International Communication Association  
Public Relations Division  
Annual Business Meeting  

HILTON PRAGUE HOTEL, Room M, Hercovka  
Friday May 25, 2018, 17:00-18:15  

I.  Welcome and Introduction of officers

The meeting was called to order by Division Chair, Katerina Tsetsura on Friday May 25, 2018 at 5pm. Members were welcomed to the meeting and the officers for 2017-18 were introduced.

Chair: Katerina Tsetsura, University of Oklahoma, USA  
Vice Chair: Flora Hung-Baesecke, Massey University, NZ  
Secretary: Alina Dolea, Bournemouth University, UK  
Student and Early-Career Representative (SECR): Phuong Hoan Le, University of Amsterdam, NL

II.  Election results and introduction of new secretary for 2018-2019

Erich Sommerfeldt, University of Maryland, USA

III.  Approval of minutes from San Diego, 2017

Juan Carlos Molleda moved to approve  
Seconded by Bonita Neff  
All were in favor

IV.  Announcements from ICA Board meeting

Katerina thanked Chiara Valentini for all her effort and raising the visibility of the division.

ICA Prague was the largest conference: +3300 participants

Voted:

- Two new registration waivers per Division/IG: one scholar from Country B or C as designated by the UN + one student
- Funding/waivers to support ICA Board student members and members at large to get involved. They will receive money/ registration waiver if they attend regional conferences. Encouragement for students to get involved.
- Institutional Membership change (discount for 6 or more members from the same institution, ICA will provide discount 5% that can go to up to 15% if there are more than 16). This will start in Oct. 2018.
• Four-year planning and development document by Divisions/IG. Where we see ourselves as a division. To set the strategy, vision and keep the record of history of what is going on and we plan.

• Standing Sponsorship Committee (input?). There is an effort at ICA level to oversee big donations to create ethical donations. To identify who are our sponsors and also to think how we can attract more sponsors. We are seeking discussing possibilities of sponsoring, please see Katerina after the BM or let us know after the conference. We also have a PRD Sponsorship Division.

Announcements from Terry Flynn – ICA Office

Washington DC “Communication beyond boundaries”

One important thing to know – the dates are 24 to 28 May (different from 23 to 27 how it is in the booklet. It will start on a Friday and will run into Tuesday. There is a huge conference in DC that week.

We are looking for interdisciplinary papers and panels. All panels will be required speakers from more than one division and from more than 1 country

We are looking for engagement beyond academia. Engagement with NGO, policy, local communities

International panels that cross boundaries – geographical and international…elements

2 conference hotels – Washington Hilton and the Omni. There will be buses between the 2 hotels. Room 179£ per night

Dupont circle area. Many restaurants

Pre-conferences – there will be a challenge around rooms. We encourage to think about post-conferences. Other options – in universities. ICA can’t guarantee rooms for preconf

Significant change - Rooms are released at the time of the program release 1st of March. We had wastage of room at about 30-40%. The hotel appears to be booked in 1 hour after the release. It will be a change, but is something to be aware of.

Ansgar Zerfass brought up the issue about booking flights and rooms when it comes to funding. But this is an aspect that has been discussed and decided at board level.

Question about policy of ICA with regards to division and IG. It continues to be a discussion.

New Task Forces:

Five Authorship Limit (thoughts?)

There were different ideas – only 3, only 1. The results were that people

Members who are interested in joining the conversation, please let Katerina know. There is a task force

Association Membership (thoughts?)
Members who are interested in joining the conversation, please let Katerina know. There is a task force

Ethical Considerations to rewrite Mission and Ethics (thoughts?)

Sponsorship & ethical standards. Members who are interested in joining the conversation, please let Katerina know. There is a task force.

Information points:

1) Inappropriate comments in reviews. A call to be professional in reviewing

2) Please, complete conference evaluation

After years and years of trying and thank you to all predecessors, and thank you to Chiara we finally have 2 fellows:

- Betteke van Ruler
- Maureen Taylor

I am so pleased as the 8th largest division, we have fellow. Thanks to Chiara for all the work.
Please come tomorrow at 3.30pm at the official ceremony

Conference sites

- 24-28 May 2019, Washington, D.C., USA
  - Communication Beyond Boundaries
- 2020 Gold Coast, Australia
- 2021 Denver, USA
- 2022 Paris, France
- 2023 Toronto, Canada
- 2024 Asia
- 2025 Honolulu, Hawaii

Regional conferences:

- October, 2017 Entebbe, Uganda
- December 2017, Mumbai, India
- September, 2018, Johannesburg, S. Africa
- October 2018, Selangor, Malaysia
- November 2018, Legon, Ghana

ICA Journals

- Lance Holbert is New Editor in Chief of Journal of Communication
- Consider sending your paper to ICA journals

