

**ICA Public
Relations Division
Officers
2020-2021**

Flora Hung-Baesecke
Chair
University of
Technology Sydney,
Australia

Ansgar Zerfass
Vice-Chair
Leipzig University,
Germany

Arunima Krishna
Secretary
Boston University

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

Gabriel Sadi
International Liaison
University of
Huddersfield, the
United Kingdom

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https://twitter.com/ICA_PRD

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

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I. Message from the Chair, Flora Hung-Baesecke

Dear ICA Public Relations Division members,

Amidst the pandemic and these difficult times, the ICA PR Division officers wish you and family good health.

This is the second consecutive year that the ICA annual conference has been forced to go virtual because of COVID. We greatly regret having this format again because the traditional face-to-face format at a real site allows for all kinds of academic and social engagements. We hope the ICA 2022 conference in Paris will allow us to see each other in person and facilitate exciting intellectual discussions from all the research presentations.

In this May 2021 issue of the newsletter, we are going to share with you:

1. The Division's recent developments, the financial report, and some initiatives
2. The ICA 2021 conference program planning, winners of the top papers, the top reviewer, and the conference registration fee waiver arrangements
3. Student and Early Career Representative report on activities engaging with graduate students.
4. The Division's social media platform development
5. The international liaison report on engaging members in the global community
6. Call for nominations and self-nominations for the upcoming elections for the Division secretary and the International Liaison Representative.

After ICA 2021, I will step down as Division Chair. It has been a great honour for me to serve this wonderful Division for four years (2017 – 2021), starting as Division Vice Chair and Programme Planner and then Division Chair. I am grateful to have worked with a great team that also shared the same commitment and passion toward serving the Division. I also want to show my appreciation to my predecessors for being great role models in demonstrating how leadership for the Division should be. Our Division will continue growing strong with outstanding

graduate students and scholars whose research will keep pushing the boundaries of public relations theory development. Our new leadership team, led by the incoming Division Chair, Ansgar Zerfass, who is a great scholar and has bountiful leadership experience in the association and in the discipline, will for sure take our Division to the next level.

II. Message from the Vice Chair and Program Planner, Ansgar Zerfass

The **ICA 2021 Annual Conference** will be organised as a **virtual event in asynchronous mode between 27 and 31 May 2021**. Presenters have uploaded videos with their pre-recorded presentations and participants will be able to log in, view content, and make comments via a chat function 24 hours a day during these days. The platform will only be open for registered participants. Registration is only US\$50 for members from Tier-A countries, US\$25 for Tier-B countries, and free for Tier-C countries. Please check www.icahdq.org/page/ICA2021 for details about the system and how to participate in various roles.

The PR division will have a **strong lineup of 57 presentations, 8 posters and 2 panels** on a broad variety of research in our field. Sessions will touch on topics like public relations caring for social issues and fostering engagement; communication of CEOs, governors, and spokespersons during the Covid-19 pandemic; disinformation and defamation as challenges for PR; nonprofit communication; gender issues, theory-building in public relations, etc. Like in previous years we will have several sessions on crisis and CSR communication as well as case studies.

We appreciate the willingness of all presenters and chairs and respondents to join the conference. There will be no pre- or post-conferences organized by division members this year. We hope it will be possible to organize such events again next year in Paris.

Submissions and Acceptance Rates

Once again, our Division was one of the ICA groups with high submissions for the annual conference. Accordingly, 17 session slots and 8 poster slots were allocated to our division.

However, the overall number of submissions dropped significantly by 26.5 per cent. All in all, 119 submissions were received by the ICA PR division for the 2021 conference (compared to 162/163 for the 2020/2019 conferences). We do not have comparative data for other Divisions or the overall conference. The overall impression for the PR Division was that junior and mid-career scholars from the US were active like before, but we received fewer submissions from senior scholars and researchers from other regions and continents – probably because a huge part what makes ICA conferences attractive to them is travelling to great locations and meeting international colleagues in person. Such trends have been observed by other international academic communities as well.

Four panel proposals were received and 2 of them were accepted. All panels were reviewed by a special reviewer board of four senior colleagues to ensure an impartial comparison of those proposals.

