



# PR Division Newsletter

April 2019

**ICA Public  
Relations Division  
Officers  
2018-2019**

**Katerina Tsetsura**  
Chair  
University of  
Oklahoma, USA

**Flora Hung-Baesecke**  
Vice-Chair  
Massey University, NZ

**Erich Sommerfeldt**  
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(SECR)  
University of Leipzig,  
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<http://pr.icahdq.org/>

<https://www.facebook.com/groups/icaprdiv/>

[https://twitter.com/ICA\\_PRD](https://twitter.com/ICA_PRD)

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

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## I. Message from the Chair, Katerina Tsetsura

Dear ICA Public Relations Division members,

The spring is here, and we are getting ready to meet this May in Washington DC for the 2019 ICA annual conference.

As I am finishing my term as a Chair at the end of the 2019 ICA conference in Washington DC, I want to thank everyone for great team work, support, and encouragement during my term as an officer of ICA Public Relations Division. I am proud to say that during my term as a Chair we as a Division have welcomed two very first ICA Fellows, members of our division. I am also happy to report that due to the efforts of our sponsorship committee (big thanks to everyone!) over the past four years, we have built an impressive travel grant budget for the upcoming 2020 ICA conference in Gold Coast, Australia. Come to our business meeting to learn more.

I am also pleased to report that this year we continue our wonderful tradition of fun and fine dining as the only Division that annually works hard, plays hard -- and even eats together hard! Find more information about our dining this year at a Michelin-recommended restaurant (thanks go to Flora and the team), under Section II, Message from Vice-Chair.

Finally, my term is almost over – so why not to have some fun? I invite you to participate in the newly created ICA PRD Chair Challenge.

What is the ICA PRD Chair Challenge?

This is a fun way to get involved, say hello to old friends, and meet new ones.

How does the ICA PRD Chair Challenge work?

- 1) Reach out to a PRD member from a place far-far away (from yours);
- 2) Agree to meet in person at the ICA conference;
- 3) When you meet, take a photo in DC, sitting somewhere together on one

chair (real or virtual);

- 4) Post your photo on our ICA PRD FB page or send it directly to ICA PRD Chair (to be shown at the ICA PRD business meeting). You can participate in the ICA PRD Chair Challenge as many times as you want.
- 5) We will show all photos at the ICA PRD business meeting and will award prizes to the authors of the most creative entries.

Finally, if you need tips about DC, watch your email for a social guide to Washington DC from our officer Erich Sommerfeldt. As he lives in DC, Erich has graciously agreed to put together a social guide for our members. We will send the social guide separately, in early May.

## **SO BEFORE YOU GO TO WASHINGTON DC:**

1. Mark your calendars for all ICA PRD events (see Section II. Message from the Vice-Chair).
2. Review a revised draft of the Social Media Guidelines (see Section IV. Report on the Social Media).
3. Look at the ICA PRD business meeting minutes from 2018, posted on the ICA PRD website:
4. Watch for a social guide from ErichSommerfeldt.
5. Participate in the ICA PRD DC Chair Challenge: Connect with colleagues for some inspiring conversations, cool photos, and a chance to win!

Thank you all for another productive and exciting year. We look forward to seeing you in May at the 2019 ICA annual conference in Washington DC!

## **II. Message from the Vice Chair and ICA program planner, Flora Hung-Baesecke**

The feature of the PR Division program in the 2019 conference reflects the conference theme: Communication beyond the boundaries. Once again, our division is one of the ICA divisions with higher submissions. We are pleased to have a strong and exciting program to offer to our members.

This year, we had in all 163 submissions. 155 papers and extended abstracts were submitted, of which 80 were accepted, and 75 rejected (an acceptance rate of 51.6%). Four (4) submissions were disqualified because they contained identifying information. Of the eight (8) panel submissions received, three were accepted and five rejected. We would like to thank all 110 reviewers for the hard work they put into assessing this year's submissions. We are especially thankful for some of the reviewers who spent tremendous time providing helpful and insightful comments in a collegial and respectful manner. As promised, we will present the awards to the top three reviewers at the business meeting.