ICA Awards / ICA Fellows

- All 22 Fellows were approved
- Public Relations Division needs more submissions!
- Please send in names of senior members, we will help you to prepare the nomination package.
V. Division Reports

a. Finance Report and Recognition of Sponsors

FY18: $7608.89

$3600.89 (sponsorship carry over)

+ $4008 = $8 ($6 +$2) per member x 376 members + $1000

+ sponsorship ($1750)

Expenses:

$3000 reception

$1300 travel grants

~$ 1000 PhD workshop

~$100 misc.

b. 2018 ICA Conference PRD Program Report

- The Plank Centre for continued support of the Top Student Paper Awards
- University of Tennessee (Michael Palenchar) for supporting the Robert Heath Award
- All members donating to our two funds
- U of Tennessee School of Advertising and Public Relations (Maureen Taylor)

PERSONAL COMMITMENT

- Michael Palenchar for his fundraising effort for the Bob Heath Award Endowment

REPORT ON THE PROGRAM

- Number of papers and extended abstracts submitted: 202 (194 reviewed; 12 disqualified)
  - Accepted: 95 (22 student papers); 99 rejected
  - Acceptance rate: 48.9% (55% in 2017, 53% in 2016, 53% in 2015, 40% in 2014, 43% in 2013 and 51% in 2012)
  - 11 posters
  - 24 sessions

- Number of panels submitted: 8
• Accepted: 4
• Panels’ acceptance rate: 50% (in 2017 – 37%)

• Sponsored panels:
  • Pre-conferences: 3
  • Post-conference: 1

• Formats: High density sessions

• Feedback on 2018 Program: Flora Hung-Baesecke

TOP REVIEWERS

A gentle reminder: Division submitters are also reviewers!! If you submit, you automatically will be included in the pool of reviewers. Make sure to login in your account to see the submissions.

We had 190 reviewers. Thank you to all!!!!

TOP REVIEWERS: Michael Kent (University of New South Wales) & Lisa Tam (Queensland University of Technology)

They reviewed 9 manuscripts each
  • Runner-up: Kim Johnston (Queensland University of Technology). They receive a badge of top reviewer

Acknowledge colleagues who volunteered and offered to help:
  • Juan Meng (University of Georgia)
  • Arunima Krishna Angal (Boston University)
  • Alice Cheng (North Carolina University)
  • Fay Chen (University of San Francisco)
  • Grace Ji (Virginia Commonwealth University)

Reminders:
  • Special extended session: The State-of-the-Art Session: How Do We See the Forest Through The Trees?
    ○ Scheduled from 8:00 to 10:45 on 26 May at Hilton Prague, M, Palmovka
  • Division joint reception:
    ○ Saturday, May 26, 17:30-19:30 in U Supa, the oldest brewery with restaurant in Prague established in the 15th century
  • Division dinner:
Folklore Party with Dinner at a Czech restaurant

Two coaches will depart at 19:00 sharp in front of Hilton Prague. Therefore, please make sure you are in front of Hilton Prague no later than 18:45 for a prompt departure at 19:00.

c. Awards

Robert Heath Top Paper Award

How are Online Relationships Between Organizations and Publics Measured Online? A Systematic Review and Research Agenda

Irina Lock, U of Amsterdam, Amsterdam School of Communication Research (ASCoR)

Top Faculty Papers

- Moderators of Emotional Appeals in CSR Communication: Linking Effective CSR communication to Public Relationship Building, BaoBao Song, Virginia Commonwealth U

- Mobile CSR Activities in Crises: An Examination of Gratifications, CSR Motives, Social Media Use on Mobile Devices, and Relationship Outcomes Yang Cheng, North Carolina State U, Yan Jin, U of Georgia, Flora Hung-Baesecke, Massey U, Regina Chen, Hong Kong Baptist U

- Understanding a Networked Social-Mediated Crisis: Big Data Analysis and the Structure and Discourse in the #deleteuber Twitter Network Aimei Yang, U of Southern California

Plank Center Awards for Top Student Papers

- Mapping the Knowledge Construction in the Invisible College of Dialogue Research Jordan Morehouse, U of North Carolina-Chapel Hill, USA

- The Network of Territorial Dispute Discussion as Twitter Diplomacy: Four Models of Public Relations and Human-Robot Accounts’ Interaction Nanlan Zhang, Yicheng Zhu, Joon Kyoung Kim U of South Carolina

- Connecting Young Adults to Democracy via Government Social Network Sites Chuqing Dong, U of Minnesota-Twin Cities and Yingru Ji, The Chinese U of Hong Kong

- How Sense of Belonging Influences College Students’ Positive Electronic Word-of-Mouth Intention Jeyoung Oh, U of Alabama

Grunig and Grunig Outstanding Thesis and Dissertation Awards 2018 (for 2016-17) Dissertation Award

Yi Ji, Miami University, USA

Is social media worth the investment? Seeking relationship between social-mediated stakeholder engagement and nonprofit public donation

Advisor: Don Stacks
Thesis Award

Yeonjae Lee, Purdue University, USA

Authentic enterprise, organization-employee relationship, and employee-generated managerial assets

Advisor: Jeong-Nam Kim

d. Report on membership and initiatives

REPORT ON MEMBERSHIP AND INITIATIVES (as of April 24, 2018)

- 8th largest (out of 32)
- 304 members (-72 since 2017)
  - 25% student members
- 50% US/Canada; 25% Europe; 12% Asia; 5% Oceania; 3% Africa; 2% S. America; 2% Middle East

Membership Trends (August each year):

2007 = 412  2017 = 376 (360)
2012 = 421  2018 = 304?

