1. Welcome and introduction of officers

-The meeting was called to order by Katerina Tsetsura, Chair, at 17:03.
-Katerina Tsetsura shared information on Hillwood Estate and Museum

The PRD officers were introduced:

Chair Katerina Tsetsura (University of Oklahoma, USA)
Vice-Chair: Flora Hung-Baesecke (Massey University, NZ)
Secretary: Erich Sommerfeldt (University of Maryland, USA)
Student and Early Career Representative: (SECR) Sophia Volk (Leipzig University, Germany)

Introduced Amy Jordan, ICA executive committee representative, discussed 2020 conference details:

-Gold Coast, Australia, theme: “Open Science”
-In two different hotels, bridge connecting hotels
-Variety of housing options, hotels, condos, vacation rentals, may help keep housing costs down

2. Approval of 2018 ICA PRD business meeting minutes from Prague, 2018

-Chiara Valentini offered comments on spell check
-Motion to approve minutes with “friendly amendment”: Anne Lane
-Seconded: Bonita Neff
-All voted in favor

3. Election results and introduction of new Vice Chair and SECR for 2019 – 2021

Vice-Chair Elect: Ansgar Zerfass (Leipzig University, Germany)
Student and Early Career Representative: Grazia Murtarelli (University of Milan, Italy)

4. Announcements and news from ICA Board meeting, Katerina Tsetsura

-More than 3,600 registrants, the largest ICA conference
-39.4% overall acceptance rate
-ICA moved to pass SECR as an elected position
-ICA moved to pass a Student and Early Career Advisory Committee (SECAC) advisory committee
- Created new position of Internationalization Liaison, to be elected across all divisions/IGs
- Change of paper submission limit from 5 papers total to 3 first-authored papers, panels, or otherwise. No submission limits on the number of submissions across ICA.
- New interest group created: Human Machine Communication
- ICA code of ethics was created, information to be available online summer 2019
- Modification of ICA mission statement to be available
- Option to contribute funds to carbon emission non-profit upon registration
- New ICA journal: International Journal of Communication, will remain open-access
- New editor of Communication Theory, Maria Elizabeth Grabe
- New visual identity and new logo of ICA

News from ICA Board Meeting
- Membership composition of ICA overall: 53% from USA, 1.5% from Canada, 25.2% from Europe, ~12% from East and West Asia; 3.4% from Africa/Oceania; Undeclared: 2.6%

- Open Access journals for ICA journals has been discussed, task force formed, will offer road map in 2020
- Internationalization of ICA, diversity and inclusion, look for newsletter in July, check ICA website
- Call for engagement: a form to offer opportunity to engage will be offered in July
- Regional Conference in Bali, 2019, 16-18 October, abstract deadline: 21 June, 2019

- Future conferences:
  - 2020 Gold Coast, Australia
  - 2021 Denver, USA
  - 2022 Paris, France
  - 2023 Toronto, Canada
  - 2024 Asia (TBD)
  - 2025 Honolulu, Hawaii

5. Division Reports

a. Finance Report and Recognition of Sponsors, Katerina Tsetsura

- Division is doing well
- FY19: $9,669.79 balance
- 2019 ICA expenses: $3500 for reception, $500 for the Robert Heath Top Paper Award, $1,000 for PhD workshop, and $100 for misc.
- Thank you to our reception sponsors:

  The Plank Center for Leadership in Public Relations, University of Alabama, USA
b. 2019 ICA Conference PRD Program Report, Flora Hung-Baesecke

- Number of submissions: 163
- Number of papers and extended abstracts: 155 (4 disqualified)
- Accepted: 80 (75 rejected), 51.6% acceptance rate (48.9% in 2018)
- Number of panels submitted: 8 (accepted 3, acceptance rate 37.5%)
- Sponsored panels: 3 preconference, 1 postconference, 1 theme panel.
- Co-sponsored panels: 7
- The Division would like to thank all the 110 reviewers reviewing the 2019 PRD submissions.

- Division’s Top 3 Reviewers: Ansgar Zerfass, Leipzig University, Germany; Juan Meng, University of Georgia, USA; Arumina Krishna, Boston University, USA

- Program highlights, the annual division dinner, and the joint reception information were also provided.

c. Awards

- Top Faculty Papers

  Alvin Yixiao Zhou (University of Pennsylvania, USA) & Sifan Xu (University of Tennessee, USA), “Expanding and repositioning the “ease of interface” dialogic principle: The role of affordances in digital dialogue and engagement.”

  Osnat Cottan-Nir (Bar-Ilan University, Israel) & Sam Noah Lehman-Wilzig (Bar-Ilan University, Israel), “A CEO brand is the organization’s most valuable public relations tool: How can we measure its strength?”

