



PR Division Newsletter

August 2018

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

Katerina Tsetsura
Chair
University of Oklahoma,
USA

Flora Hung-Baesecke
Vice-Chair
Massey University, NZ

Erich Sommerfeldt
Secretary
University of Maryland,
USA

Sophia Charlotte Volk
Student and Early-Career
Representative (SECR):
University of Leipzig,
Germany

<http://pr.icahdq.org/>

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

https://twitter.com/ICA_PR_D

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

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I. Message from the Chair, Katerina Tsetsura

Welcome to the 2018 Summer edition of the ICA Public Relations Division Newsletter. I also hope you enjoyed our 2018 ICA conference in Prague and all the social activities of the PR Division. For me personally, the highlight of the 2018 ICA conference was watching the ceremony when our first two PRD members, Maureen Taylor and Betteke van Ruler, were named ICA Fellows. We finally have our own PRD representation among the ICA Fellows! I look forward to a day when more of our PRD scholars will be named ICA fellows.

I trust you had a productive summer – and took some rest, too!

We look forward to working closely with you in the new year. Please feel free to reach out to any of the PRD officers if you have any questions, suggestions, or ideas on how to make our division better.

In this issue, you will find:

- an update on the Division's activities and initiatives,
- summary of the program and award winners from the 2018 ICA conference in Prague,
- update on calls for papers and pre-/post-conference proposals for the 2019 ICA conference,
- news from members,
- call for papers and job announcements.

2018 Annual ICA Board Meeting

The Annual Board of Directors Meeting was held during the two days prior to the 2018 annual conference in Prague (Czech Republic). This was a productive meeting, complete with discussions and debates. Several important issues were discussed, and several changes were approved. You can find a synopsis of the meeting here (<https://www.icahdq.org/blogpost/1523657/306784/Board-of-Directors-Takes-Important-Steps-at-Annual-Meeting>). It is worth highlighting two issues that immediately benefit the Division:



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- 1) The ICA Board awarded two additional conference registration fee waivers to each of the 32 division/IGs to use in attracting new attendees specifically from the student population and from Tier C countries (for each division/IG, one of the new waivers is to be used for a student exclusively, and the other is for a Tier C or B attendee exclusively). Thus, the total number of fee waivers funded by ICA per division/IG has risen to five (5).
- 2) The Board also approved the creation of a Mission Statement Task Force, the continuation of the Ethics Committee to develop several white papers and positions related to conflict of interest and professional behavior, and a task force to tackle the issue of sponsorships. If you are interested in getting involved in the Mission Statement Task Force, please contact your Division chair (Katerina Tsetsura) as soon as possible.

ICA PRD Finance Report

BIG THANK YOU T OUR SPONSORS!

On behalf of the ICA PR Division, we would like to thank our sponsors for their support and commitment to the ICA Public Relations Division.

You are the reason our Division can do great things!

Heartfelt thank you to:

ORGANIZATION SPONSORS

- **The Plank Centre for continued support of the Top Student Paper Awards**
- **U of Tennessee School of Advertising and Public Relations (Maureen Taylor)**
- ***Public Relations Review* and the new editor Maureen Taylor**

PERSONAL COMMITMENT

- **All members donating to our the Bob Heath Award Endowment and ICA Travel Grant funds**
- **Michael Palenchar for his fundraising efforts and for his support of the 2018 Bob Heath Award**

FY 2018 ICA PRD Budget Summary

Carry over:

\$3600.89 (sponsorship carry over)

Revenue:

\$4008 = \$8 (\$6 + \$2) per member x 376 members + \$1000 + sponsorship (\$1750)

Total revenue: \$7608.89

Expenses:

\$2500 reception

\$1300 travel grants

\$ 1000 PhD workshop

\$100 misc. (award plaques, certificates, etc.)

Total expenses: \$4900.00

ICA PRD FY18 Surplus/deficit: \$2708.89



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For questions and comments about the ICA PRD budget, please email Katerina Tsetsura and Flora Hung-Baesecke.

Journal Affiliation Survey Update

Those of you who attended the 2018 ICA PRD business meeting might remember that we agreed to place our vote on the journal affiliation options on the ballot in October. However, we got a response from ICA HQ that including this vote on the ICA ballot is not possible because:

“...the ballot is for--and has always (or at least for the past 20 years) been for--voting for the following three things as far as divisions/IGs are concerned:

1. officers of the division/IG
2. bylaws changes for your div/IG
3. a change to your div/IG's membership fee.” I also received a additional

explanation that

such voting “wouldn't be immensely helpful” as “voter turnout--as with most associations where the members are moderately content with how things are going overall--is fairly low.”