If we think as members that we need to do something, please let's talk.

There is an interest to attract members from around the world. There is this call to attract colleagues

I will appoint an intercultural liaison with the Liaison and Internationalization Commission

There will be a report on the cultural sensitivity of our members.

JOURNAL AFFILIATION SURVEY

There was an effort initiated by Dean Kruckeberg. We had a survey with only 18 responses.

Existing journal (10, 55.56%)

New journal (5, 27.78%)

No affiliation (3, 16.67%)

First one – Public Relations Review, the second one – Intl Journal of Strategic Communication

The floor is open for comments for 5 min
Anne Lane – what would be the benefit of associating with a journal?

We have the report from last year that discussed all advantages and disadvantages of affiliating.

Dean – a new journal is expensive and logistically difficult; The easiest is no affiliation at all. The existing journal affiliation would be easy logistically.
Katerina – read the report from last year to see there is no consensus.

Chiara – 18 answers is not representative

Katerina – yes, that is why it is not representative. That is why we opened the floor for discussions.

- Show of hands – how many of you would go for no affiliation

Why we should affiliate?

1. a new journal we could be submit to
2. A more representative for all the people in the room
3. The prestige of the room

Oyvind Ihlen added that POLCOM is making a lot of money from the affiliation with a journal. Katerina adds that from the board – the money from journal affiliation will cease in the next future

Chiara proposed that we circulate the link with the report and then have the survey again.

Katerina. Then we do this again

Chery Vale put forward a motion to have the report together with the elections in autumn. Chiara seconded. Approved

  e. Report on communication

Hoan was instrumental in keeping the social media committee.

  f. Report on fundraising/sponsorship

REPORT ON FUNDRAISING/SPONSORSHIP

Sponsorship levels (working draft)

Update on the Robert Heath Award endowment

Michael Palenchar

There is no document or report to be presented or voted. Michael is looking for opportunities to increase the endowment. Specially for countries from B and C countries.

Best Practices from the Org. Com.

There is a sponsorship oversight at ICA level. If you want to get involved. The shared model – money collected to go in ICA pocket and then redistributed

VI. Old Business

a. Journal Affiliation: Survey Results

b. Social Media Communication PRD Guidelines
c. Fundraising/Sponsorship Proposal

VII. New Business

**Nominations for a Vice Chair, 2019-2020** (Four-year commitment)

Duties:

- administer the selection of competitive and non-competitive papers/programs for conventions, including forming panel sessions, recruiting reviewers and notifying contributors and the Association of papers/programs that are selected;

- provide recommendations for maintaining the quality of convention programs; take care of the conference social events for the members (annual dinner and reception).

- The Vice-Chairperson shall also assist the Chairperson when requested, and assume the duties of Chairperson in the event the Chair is unable to fill that role.

Nominations
Ansgar Zerfass was nominated
Anne Lane was nominated. Both accepted the nominations
Flora moved to close the nominations.
Dean and Bonita seconded.

**New Student/SECR nominations**

Sophia Folk from Univ of Leipzig was nominated. She presented herself
Any other nominations for the lapse year?
Shannon moved to close the nomination. Bonita seconded
For the next year to start in 2020
Anna Kuciguna
Any other nominations?
Sophia was asked to serve and declined the nomination
Chiara nominated Grazzia Murtarelli. She accepted Associate Prof. in Milan.
Dean moved to close the nominations
Bonita seconded
Lastly, announcements related to the social program and thanks for the social committee.

- Division joint reception:
Saturday, May 26, 17:30-19:30 in U Supa, the oldest brewery with restaurant in Prague established in the 15th century. Meeting at 5pm in the lobby and depart at 5.10pm.

- Division dinner:
  - Folklore Party with Dinner at a Czech restaurant
  - Two coaches will depart at 19:00 sharp in front of Hilton Prague. Therefore, please make sure you are in front of Hilton Prague no later than 18:30 for a prompt departure at 19:00.

**Announcements**

Oversees advisory board of PR society of China. To extend collaboration. Contact Flora

Special issue PR in Middle East for the Journal of PR Research

**VIII. Adjournment**

Katerina adjourned the meeting