115 papers and extended abstracts were submitted. Unfortunately 16 were not blinded (16.5%) and had to be disqualified. 68 papers did not follow the submission rules and did not include an structured abstract, which makes it easier for reviewers and program planners to do their jobs (59.1%). These papers were not disqualified, but were not eligible to win awards (as announced in the Call for Papers). It was a pity to see that the majority of authors did not fully read the Call for Papers. This creates extra work for those volunteering for the Division and can hopefully be avoided in the future. All papers/abstracts were reviewed by three independent blind reviewers. PhD students were included as reviewers for student papers only as one of three reviewers.

65 papers and extended abstracts were accepted for a presentation or poster session.

The acceptance rate was 56.3% overall (56.5% for full papers and extended abstracts; 50.0% for panel proposals).

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 – but we'll have to rely on overall policies in the respect.

The **top reviewer this year** with the highest number of reviews was **Yi-Ru Regina Chen** from Hong Kong Baptist University. She has received free registration for the annual conference. Congratulations and thanks so much!

Top Papers and Awards

The top faculty papers will be presented in a dedicated virtual session during the online conference. The awards are based on the ranking (mean overall scores) in the peer review process. Congratulations to all winners! Digital certificates will be provided after the virtual conference.

The ICA PR Division Top Papers 2021 are:

Conspiratorial Thinking in the Workplace: How It Happens and Why It Matters
L. Tam, QUT Business School, Queensland U of Technology, Brisbane,
Queensland, Australia;

H. Lee, The University of Oklahoma, Norman, Oklahoma, USA;
J.-N Kim, University of Oklahoma, Norman, Oklahoma, USA

Is Mediated Dialogue Dead Yet?: How Media Affordances Affect Organization-Public Relationship Building

A. Zhou, Annenberg School for Communication, U of Pennsylvania, Philadelphia, Pennsylvania, USA;

S. Xu, School of Advertising and Public Relations, U of Tennessee, Knoxville, Tennessee, USA.

What counts amid contention? Measuring perceived intractable problems in public relations

L.W. Capizzo, School of Communication Studies, James Madison University, Washington, District of Columbia, USA.

We are not able to honor **ICA PR Division Top Student Papers** this year. Overall, the number of full papers solely authored by graduate students was quite low, and the scores and rankings of accepted papers in this category was too low to justify awards.

Also, a top poster could not be selected due to the lack of a real presentation and the opportunity for a stand-up jury to evaluate these presentations.

Conference Waivers

The Division receives some conference waivers each year which allow recipients to register for free for the ICA conference. They are usually given to top student paper award winners. As we did not have those in 2021, we decided to give waivers to all authors to top papers with a student status and to members residing in Tier-B countries (Tier-C countries can register for free anyway).

III. Report from the SERC representative

On the occasion of the #ICA2021, the Student and Early Career Advisory Committee (ICA-SECAC) has planned an interesting initiative addressed to students and early career members: the Blue Sky Workshop (BSW).

The Blue Sky Workshop, entitled “Listening with a Voice that Cares: Strengthening Core Virtual Communication, Collaboration, and Leadership Skills”, has been organized to provide students with the opportunity to discuss and collaborate about the topics of strategic listening and organizational leadership. More specifically, during the workshop, Dr. Colette Mazzuccelli and Dr. Ilsa B. Reyes will guide the discussion with the following aims: to identify modalities used by organizational leaders to listen and engage in the work of caring, creating and establishing connectedness, employing inclusivity, diversity, equity, and access; to outline how organizational leaders and members listen in a virtual environment; to discuss different techniques for enhancing leaders' listening skills in the virtual collaboration arena for those who aspire to become better leaders; to identify potential barriers to listening and learn how to overcome them.

The Student and Early Career Advisory Committee will provide more details about the initiative. Stay tuned!

IV. Report from International Liaison

As you may be aware, all ICA's divisions and interest groups elected International Liaisons (IL) representatives in 2019 under the Membership and Internationalization Committee led by Shiv Ganesh. This was part of a very welcome institutional effort to get the countries and regions usually underrepresented in the association more involved in each of the groups and in the organization as a whole.