We have 22 in-program sessions on a wide range of topics (public relations theory building and development, activism, CSR, internal stakeholders, public relations in Latin America, Communicating with marginalized publics, agile communication,



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crisis communication and SCCT, social media, digital communication, corporate communication, environmental communication, relationship and reputation management, health communication, etc.). Nine (9) PR posters will be included in the **General Interactive Poster Session, Monday, May 27 at 12:30pm.**

In planning this year's program, we are pleased to have interdisciplinary collaborations in sessions or at pre/postconferences with the Organizational Communication Division, the Global Communication and Social Change Communication, Journalism Studies Division, Political Communication Division, the Public Diplomacy Interest Group, the LGBTQ Studies Interest Group, and Mobile Communication Interest Group.

## Top Papers

**The Top Faculty Papers Session** will be presented on **Monday, May 27, 15:30 pm -16:45 pm in Columbia 6 (Washington Hilton, Terrace Level).**

**Top Student Papers** will be presented on **Monday, May 27, 14:00 pm -15:15 pm in Columbia 6 (Washington Hilton, Terrace Level).**

This year, we again are grateful for the generosity of the Plank Center for Leadership in Public Relations, and the particular support of Professor Karla Gower at the Center are able to offer prizes to the three best student papers: a first prize of \$300, a second prize of \$200 and a third prize of \$100. As usual, all the winners will be recognized during the business meeting.

## Theme Panel

**Session Title:** Crossing the Boundaries Into the Dark Side: Negative Engagement in Online Communication From Societies to Individuals

**Session Notes:** When does engagement cross the boundary to the dark side and become negative engagement? This interdivisional, international panel looks at negative engagement on 5 complimentary levels: societies, cities, organizations, influencers and individuals. Starting with a categorization and definition of negative engagement, we present approaches and examples of negative engagement moving from the abstract levels to the individual concrete examples to make sense of the emerging phenomenon from the point of view of communication.

**Session Type:** Panel Session

**Session Division/Interest Group:** Theme

**Chairs:** Vilma L Luoma-aho

**Discussant:** Kim A. Johnston

**Discussant:** Francois Heinderyckx

**Location:** Gunston (Washington Hilton, Terrace Level)

## Other Program Highlights



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Another highlight of this year's program is the special panel session, **How Far Have We Come?: Public Relations Theory Building and Development**. It is scheduled for **26 May, Sunday, 14:00 pm - 15:15 pm in Cabinet Room (Washington Hilton, Concourse Level)**. The focus of the panel will be on how these theorists developed the theories in public relations that have been widely adopted, discussed, and expanded. The panelists in this session include some of the well known public relations theorists, **James Grunig, W. Timothy Coombs, Betteke van Ruler, and Maureen Taylor**. In taking the cross-disciplinary approach, the former Division Chair of the Organizational Division, **Ted Zorn**, and the Associate Editor of Journal of Computer-Mediated Communication, **Mike Yao**, will join the panel.

This year, our division has the first panel organized by scholars from Spanish and Portuguese countries. The title of the panel is: **Expanding Boundaries towards Different Theoretical and Practical Approaches: a Latin American Perspective**. It is scheduled for **Sunday, May 26, 9:30 am – 10:45 am in Tenleytown East (Washington Hilton, First Floor)**.

The ICA Public Relations Division Ph.D. Workshop has strong mentor profiles: We greatly appreciate the following mentors providing their supports in providing comments on participated PhD students works and sharing publication and research collaboration advice and tips: (in alphabetical order) **Dean Kruckeberg, Brooke Fisher Liu, Jim Macnamara, Betteke van Ruler, and Bey-Ling Sha**. We also thank Sophia Volk, the division's Student and Early Career Representative (SECR) and Grazia Murtarelli, the incoming SECR, for their dedication and great effort assisting with workshop planning.

