ansgar Zerfass (zerfass@uni-leipzig.de) and the division vice Chair, W. Timothy Coombs, (timothy.coombs@tamu.edu) by July 9, 2022. When submitting nominations, please make sure to copy the nominated candidate and confirm that nomination consent was sought prior to the nomination.

According to the information from ICA, “an ideal ballot will have 2–3 candidates per role.” We will follow the suggested 2–3 candidates for each role. If more than three nominations are received for one role, then candidates will be contacted to ensure that we’ll provide a diverse and strong list of candidates for the election and also ensure one of the candidates can get majority votes in the election.

Election process: All members of the PR Division are invited to vote during this year’s ICA elections that will be conducted virtually in September/October 2022. Results will be communicated in late October 2022.

More information about the different roles can be found at:

https://www.icahdq.org/general/custom.asp?page=div_ig_candidate_info

The Division chair, Ansgar Zerfass, is happy to answer questions to all members that are interested to run for one of the positions. Contact him during the Paris conference or at zerfass@uni-leipzig.de to arrange a confidential talk online.

VIII. Appendix

Guidelines for the ICA Public Relations Book Awards

Approved by the membership in October 2022

1. Overview

The Public Relations Division of the International Communication Association establishes the bi-annual “ICA Public Relations Book Awards” to recognize the most outstanding book(s) published in English annually in the field of public relations.

2. Eligible books

One to two awards (see “Additional Parameters” below) will be granted to the author(s) of the outstanding book(s) in the field of public relations. The types of books eligible for the award will be a) monographs or scholarly books, and b) edited books, including handbooks. First editions can always be nominated. Second or further editions are only eligible if an earlier edition of the nominated work has not received this award. If books are published in different formats (e.g. hardcover, softcover, eBook) in different years or in different versions (e.g. national vs. global version), only one version can be nominated.

To be considered for the award, books must meet the following criteria:

- Nominations will be accepted for books published in the previous two calendar years. For simplicity and consistency, the copyright date printed in the book will be used. *
- Books nominated in a previous round must be re-nominated to be considered.

- At the time of nomination and at the time of receipt of the award, at least one author of the book must be a current ICA Public Relations Division member. Nominated authors who have previously been members but have allowed their membership to lapse may be given an opportunity to renew membership.
- Award recipients will be announced during the Public Relations Division business meeting at the annual ICA conference, and award winners should attend the conference in person or virtually to receive their award.

3. Nominations

Self-nominations are not allowed. To nominate the work of others, the nominator should submit the following to the Chair of the Book Award Review Committee:

1. A brief statement of nomination (500 words maximum , including the book's title, author(s) or editor(s), copyright date, publisher, ISBN and an explanation of the book's contribution to the field of public relations under the scope and vision of ICA);
2. The author(s) or editor(s)' affiliations, mailing addresses, contact phone numbers and email address, as well as confirming their membership with the ICA Public Relations Division;
3. Inspection copies of the accompanying book or an accessible link to the electronic version of the book (i.e., e-book). The nominator should work with the nominees to ask the book publisher to mail one hardcopy of the book to the Chair of the Book Awards Committee and send one e-book or PDF to each selection committee member. Nominators shall be instructed to check the contact information with the Chair of the Book Awards Committee prior to nominations.

Nominating statements for books will be shared with all members of the ICA Book Award Review Committee.

All nominations must be received no later than December 1 and copies of the book or accessible link to e-book must be received by committee members by February 10, in order to complete reviews and decisions by early April, ahead of the annual ICA conference. Given the potential large numbers of nominations each year, only complete nomination packages will be considered.

4. Assessment and selection Criteria

All books will be assessed on the following criteria and a judgment will be made holistically by the Book Award Review Committee. That is, it may be that the winning book is exceptional in meeting some criteria but not others.

1. Originality: The extent to which the book breaks new ground conceptually and theoretically (e.g., does it make a difference in how we think about, research, teach or practice public relations?)
2. Contribution: The extent to which the book makes a social and/or practical contribution to the teaching, study, or practice of public relations.

3. **Rigor:** The extent to which intellectual rigor is evidenced (e.g., are the methods sound and sophisticated if it is empirical? Is the assessment and analysis thorough and meticulous if it is primarily a review or handbook?)
4. **Writing:** The extent to which it is written in language that is clear, engaging, and accessible to the intended audience.
5. **Utility:** the extent to which the book is useful, helpful, and/or efficacious in actual teaching, research and/or practice.
6. **Excellence:** The overall extent to which the book exemplifies the best work of its kind in the field (e.g. how does the work stand out related to previous or similar books; in which way is it innovative and outstanding.)