ICA HQ recommended to send the email out around the same time as the ballot (October 1), with a catchy headline and an introductory statement about why it's so important that you collect this information from every member. So that is what we will do: we will send a separate email to all ICA PRD members around the same time as online elections and will ask them to once again respond to the survey.

Officer Elections

In October, we will vote for our Vice-Chair Elect and SECR. Our nominees are
For Vice-Chair Elect position: Anne Lane, Queensland U of Technology, Australia and Ansgar Zerfass, U of Leipzig, Germany.

For Student and Early Career Representative: Anna Kochigina, Higher School of Economics, Moscow, Russia/U of Tennessee in the USA and Grazia Murtarelli, International University of Languages and Media, Milano, Italy.

Watch for the information about the ballot from ICA HQ and please vote!

Latest Report from the Commission on Public Relations Education

In April 2018, after three years of research in the U.S. and abroad, the Commission on Public Relations Education has released a major report of findings and recommendations with clear, consistent and compelling direction for public relations students, those who teach them and those who hire them. (Download at www.CommissionPRed.org)

The report's title, “*Fast Forward: Foundations and Future State, Educators and Practitioners,*” reflects the research-based recommendations from 60 Commission members who conducted research, formulated observations and



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developed more than 80 recommendations to enhance public relations education.

The report's often repeated core words – writing, ethics, diversity, global, technology, faculty, research, liberal arts, and practitioner-educator dialogue – roll up to describe a need for momentum, carefully grounded in the roots of the profession. *Fast forward to the future state of public relations undergraduate education, by building on the foundations of public relations while mastering emerging and predicted skills and knowledge, with educators and practitioners working side by side to prepare the next generation of public relations professionals.*

ICA PR Division is one of 18 organizations and groups represented on the Commission. The Commission on Public Relations Education is an authoritative voice on public relations education in the USA, with a growing number of representatives from outside the USA. Since its founding in 1973, the Commission has provided recommendations on public relations education for universities and professional associations across the globe.

Today the Commission remains the strong voice on behalf of public relations education, with a board representing 18 different organizations and groups, and between 50 and 60 board members on an annual basis. In 2018, following the publication of this report “Fast Forward: Foundations and Future State. Educators and Practitioners,” the Commission will be pursuing aggressive efforts to develop action plans to unite educators and practitioners in addressing six to ten of the major recommendations of the report. The Commission will be working with all member organizations to identify solutions and tools for use by educators and those who employ entry-level public relations practitioners, to make sure the recommendations become reality.

At the latest meeting, ICA PR Division Chair and a Commission member Katerina Tsetsura volunteered to lead the efforts in translating the summary of the 2018 report into several languages: Arabic, French, Mandarin, Spanish, and Russian. Tsetsura headed translations of previous reports into Russian and Spanish. ICA PRD members are well positioned to provide such service to the profession, given the international scope of our members. If you have any questions or would like to participate in any of the efforts mentioned, including the translation of the summary or a full report into other languages, please contact Katerina Tsetsura and Flora Hung Baesecke, our official ICA PRD representatives on the Commission.

Website

Our official documents, including bylaws, reports, and newsletters, are available on the ICA PRD website. We now use the official ICA PRD website to send messages to all members. Only active (paid) ICA PRD members receive PRD emails. If you report issues or have suggestions for improvement, please contact our secretary, Erich Sommerfeldt (esommerf@umd.edu).

II. Report from the 2018 ICA conference and a List of Award Winners by the Vice Chair and Program Planner, Flora Hung-Baesecke

The 2018 conference will certainly be a meaningful one. Once again, we had a record number of submissions, and we are pleased to have a strong and exciting program to offer to our Division members. This year, we had in all 202 submissions. 194 papers and extended abstracts were submitted, of which 95 were accepted, and 99 rejected (an acceptance rate of 48.9%). 12 submissions were disqualified because they either contained identifying information or were found to have been submitted to journals for review simultaneously. Of the eight panel submissions received, four were accepted and four rejected. We would like to thank all 190 reviewers for the hard work they put into assessing this year's submissions. Their efforts were very much appreciated. We are especially thankful for some of the reviewers who spent tremendous time providing helpful and insightful comments in a collegial and respectful manner.

TOP REVIEWERS:

Michael Kent (University of New South Wales)

Lisa Tam (Queensland University of Technology)

Kim Johnston (Queensland University of Technology)

Special thanks to:

- 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)

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 paper winners:

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 top student paper winners:

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, and 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

The 2016-2018 Grunig and Grunig PhD dissertation award winner:

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

The 2016-2018 Grunig and Grunig PhD Master's thesis award winner:

Yeonjae Lee, Purdue University, USA

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

Advisor: Jeong-Nam Kim

III. Calls for papers for the 2019 ICA conference

We had a great time in Prague in May this year. We look forward to seeing many of you in 2019!