## Business and Pleasure

Our **Business Meeting** is scheduled for **Monday, May 27, 17:00 to 18:15 in Columbia 6 (Washington Hilton, Terrace Level)**. The agenda and other relevant documents for the meeting will be shared with all members electronically prior to the conference. You are kindly asked to read the documents before the meeting and submit your feedback directly to Katerina Tsetsura and Flora Hung-Baesecke via email (if possible, please do so ahead of the meeting). We will not be providing paper copies of any documents at the meeting, so please print your own copies if you need to.

Please plan to attend the Business Meeting since it is important that as many members as possible participate in our discussions of Division-related issues. It is an excellent opportunity to share your opinions and shape the future of our Division.

Following the tradition, our **reception** will be again jointly held with the Organizational Communication Division this year. It will take place on **Monday, May 27, 18:30 to 20:30 at Heights Courtyard West (Washington Hilton, Lobby Level (near McClellan's Sports Bar))**.

**The annual division dinner** will take place on **Sunday, May 26, 18:30 pm – 21:30 pm**. This year, we will have our division dinner at **Nazca Mochica, a Michelin-recommended Peruvian restaurant** (1633 P Street Northwest, Washington, DC 20036). The cost of the dinner is \$80, including a three-course dinner, two drinks, tax and service fee. Tickets are selling out fast. **Please make sure to register for the dinner as soon as possible or by May 1 2019, via the ICA conference registration site.**

### Sponsors

This year, the publisher of the journal, *International Journal of Strategic Communication*, Taylor & Francis Group will sponsor the reception. We thank the incoming Vice Chair, Ansgar Zerfass, who, as the Editor-in-Chief of *International Journal of Strategic Communication*, helped obtaining the sponsorship from the publisher.

The Division also thanks the Editor-in-Chief of *Public Relations Review*, Maureen Taylor, for kindly providing sponsorship for the reception.

We are also happy to share another great news that the School of Communication, Journalism, and Marketing at Massey University (New Zealand) will support the joint reception with the Organizational Communication Division.

More sponsorship information will be provided at the business meeting.

### Pre/Post-Conferences

This year, the Public Relations Division supports the following pre/post conferences:

Preconference:

1. **Bridging Borders: Public Interest Communications in the Global Context (24 May)**
2. **Are We Moving Towards Convergence? Revisiting Communication Disciplines, Theories and Concepts (24 May)**
3. **ICA PhD Workshop: Public Relations and Strategic Communication (24 May)**

Postconference:

1. **Lobbying: Communicative Power and Transnational Contexts (29 May)**

All the pre/postconference information can be found in the following link:

<https://www.icahdq.org/page/2019PrePostconf>

## III. Report on Division's Main Activities

ICA PRD Journal Discussion

In our last newsletter dated Fall 2018, we reported the results of the ICA PRD follow-up survey regarding members' preferences for creating an affiliation with an academic journal. In short, few members participated in the survey, and there was no consensus. We asked you to provide feedback and offer your additional thoughts regarding the survey results. Since we have not received a single comment regarding the issue, we propose, at this time, to table the discussion on finding a way for the Division to affiliate with a journal and/or to create a new affiliated journal.

## IV. Report on Social Media Policy

After a year-long discussion, the Social Media Committee is pleased to offer you a revised draft of the guidelines for the ICA PR division and its members on how to use social media as part of the Division's communications strategy. Please review these guidelines below and let Chair Katerina Tsetsura ([tsetsura@ou.edu](mailto:tsetsura@ou.edu)) by **May 15, 2019** if you have any questions or have any suggestions and/or edits. After we gather additional input, we will offer the final draft of the guidelines for review and approval at the 2019 ICA PRD business meeting.