5. Decision to grant an award

- The decision to grant an award, or to grant more than one award, in a given round is solely at the discretion of the Book Award Review Committee, with the following additional parameters.
- Normally if three or more eligible books are nominated in more than one category (ie, scholarly book or edited book), the Awards Committee will choose to award winners for each category.
- If three or more books are nominated, an award must be given. If fewer than three books are nominated and the Book Awards Committee deems none worthy, it may decide not to choose a winner that year.
- The Chair and the committee members should strive to unanimously identify winners. Only in the event that the Book Award Review Committee reaches an impasse in its decision-making, which should not be on a regular basis, members will summarize their deliberations to Public Relations Division current officers, who will then determine the outcome.
- The selected winning book will be awarded a cash prize.

6. Book Award Review Committee

The Book Award Review Committee and the Chair of the Book Award Review Committee will be appointed by the Chair of the ICA Public Relations Division in consultation with the current officers of the Division. The Committee will normally comprise 3-4 senior members of the Division who represent the diversity of the Division's membership. In the event when the Chair and/or a committee member faces a situation of conflict of interest related to any of the nominations, he or she should declare and be excused from reviewing the nomination in question.

* E.g. publication years 2020 and 2021 (imprint) for awards that will be given in 2022.

However, in the first round the awards are offered, books published in the previous three years will be considered.

Guidelines for the Robert Heath Award

Approved by the membership in October 2022

1. Overview

The Public Relations Division of the International Communication Association establishes the “Robert Heath Award for Impactful and Innovative Public Relations Research” to recognize foundational journal articles in the field of public relations and strategic communication based on their innovativeness and impact. The award is based on an endowment collected by numerous members and friends of the division around the world. It bears the name of Robert L. Heath, professor emeritus at the University of Texas (Houston, USA) and honors his contributions to public relations scholarship.

The award will be granted every second year to the author(s) of an outstanding article in the field published in English in one of the core academic journals of the field or in renowned academic journals in related disciplines during a period of five precedent years defined in the call for each round. The winning article will be selected in a two-stage process based on a) impact, as shown by the citations reached, and b) innovativeness, as judged upon by an internationally diverse Heath Award Committee. Details are explained below.

2. Roles and responsibilities

The *Division’s leadership team*, represented by the Chair, is responsible for nominating and overseeing the Heath Award Committee (including the Chair) and for organizing the award presentation during the Division’s business meeting at the Annual ICA conference. It will also provide an award certificate and the prize money for the winner(s). The prize will be paid by interests generated from the endowment. The amount of the prize money may therefore vary; it will be determined and announced before the start of the respective competition. The Division leadership will – if necessary – propose updates of these guidelines based on suggestions from the Heath Award Committee or own considerations and seek approval of the membership.

The *Chair of the Heath Award Committee* is responsible for organizing the selection process. She or he will regularly update the division’s leadership team on progress or challenges, send a report including information on the winner(s) to the Division leadership, and evaluate the award process after each round (including proposals for modifications of the process or these guidelines, if suitable). She or he should be senior member of the Division and professor, associate professor, senior lecturer (or comparable), preferably with experience as previous member of this committee or similar juries or editorial boards.

The *Members of the Heath Award Committee* are responsible for judging within the process. They will (together with the Chair) vote and take the final decision on the winner(s). They are also free to decide that no award will be given.

The *composition of the committee* shall reflect the diversity of the ICA PR Division in terms of national affiliation (country of workplace), ethnicity, and gender. Committee members should not be current editors or regional editors of journals that nominate articles, and not be part of the current Division's leadership team.

Overall, the Heath Award Committee shall be composed of *7 persons* (one Chair plus six members). Committee members should be willing to serve more than one period. When appointing or reappointing members, the Division's leadership will take care that there is a normally a mix of sustaining and new members.

3. Assessment

First, the Chair of the Heath Award Committee will initiate the process in the summer preceding the award presentation * by inviting the editors of the key journals in the field ([Annex 1](#)) to nominate the three most impactful and innovative article published in their journal within the five previous years using an online form.**

Every editor shall provide the number of citations to date listed by Google Scholar and a PDF version of those five articles.

Moreover, the Chair of the Heath Award Committee will announce a call for nominations for articles published in English within the same period in peer-reviewed communication journals or in journals covering other disciplines published by renowned academic publishers (with the exception of the public relations journals already covered above). All current members of the ICA PR Division are entitled to nominate one article using an online form. Self-nominations and nominations by advisees or advisors/mentors are not allowed. Members need to provide the number of citations to date listed by Google Scholar, a PDF version of the article for review purposes, and a short rationale (approx. ten lines of text) why the article is innovative. The Chair of the Heath Award Committee will evaluate these nominations and add a maximum of 8–10 articles to the list.

This will result in a pool of peer-reviewed journal articles that have shown *impact* on the body of knowledge in the field of public relations and strategic communication.