  Wenlin Liu (University of Houston, USA), Weiai Wayne Xu (University of Massachusetts – Amherst, USA), & Jiun-Yi Tsai (Northern Arizona University, USA), “Developing a multi-level organization-public dialogic communication framework to assess social media-mediated disaster communication and engagement outcomes”

  Amy O’Connor (University of Minnesota, USA), Chuqing Dong (University of Minnesota, USA), & Scott Karl Memmel (University of
Minnesota, USA), “Unpacking the Complexities of Corrective Action: Insights from the NFL’s Concussion Crisis Response”

- 2019 Robert Heath Top Paper Award: Alvin Zhou and Sifan Xu

- Top Student Papers, sponsored by the Plank Center for Leadership in Public Relations

Keonyoung Park (Syracuse University, USA), “Identifying, signaling, collective verification, and public-company identification: The way corporate social advocacy (CSA) generates brand loyalty on social media”

Yoori Yang (University of California, Santa Barbara, USA), “The actual CSR practices vs. public perspective of CSR: A factor analysis of CSR indexes”

Jordan Morehouse (University of North Carolina, Chapel Hill, USA), “Illuminating the invisible college of engagement research in public relations: A cocitation analysis”

d. Report on Membership and Initiatives, Katerina Tsetsura

- 7th largest ICA division (out of 32)
- 314 members as of October 2018 (down from 372 in 2018)

e. SECR Report, Sophia Volk

- SECR role is to provide support for young PRD scholars, especially graduate students
- Helped to organize PhD workshop (in this year’s PhD workshop: 5 submissions from 5 countries; 5 senior mentors: Dean Kruckeberg, University of North Carolina, USA; Brooke Fisher Liu, University of Maryland, USA; Jim Macnamara, University of Technology Sydney, Australia; Betteke van Ruler, University of Amsterdam, the Netherlands; Bey-Ling Sha, San Diego State University, USA; )
- Member of SECAC, engaging in fundraising for Young Scholar Reception
- Introduced hashtag #ICAjobseekers for individuals to post about themselves on Twitter when seeking employment
- Grazia Muratelli to take over for 2020

f. Report from Commission on PR Education, Katerina Tsetsura

- Need to send two more representatives from ICA PRD
- Looking for volunteers

Post meeting note: Checked with the Commission. The PRD officers (Chair and Vice Chair) will remain the representatives from ICA PRD.

6. Old Business

a. Journal affiliation: Third Discussion and Vote
b. Social Media Communication PRD Guidelines: Second Discussion and Vote
- Updated social media communication guidelines, circulated online.
- Floor was opened for discussion:
  - No discussion
  - Chiara Valentini and Bonita Neff moved and seconded, all approved

c. Fundraising/Sponsorship Proposal: Second Discussion, Katerina Tsetsura
- Sponsorship document will be circulated by sponsorship committee, contact Flora Hung-Baesecke to volunteer to help
- Update on Robert Heath Top Paper Award endowment: Katerina Tsetsura will take care of sorting out the status (funds raised until now) with ICA office and Michael Palenchar. Her goal is to close fundraising ($10,000 needed) and install the endowment by the end of the year, which means that further awards shall be paid out of this and not out of the division’s budget. Please talk to Katerina Tsetsura (ICA PRD 2019 – 2020 Immediately Past Chair) and Flora Hung-Baesecke (ICA PRD Chair) to commit funds to endowment.

7. New Business

a. Nominations for the new PRD secretary (2020 – 2022)
- Two-year term
- Previous nominations via email:
  - Arumina Krishna (Boston University, USA)
  - Moon Lee (University of Florida, USA)
  - Hui Zhang (Bridgewater State University, USA)
- Open nominations to the floor: no new nominations
- Moved to close nominations Bonita Neff, Bey-Ling Sha moved and seconded
- All approved nominations
- To vote online in July 2019

b. Nominations for Internationalization Liaison Position, (2020-2022)
- Job description under review, will be circulated online
- Nominations from floor:
  - Gabriel Sadi, Universidad Abierta Interamericana, Buenos Aires, Argentina
  - Erik Snoeijers, University of Antwerp, Belgium
- Moved to close floor nominations.

c. Top Faculty Paper Guidelines Development: Ad-hoc Committee Report
- Task force discussion for deciding Robert Heath Award evaluation criteria 
- The Ad-hoc Committee members include: Katerina Tsetsura (Division Chair), Flora Hung-Baesecke (Division Vice Chair), Chiara Valentini (Immediate Past Chair), Ansgar Zerfass (Incoming Vice Chair), Betteke van Ruler (ICA Fellow), W. Timothy Coombs (ICA member), and Bey-Ling Sha. 
- The committee members have been discussing how to decide on the top paper in a second round of qualitative reviews among the papers with the highest numerical scores, along questions like: “Does this paper move our field forward?” The committee will be looking for: innovation, theory development, new method approach, can this paper become a “classic work”, will it stimulate more research, does it link to other areas of communication? 
- Division will test the process for next year and include the guidelines in the Division’s call for papers 
- Suggestion: ask reviewers to tick a box or recommend papers specifically for the top award, as people use the scales provided to rank papers very differently.
- Several additional criteria mentioned by members in the discussion: significance of the research question (Dean Kruckeberg), how might the paper present a vision to advance the global impact of the topic to our field (Juan Meng), and ethical issues (Bonita Neff).

8. Discussion

   a. ICA Fellows: Maureen Taylor and Betteke van Ruler gave talks as ICA Fellows

9. Announcements

   a. Open to new submissions of ICA fellows
   b. Flora Hung-Baesecke: fellow nominations are long-term, perhaps consider mid-career for long term vision of ICA fellow submissions
   c. Maureen Taylor: U of Tennessee is hiring a new director of School of Advertising and Public Relations
   d. Bey-Ling Sha: JPRR welcomes submissions, emphasized theory development
   e. Magda Pieczka: PRI special issue on neo-liberalism, welcomes submissions
   f. Kelly Page-Werder: IJSC welcomes submissions

10. Adjournment

    Katerina Tsetsura adjourned at 18:16.

Respectfully submitted,
Erich Sommerfeldt