### ICA PRD Social Media Committee

Phuong Hoan Le, Erasmus University Rotterdam, the Netherlands

Cindy Ngai, The Hong Kong Polytechnic University, Hong Kong SAR China

Alessandro Lovari, University of Calibri, Italy

Lisa Tam, Queensland University of Technology, Australia

Arunima Krishna, Boston University, the USA  
and PRD officers 2018-2019

### *Facebook group*

Our biggest online presence is on Facebook. Our Facebook group was created on Jun 25, 2008. It is used to communicate information of interest to members that is not necessarily urgent or time-bound, such as vacancies, events and conference notices, calls for papers, new journals or books). It can also be used for social purposes, for example, to post pictures of members at conferences, or to post comments about events.

The group is public, and its membership includes people beyond ICA. Anyone in the group can post here, but the posts first need to be approved by the PRD officers. Members may post information that is not directly ICA-related; however information should be relevant to the field of public relations/strategic communication. Given the nature of the group, it is likely that such information will still be of interest to members.

### *Twitter account*

Twitter is of growing importance for the division. It was created in October 2016. Twitter allows for quick and rapid dissemination of information, issues or events that might interest members whereas posts on Facebook and LinkedIn *can* be more elaborate and formal. Although we have a smaller community here than on Facebook, a big benefit is that the Twitter account is connected with other communication associations and other ICA divisions. As such, it is a good means of forwarding information (i.e., retweeting). Members and associations occasionally share content with us by tagging us in their tweets. Hashtags can be used to track the sentiment and reach of our tweets, and may be particularly useful when tweeting about conferences.

The feed is public, and anyone can follow it. Members can send message and tag the ICA PRD in their tweets. However, only certain members are authorized by the ICA PRD officers to post on the Twitter account (i.e., to tweet, follow users, and more).

### ***LinkedIn group***

The LinkedIn group forms the latest social platform for the division. The group was set up in April 2017. It is a useful professional networking tool where we can play an active role in helping members find jobs and connect with others within but also outside of academia, including PR professionals and businesses. Members may thus post information that is not directly ICA-related. Moreover, it is used to help members improve their skills by posting useful information or research.

Similar to the Facebook group, this is also a public group and its membership includes people beyond ICA. Anyone in the group can post here.

### **Roles**

Members of the Social Media Committee, appointed by the PRD officers, and the PRD officers will assign roles below. Each member who accepts the role of a coordinator or moderator will have specific responsibilities. In case the person cannot fulfill the responsibilities, he/she will be asked to step down or will be removed by the PRD officers (in case direct communication is not possible).

### ***Social Media Coordinator***

The social media coordinator will be responsible for:

- Maintaining contact with the Committee and the PRD officers to grow the division's social media presence on Twitter and LinkedIn, and maintaining its presence on Facebook (i.e. admitting members to the group, monitoring posts).
- Drafting a social media strategy and a plan together with the Committee and the PRD officers.
- Communicating with division members about social media-related news and information.
- Monitoring social media posts to ensure they adhere to the guidelines set out

below, and consulting with the Board about cases that cause concern or have prompted a complaint.

## ***Moderators in general***

The ICA PRD Social Media Committee members will be based in each of the regions: UK and Europe; Middle East and Africa; the Americas; India and South East Asia; Australasia. Although the committee members are encouraged to participate on all three social media platforms, they are assigned a specific role as Facebook Moderator, Twitter Moderator, or LinkedIn Moderator. In the event that a moderator receives a complaint or notes a post that does not appear to adhere to the guidelines set out in the next section, the moderator will consult with the Social Media Coordinator and/or PRD officers about the appropriate course of action. All communication should be conducted in English.

The common goal is to grow and inform the ICA PRD community by:

- Gathering and posting information on behalf of members in their region.
- Finding and disseminating relevant information.

Additionally, moderators are encouraged to inform each other on items that could be shared and to share ideas for the social media planning. Ideas could include – but are not limited to – campaigns in a certain theme (e.g., Halloween-themed posts), for a certain event or activity (e.g., to advertise a conference or a call for donations), or for social media activities (e.g., an online question-and-answer session with PR practitioners).