Second, the articles will be distributed to all committee members for review. Each article should be evaluated by two committee members. The Chair of the Heath Award Committee will ensure that nobody will judge publications (co-) authored by him- or herself, by academic advisees or mentors, or by close colleagues and project partners. Committee members have to declare their impartiality. Each paper will be scored for its *innovativeness* (Scale: 1 not significant – 5 very significant) and it will be noted whether it is recommended for the award (no / maybe / yes). Innovativeness

should be judged by the extent to which the article breaks new ground conceptually and theoretically (e.g., does it make a difference in how we think about, research, teach or practice public relations?)

Every committee member can nominate up to two articles. For each nominated article, she or he writes a short appraisal (approx. ten lines of text) why the article is innovative and impactful and deserves the award.

This will result in a shortlist of nominated articles.

Third, the shortlisted articles will be distributed to all committee members along with the appraisals, but without the scores. All committee members will vote on all shortlisted articles once again. They have one vote for the winner. In case of a tied result, the vote of the Chair of the Heath Award Committee will count twice.

This will result in a winning paper for the Robert Heath Award.

Finally, the Chair of the Heath Award Committee will inform the Division's leadership team and – after approval – the winning author(s) and the editor of the respective journal. Winners must not be communicated prior to the award ceremony at the following ICA conference.

The overall timeline for the Awards process has been outlined in [Annex 2](#).

* E.g. in summer 2022 for the 2023 award that will be given at the ICA 2023 conference.

** E.g. publication years 2017, 2018, 2019, 2020, 2021 for the 2023 award.

Annex 1: Key journals in the field

Editors of the following peer-reviewed journals shall be invited to nominate (ranked by Scopus index):

1. Journal of Public Relations Research
2. Public Relations Review
3. International Journal of Strategic Communication
4. Journal of Communication Management
5. Corporate Communications: An International Journal
6. Public Relations Inquiry

Annex 2: Overview of the timeline, articles and reviews needed

For each edition of the award

Timeline

Committee setup and award announcement

March

- Call for nominations via the newsletter
(personal invitations might be useful, done by Division head or existing Chair of the committee)
- Appointment of committee including Chair of the Heath Award Committee
- Annual ICA Conference: Informal committee meeting & Award announcement
- Call for nominations issued to journal editors and ICA PR members (via online form)

April
May
June

Preselection of impactful articles from the last five years

- Nominations by journal editors create a pool of impactful articles: 18 articles
(6 journals x 3 articles) =
- Nominations by Division members (articles in other journals): 10 articles (max.)
pre-checked

August

August

First evaluation round

Early October

- Each article will be reviewed by 2 committee members
- 7 committee members (including chair), so everyone needs to do 8 reviews: 56 reviews (max.)
 - Each committee member needs to read 8 articles
 - Provide SCORE for 8 articles
 - NOMINATE 1-2 articles for the award
 - Add a SHORT RATIONALE for nominated articles only
- This will create a shortlist of min. 1 to max. 14 articles

Second evaluation round

- The shortlisted articles will be reviewed by all committee members: 1–14 articles
 - Each committee member will vote on the winning article based on rationales from the first round
 - Provide VOTE only (who shall receive the award?)
- This will identify the winning article 1 article (winner)

Early January

February 28th

Award presentation

- Informing winners and motivate them to attend the annual ICA conference
- Prepare award document, press release and (if necessary) handover video with winners
- Announce and give award at ICA Annual Conference, PR Division Business meeting

March
April
May

Notes

- In the following editions of the award, a portion of the article pool identified by impact may remain unchanged, as five subsequent publication years will be considered. This means that some of the oldest articles (year 1 & 2 if the award will be given bi-annually) will leave the pool and the most recently published impactful articles be added. However, articles not previously nominated by editors might climb to the top in a journal if citation statistics for a specific year are evaluated at another point of time. Such articles would replace another article from the same journal and year in the pool.
- In any case, the workload will be less for sustaining committee members in following years, as they will have already read some articles.
- This also means that an article that was not selected as winner in a given year can still be judged differently in the next round, as the impact and freshness of some concepts or studies might be assessed differently over time.

Guidelines for the James E. Grunig and Larissa A. Grunig Outstanding Thesis and Dissertation Awards

Approved by the membership in October 2022

1. Overview

The Public Relations Division of the International Communication Association (ICA) conducted a survey in spring 2021 with its members regarding the bi-annual “James E. Grunig and Larissa A. Grunig Outstanding Thesis and Dissertation Awards” (hereinafter “the Awards”). This guideline is developed to reflect the survey results (see appendix for a summary of survey results). The Awards are now established annually to recognize the most outstanding thesis and dissertation in the field of public relations. In addition, a cash prize for the Award winners is proposed.

2. Eligible Theses and Dissertations

Eligible Awards entries include master’s theses and doctoral dissertations successfully defended during the year preceding the Awards cycle (i.e., January 1 to December 31).