Being the elected IL representative of our division, I started my two-year mandate as the PR Division's IL after the 2020 Conference. However, these pandemic months have greatly impacted progress toward these goals, although a few initiatives have been undertaken:

- A first picture of the representation percentage of each region, which shows, having gathered data from the 2020 Conference's attendees who presented their work in our Division, a clear imbalance. As a quick reference, scholars from institutions in only four countries – USA, Hong Kong, Australia and New Zealand – account for 78 percent of the submissions. In terms of the affiliations of the current members of our division, the picture was very similar: the vast majority of countries in the world, except for a few mostly in North America, Western Europe and Oceania, are not represented at all.
- A round of talks and exchanges with colleagues from underrepresented regions was carried out between August and October 2020 to ask for their opinions about how to enhance the participation of academics from their countries/regions considering economic, academic, or cultural aspects and with the aim to achieve a platform of real impact, benefit, and interest to all of them.

With this data, I started in November a round of discussions with PR Division's leadership to outline some alternatives to enhance the participation of colleagues from different regions in our division.

Some very good news has come from the top of the organization: the decision of the ICA officers to offer a deep discount or waive registration fees for the 2021 conference for colleagues working in tier B and C countries, respectively. This is a positive step in the right direction in trying to reduce one of the main inequalities between colleagues from the Global North and the Global South: income measured in US dollars. The fact that this conference is once again fully online – and in the future will adopt a hybrid format – contributes to the same direction by not adding travel and accommodation costs that used to be impossible for colleagues to afford out of pocket.

From this economic approach, it would be desirable to continue working on how to make the fees associated with membership more accessible – there are still many countries from the so-called Global South in tier B and even A, for example – but these steps are nevertheless a good basis for continuing to do so.

I invite all colleagues who wish to contribute to the further internationalization of the Division to contact me at g.sadi@hud.ac.uk and discuss ways to foster greater inclusiveness, dialogue, and collaborative work at the global level.

V. The Division's Financial Report

The Division is happy to share with the members that, as of the end of 2020, the Division's budget is: US\$12,963.09, which stands as the second highest among all the divisions and interest groups in ICA. The Division would like to thank our sponsors for their great support in the past four years.

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.

VI. Social Media Team Update

Established in 2017, the ICA Public Relations Division (PRD) LinkedIn group aims to provide a platform for PR academics and practitioners to share information on job positions, calls for publications, funding, and project partnerships. Members are also welcome to share information on the latest research in PR, and on postgraduate study or internship opportunities for students. Join us to share your exciting ideas and thoughts! Please feel free to contact Alvin Zhou (alvinyxz92@icloud.com) for more information. We count on your support!

Similarly, the ICA Public Relations Division Twitter account aims to keep up-to-date with the latest news and developments related to the Division.

Additionally, it aims to provide academics and practitioners with a respectful social media environment where promoting research, contributing to discussions on events such as ICA conferences, following the work of experts in PR and

communication fields and developing relationships amongst peers. To achieve this goal, an editorial plan has been developed for the ICA PRD Twitter account in order to stimulate engagement and participation from members as well as increase awareness and visibility to ICA PRD initiatives.

Your contributions are welcome. For any further information, do not hesitate to contact Pablo Mino Navarrete [@pabloamn](https://twitter.com/pabloamn) on Twitter or via mail at pabloamn@live.unc.edu.

The ICA Public Relations Division Instagram account ([@ica_prd](https://www.instagram.com/ica_prd)) is a more creative way to stay engaged with the Division. The Instagram account aims to provide image-based announcements and reminders for everyone who follows the page. It works in complement to the LinkedIn and Twitter accounts but does so in a uniquely visual way. We will post about Division highlights, member spotlights, and ways members can get involved. Follow us to stay up to date with the latest



information and to interact with the Division in a new, innovative way! For more information, feel free to reach out to lakelyn.taylor@knights.ucf.edu. Use to QR code to follow and help us to develop our PR community!