## ***Facebook Moderator(s)***

The Facebook Moderator should feel comfortable using their own Facebook account when managing and posting in the Facebook group. Due to the size of the Facebook group, multiple board and committee members are given the responsibility to manage this group. In addition to the general notes above, moderators on Facebook have the following tasks:

- Accept/reject post submissions. This is mostly about rejecting spam, fishy, or otherwise inappropriate posts. In general, any post that does not contain ICA-related information or information of interest to the members will be rejected.
- Accept/reject requests to join the group. Facebook users who request to join the group will automatically receive the following question: “To ensure the quality of our Facebook group, we try to accept only those who are genuinely interested in PR research. Please let us know how you are affiliated with ICA or this field of research.” Moderators can use the answers to these questions to distinguish possible spambots from scholars who are genuinely interested in joining.

## ***Twitter Moderators***

Due to the importance of timing and speed on Twitter, multiple moderators are given the responsibility to manage the Twitter account. In addition to the general notes above, moderators on Twitter have the following tasks:

- Repeat important announcements over a longer time span. For example, this tweet got retweeted 5-10 times each time it was tweeted again by us: [https://twitter.com/ICA\\_PRD/status/914515270919737345](https://twitter.com/ICA_PRD/status/914515270919737345).
- Connect with relevant Twitter users, including public relations academics, institutes and other divisions, and tag them in our posts when appropriate. Usually, they follow us back in response.
- Share interesting content you've found on Twitter with the Facebook and LinkedIn moderators, or post them on Facebook and/or LinkedIn directly.
- Use the right hashtags. Most important are the hashtags #ica\_pr and #icaYY. The hashtag #ica\_pr is provided by the general ICA board to mark all tweets related to or directed to our division (it should not be misspelled as #ica\_prd). The hashtag #icaYY is used to mark all tweets related to the annual ICA conference. Here "YY" is replaced by the last two digits of the year, e.g. the 2018 conference used the hashtag #ica18 (it should not be misspelled as #ica2018 or #ICA18).

### ***LinkedIn Moderator(s)***

The LinkedIn Moderator should feel comfortable using their own LinkedIn account when managing and posting in the LinkedIn group. In addition to the general notes, LinkedIn Moderators have the following tasks:

- Invite new members pro-actively, including academics, practitioners and possible research sponsors.
- Accept/reject requests to join the group.
- Accept/reject post submissions. This is mostly about rejecting spam, fishy, or otherwise inappropriate posts. In general, any post that does not contain ICA-related information or information of interest to the members will be rejected.

### **Social Media Plan: Development and Execution**

The Social Media Committee and PRD officers developed a social media plan template to be used by the moderators. The plan can be updated as needed. Designated coordinator and moderators will be responsible for plan execution. PRD officers can also execute the plan in case moderators and/or coordinator cannot be reached in time.

### **General principles of ICA PRD communication using social media**

1. Communication on social media should be focused on news that is of interest to members: for example, job ads, events and conference notices, calls for papers, research grant opportunities, calls for participation in research, and announcements about new journals or books. Information should be related to public relations education, research and professional life, but need not be specific to ICA members or division-led initiatives.
2. The division is part of an academic association and debate about research and practice is positively encouraged. The tone of debates should remain respectful of colleagues and their work, and personal attacks are not appropriate.