To be considered for the Awards, theses and dissertations must meet the following criteria:

- Theses and dissertations must focus on phenomena, issues, or questions relevant to the study of public relations.
- Award recipients will be announced during the Public Relations Division business meeting at the annual ICA conference, and award winners should attend the conference in person or virtually to receive their award.

3. Submission

Award aspirants are required to submit a 30- to 40-page manuscript in English that presents their thesis/dissertation work in a concise form. The advantages of this requirement include helping our early career 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 Awards competition, please submit the following:

- An entry form
- Two electronic copies (one with a cover page and one without) of a 30-40 page manuscript, typed, double-spaced, based on the thesis/dissertation. The page limit is for manuscript text only and excludes the cover page, the abstract and keyword page, references, tables, and figures. File format should be PDF.

- The manuscript must be written in English and in APA style (following its latest edition).
- 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 derived from the thesis/dissertation and cannot go beyond it.
- The manuscript must include an abstract, introduction, literature review / conceptualization, method, findings, and discussion of the significance of the findings for public relations scholarship.
- An abstract cannot exceed 150 words. The abstract and keywords (up to six) must be on the first page of the manuscript.
- An entry form indicating (1) current contact information and affiliation of the author, (2) thesis/dissertation manuscript title, (3) keywords, (4) date of thesis/dissertation defense, (5) university where thesis/dissertation was defended and degree awarded, and (6) contact information for thesis/dissertation advisor.

The manuscript and all supplemental materials (e.g., color figures) must be submitted to a designated email address by the head of the Awards Committee as an email attachment in a single electronic PDF file. If your file is too large to be sent via email, then you need to reduce the file size. The entry form is not part of this PDF file.

The deadline for submitting manuscripts for this competition cycle is February 1 each year. Award aspirants are requested NOT to submit full theses and dissertations to the Awards Committee head and not to 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.

4. Assessment and Selection Criteria

All submissions will be assessed on the following criteria and a comprehensive review will be made by the Awards Committee:

- (1) Is this work an example of outstanding scholarship in public relations based on its theoretical framework, methodological rigor, and impact?
- (2) Does this work make an important contribution to public relations scholarship as we continue to develop the body of knowledge in our field?
- (3) Does this work have the potential for being considered a "foundational work" that lays the groundwork for a fertile stream of scholarship, whether for this author or other scholars to come?

5. Decision to grant an award

- The decision to grant an award in a given round is solely at the discretion of the Awards Committee, with the following additional parameters.

- All members of the Committee, excluding the head, will and must vote and votes will count equally.
- Award winners will receive a cash prize. The winner of the Dissertation Award will receive US\$500, and the winner of the Thesis Award will receive US\$350. The advisors of both winners will receive certificates recognizing their efforts.*

* By consulting the ICA Organizational Communication Division's and EUPRERA's award policies. The ICA Organizational Communication Division offers \$500 for the dissertation award. EUPRERA offers \$500 EURO equivalence covering the PhD dissertation award winner's conference participation and \$350 EURO equivalence covering the Master's thesis winner's conference participation.

6. Awards Committee

The head of the Awards Committee will be appointed by the Chair of the ICA Public Relations Division in consultation with the current officers of the Division, after the process of call for nominations and self-nominations. The Committee Head will oversee the Award's implementation. In consultation with the Division Chair and the Vice Chair, the Committee Head will also appoint the committee members responsible for judging the Awards entries. The Committee will normally comprise 5 or 7 members of the Division who represent the diversity of the Division's membership and who do not have conflict of interest with any of the entrants.

International Communication Association Public Relations Division

Annual Business Meeting 2022

Friday May 27, 2022
17:00–18:15 hrs CEST (UTC +2)

PARIS, FRANCE
Le Palais des Congrès de Paris, Room 242A

Virtual participation via Zoom:

<https://zoom.us/j/92950120301?pwd=Z3dnakp1OWFQTngzaStJNXhzVWh6QT09>

Agenda

- I. Welcome and introduction of officers
- II. Announcements from the ICA Board meeting
- III. Division Reports
 - a. Report on Membership and Initiatives
 - b. Financial Report and Recognition of Sponsors
 - c. Report by the SECR
 - d. Report by the International Liaison
 - e. 2022 ICA Conference PRD Program Report
- IV. Award Recognitions
 - a. Top Faculty Paper Awards 2022
 - b. Top Student Paper Awards 2022
 - c. Top Reviewer Award 2022
 - d. ICA Public Relations Book Awards
 - e. James E. Grunig and Larissa A. Grunig Outstanding Thesis and Dissertation Awards
- V. Old Business
 - a. Award guidelines
- VI. New Business
 - a. Call for nominations for the new Vice Chair (2023–2025)
 - b. Call for nominations for the new Student and Early-Career Representative (SECR) (2023–2025)
- VII. Announcements
- VIII. Adjournment