VII. Division Updates

1. **The Robert Heath Award Guideline:** Thanks to former Division Chair, Katerina Tsetsura and our member, Michael Palenchar, who re-ignited the endowment donation initiative we were able to complete the task of fundraising by the deadline set by ICA to have the Robert Heath Endowment Award established. After ICA 2020, a group of senior members, together with the Division Chair, Flora Hung-Baesecke, and the Vice Chair, Ansgar Zerfass, worked together to develop the new guideline for the Robert Heath Award. Members of the committee include (in alphabetical order): W. Timothy Coombs, Flora Hung-Baesecke, Betteke van Ruler, Bey-Ling Sha, Maureen Taylor, Chiara Valentini, and Ansgar Zerfass.

This “**Robert Heath Award for Impactful and Innovative Public Relations Research**” has been established to recognize foundational journal articles in the field of public relations and strategic communication based on their innovativeness and impact. 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.

The guideline is included in the Appendix of the newsletter for members’ perusal and will be included in the September/October 2021 Election for members’ approval.

2. **The James E. Grunig & Larissa A. Grunig Outstanding Thesis and Dissertation Awards (the Grunig Awards) Guideline:** In responding to the growing numbers of PhD dissertation and Master’s Thesis completions, the ICA PR Division proposed to change this award from bi-annually to annually and to offer cash prizes to the winners. To gauge members’ views on the proposed changes, a survey developed by the committee was conducted from March 21 to April 14, 2021. The response rate was 27.5%. Most of the members who voted were in favor of changing the awards to be held bi-annually and to offer cash prizes. Based on the survey results, the committee developed the new guideline for the Grunig Awards. The Division would like to show appreciation for the superb work by the committee, whose members are **Ni Lan**, University of Houston (Chair); **Yi-Ru Regina Chen**, Hong Kong Baptist University (Member); **Soojin Kim**, University of Technology Sydney (Member)

The guideline is included in the Appendix of the newsletter. It will also be included in the September/October 2021 election for members' approval.

- ICA PRD Book Awards:** In recent years, we have seen more members publishing books on different topics reflecting the trends and research on public relations. The Division considers that it is about time that we establish the Division's book awards to recognize the contributions from these authors. The Division would like to sincerely thank the great work by the committee, whose members are **Ted Zorn**, Massey University (Chair); **Amiso George**, Texas Christian University (Member); **Juan Meng**, University of Georgia (Member); **Ralph Tench**, Leeds Beckett University (Member)

The guideline is included in the Appendix of the newsletter. It will also be included in the September/October 2021 election for members' approval.

4. New Appointments:

- Commission on Public Relations Education:** The Division is grateful that W. Timothy Coombs and Gabriel Sadi accepted the invitation to serve as the ICA PRD's representatives to the Commission on Public Relations Education for two years (2021 – 2023).
- The Chair of the James E. Grunig and Larissa A. Grunig Outstanding Thesis and Dissertation Awards:** The Division would like to express the heartfelt appreciation to the Chair of the Grunig Awards, **Lan Ni**, whose hard work set up a great foundation for the awards to move forward. As Lan's four-year term has expired, the Division called for nominations and self-nominations for the new Chair of the Awards. The Division is happy to announce that **Yi-Ru Regina Chen** from Hong Kong Baptist University will be the new Chair for the Grunig Awards for 2+1 rounds.

VIII. Call for Nominations/self-nominations for the roles of Division Secretary and International Liaison Representative.

In the coming September/October election, our Division needs to elect the new Division secretary and the International Liaison Representatives. Both roles are two-year terms and will start after ICA 2022.

For the Division Secretary candidates, the Division is strongly encouraging early career scholars to consider this role.

For the International Liaison Representative, the Division will give priority of candidacy to members from Tier B and C countries.

In keeping our commitment to diversity, equity, and inclusion in our Division, we encourage nominations for these positions from members of color and minority groups. Only ICA PRD members are qualified to nominate and self-nominate. Please send in the nominations to the Division Chair, Flora Hung-Baesecke (flora.hung@gmail.com) and the Division Vice Chair, Ansgar Zerfass (zerfass@uni-leipzig.de). Please note: **nominations and self-nominations will be considered completed after receiving the confirmation.**

Deadline for the nominations and self-nominations: 27 May 2021 at 11:59 pm EST.