3. Social media posts on or from the ICA PRD account must not compromise the division's status and integrity.
  - Social media posts on or from the ICA PRD account must reflect a PR professional / educator / researcher perspective (see also point 1 above).
  - Posts must not be libelous and must not include obscene language.
  - The principles of social media use should align with the other principles underpinning the ICA's operations, and the division's operations. See [http://www.icahdq.org/about\\_ica/principles.asp](http://www.icahdq.org/about_ica/principles.asp) and <http://community.icahdq.org/ohana/groups/details.cfm?id=39>.
4. The division will ensure that several people are charged with the management of social media on an ongoing basis; one person alone cannot manage the work required to support social media effectively.
5. The division will use social media as part of its engagement with other communication networks that members already participate in, and as part of its overall mix of communication tools.
6. Because social media are open and unpredictable, some posts may attract trolls – people who post deliberately provocative messages in order to inflame a debate. Principles for responding are:
  - Do not respond reactively; always think before you post.
  - Recognize that simply disagreeing with your post is not trolling, so beware of over-reacting.
  - Use standardized text to respond to anger, in the same way that call center staff use a specific script to respond to angry callers.
  - Keep your response in proportion – check out how many followers a troll has, often it will not be many.
  - Ask questions to clarify comments – it is easy to misunderstand 280 characters. This is also a means of pushing back - trolls tend to disappear once you push them into a conversation.
  - Remember it is not personal; trolls and other tweeters do not know who is on the other end of the line.
  - Do not use obscene language.
7. The PRD will regularly monitor its presence on social media (e.g., through Google Alerts) and will review its social media policy when necessary.
8. The PRD reserves the right to remove posts that do not comply with the principles set out above. The person who has posted the offending content will be contacted directly by the board to explain why the content is being removed.
9. The PRD is not responsible for the accuracy of the content of social media posts.

## V. Announcements

### News from Commission on Public Relations Education

The Commission for PR education is conducting a study to learn more about teaching public relations online. The Commission is attempting to gain a global perspective on what is important in this sector.

Educators who have taught online would be able to provide a valuable perspective in this particular study. The survey should take about 10-15 minutes to complete.

Here is the link to the survey with more details as well.

<https://www.surveymonkey.com/r/OnlinePRED>

### **Special Issue Call from Journal of Communication**

Special Issue Call for Papers

Speaking Across Communication Subfields

Guest Editors:

Keren Tenenboim-Weinbaltt (Hebrew University of Jerusalem) &  
Chul-joo “CJ” Lee (Seoul National University)

With the rapid growth and development of the field of Communication, it has also become increasingly fragmented, while its subfields – as represented by ICA’s various divisions and interest groups – have become increasingly self-contained. Researchers within the different subfields speak to each other in numerous forums and publications and in ever-growing levels of precision and sophistication, but are often oblivious to related developments in other subfields. Similarly, conceptual, analytical and empirical contributions are discussed in relation to the state-of-the-art within a specific subfield, but often fail to be developed into broader theoretical frameworks. The result is a multiplicity of theoretical, conceptual and empirical fragments, whose interrelationships and relevance for a range of communication processes remain to be established.

In this special issue, we look for rigorous, original and creative contributions that speak across multiple subfields of communication. All theoretical approaches as well as methods of scholarly inquiry are welcome, and we are open to various formats and foci: The papers can be based on an empirical study, integrate a series of empirical pieces, thereby proposing a new theory or model, or be primarily theoretical. Their focus can be a specific theory, a specific concept or a set of related concepts, a communication phenomenon that can be better accounted for using a cross-disciplinary perspective, or any other focus that fits the purpose of the special issue. In all forms, the papers should make substantial, original contributions to theoretical consolidation and explicitly discuss the relevance and implications of their research to different subfields.

Deadline for full paper submissions is July 15, 2019. The special issue is scheduled for Issue 3, 2020. Submissions should be made through the JOC submission site (<https://mc.manuscriptcentral.com/jcom>). Please make sure you click “yes” to the question “is this work being submitted for special issue consideration?” and clearly state in the cover letter that the paper is submitted to the special issue. Manuscripts should strictly adhere to the new JOC submission guidelines. These guidelines will be available on the journal’s website in early January 2019. Before that, they are available upon request



# PR Division Newsletter

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from Editor-in-Chief, Lance Holbert, [r.lance.holbert@gmail.com](mailto:r.lance.holbert@gmail.com).

Questions and comments about the special issue should be addressed to Keren Tenenboim-Weinblatt ([keren.tw@mail.huji.ac.il](mailto:keren.tw@mail.huji.ac.il)) and Chul-joo “CJ” Lee ([chaes96@snu.ac.kr](mailto:chaes96@snu.ac.kr)).

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