IX. Appendices

1. ICA PR DIVISION – ROBERT HEATH AWARD

DRAFT GUIDELINES – TO BE APPROVED BY THE MEMBERSHIP IN THE SEPTEMBER/OCTOBER 2021 ELECTION

Ansgar Zerfass, Vice Chair 2019/21, ICA PR Division

April 9, 2021

On behalf of the Heath Award Rules Committee Members:

W. Timothy Coombs, Flora Hung-Baesecke, Betteke van Ruler, Bey-Ling Sha, Maureen Taylor, Chiara Valentini, Ansgar Zerfass

ICA Public Relations Division

Guidelines for the Robert Heath Award

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 Houston (Texas, 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 preceding 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, will be 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 from the interest 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 to 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 shall write a short appraisal (approx. ten lines of text) explaining 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

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

Preselection of impactful articles from the last five years

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

First evaluation round

- Each article will be reviewed by 2 committee members Early October
- 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 Early January
10 articles (max.)
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) February 28th

Award presentation

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

2. GUIDELINES FOR THE JAMES E. GRUNIG AND LARISSA A. GRUNIG OUTSTANDING THESIS AND DISSERTATION AWARDS

DRAFT GUIDELINES – TO BE APPROVED BY THE MEMBERSHIP IN THE SEPTEMBER/OCTOBER 2021 Election

Flora Hung-Baesecke, ICA PRD Chair

On Behalf of the James E. Grunig and Larissa A. Grunig Outstanding Thesis and Dissertation Awards Committee

Lan Ni (Committee Chair)

Regina Chen

Soojin Kim

1. Overview

The Public Relations Division of the International Communication Association (ICA) conducted a survey in spring 2021 among its members regarding the bi-annual “James E. Grunig and Larissa A. Grunig Outstanding Thesis and Dissertation Awards” (hereinafter “the Awards”). This guideline has been developed to reflect the survey results (see appendix for a summary of survey results). The Awards will now be granted 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 of 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.¹

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.

Appendix

Results of the 2021 ICA PRD Member Survey on James Grunig and Larissa Grunig Outstanding Thesis and Dissertation Awards

The survey was conducted during March 21, 2021 to April 14*, 2021. A total of 67 responses were received (response rate: 27.5%, based on the number of membership at the time of the survey). The results are as follows:

Q1: Are you in favor of changing the Grunig and Grunig Thesis and Dissertation Awards from bi-annual competitions to annual competitions?

A: In total, 67 participants answered and 58 (86.6%) were in favor of the change.

Q2: A change to offer cash prize to the James Grunig and Larissa Grunig Outstanding Thesis and Dissertation Awards?

A: In total, 66 participants answered and 53 (80.3%) said yes.

Q3: If yes, which of the following is the most suitable practice for the Dissertation Award?*

¹ 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.

A: In total, 64 participants* answered and 49 (75%) participants said that a cash award should be given to the winner regardless of whether the award competition is held annually or bi-annually.

Q4: If yes, which of the following is the most suitable practice for the Thesis Award?***

A: In total, 64 participants** answered and 48 (75%) participants said that a cash award should be given to the winner regardless of whether the award competition is held annually or bi-annually.

* The survey was deactivated in the morning of April 14. There were two responses received after April 12, the survey's official closing date. Because we value member comments and the number of responses received after April 12 does not significantly affect the survey result, we included the two responses for the analysis.

**The survey had a design error that forced those who answered "no" to Q2 to answer Q3 and Q4. The error was fixed within 24 hours after the survey was launched. Thus, the total number (i.e., 64) of participants who answered Q3 and Q4 is larger than 53. Nevertheless, the problem does not influence the results that the majority of respondents like to give a cash prize to the Awardees regardless of whether the dissertation/thesis award competition is held annually or bi-annually.

3. ICA PR DIVISION – BOOK AWARDS

DRAFT GUIDELINES – TO BE APPROVED BY THE MEMBERSHIP IN THE SEPTEMBER 2021 ELECTION

Flora Hung-Baesecke, Chair 2019/21, ICA PR Division

May 4, 2021

on behalf of the Book Award Committee Members:

Ted Zorn (Committee Chair); Ralph Tench; Juan Meng; Amiso George

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 (i.e., 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.



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