The theme of ICA 2019 is **Communication Beyond Boundaries**. Please kindly find the link to the division's CFPs: https://www.icaheadq.org/mpage/PR_CFP. You are also strongly encouraged to read ICA's general submission guidelines to avoid any mistakes: <https://www.icaheadq.org/page/2019CFP>. All submissions should be completed online by 16:00 UTC, 1 November, 2018. Members are also encouraged to consider taking a cross-disciplinary approach in preparing proposals for the conference theme panels.

We would like to draw your attention to the following: First of all, good news and an important update (this came after the 2019 CFPs was created): After discussing with ICA Headquarters regarding the submission policy, yes, after you submit your manuscript(s) to the division, you can submit the same

manuscript(s) to journals for review, provided that the manuscript(s) in question have not previously been presented, scheduled for presentation, published, or accepted for publication. Thus, you do not need to wait until the conference is over to submit your manuscript(s). And, if your submission is not accepted by ICA, you can then submit it to other conferences.

Secondly, submitters **MUST DELETE ALL IDENTIFYING INFORMATION** before submitting a paper. Papers with identifying information will be disqualified. This includes identifying information stored in metadata rather than the text itself, e.g. as found in the section of “Properties” in a file.

Thirdly, please also kindly note that, according to the division’s bylaws, submitters will be automatically included in the reviewers list. We are in need of support with manuscript reviews and appreciate your volunteering to review for our division. We will also acknowledge top reviewers at the business meeting. The top reviewer will have their registration fee waived as a reward.

For volunteering to be the division’s reviewers, you will find a link labelled “Volunteer to be a Reviewer” in ICA’s paper management system. Please update your membership profile, especially your research interests so that we are able to identify appropriate reviewers for the submissions.

Lastly, starting from this year, ICA will use ScholarOne Paper Submission website. It is strongly recommended that members update the profile information and get familiar with the system early to avoid any technical problems and inconvenience.

IV. Open Positions

UNIVERSITY OF MICHIGAN

U-M Communication Studies Assistant Professor in Media Psychology

The Department of Communication Studies in the College of Literature, Science, and the Arts at the University of Michigan invites applications for a tenure-track position at the assistant professor rank focusing on media psychology. The department emphasizes interdisciplinary study of mass media and digital media, and we seek top scholars to complement current faculty interests and strengths. In particular we seek a quantitative social scientist whose work falls in the area of media psychology (i.e., media uses, processes, and effects), and whose methods include experiments, surveys, longitudinal studies, content analysis, meta-analysis, or other social scientific techniques. While all areas of media psychology will be considered, areas of particular interest are the psychological antecedents and consequences of media use; representations of gender and/or sexuality and their consequences; representations of race and ethnicity and their consequences; media uses and effects among members of understudied and/or marginalized groups; media uses and effects through the lifecourse; media effects on health, risk, and environmental behavior; media effects on cognitive processing



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and learning; and strategic communication (i.e., public relations, advertising, and/or other communication aimed at meeting an organizational mission, approached from a theoretical perspective).

Job duties include research activity, teaching of graduate and undergraduate courses, and service to the department, school, university, and profession. The anticipated starting date for this university-year appointment is September 1, 2019. All applicants should send a cover letter, a vita, two representative publications, a statement of teaching philosophy and experience, evidence of teaching excellence, a statement of current and future research plans, and a statement of contributions to diversity. All applicants should provide names and contact information for three references.

Information on our research initiatives and scholarly interests of current faculty can be found on the Department's website: <http://www.lsa.umich.edu/comm>. All applications must be submitted electronically to: webapps.lsa.umich.edu/Apply/1129

For full consideration, complete applications should be submitted by September 10, 2018.

The University of Michigan conducts background checks on all job candidates and may use a third party administrator to conduct background checks. Background checks will be performed in compliance with the Fair Credit Reporting Act.

The University of Michigan is committed to fostering and maintaining a diverse work culture that respects the rights of each individual, without regard to race, color, national origin, ancestry, religious creed, sex, gender identity, sexual orientation, gender expression, height, weight, marital status, disability, medical condition, age, or veteran status. The University of Michigan is supportive of the needs of dual career couples and is an Equal Opportunity/Affirmative Action Employer.

For questions about potential fit and your application please email: mediapsychology@umich.edu

**CALIFORNIA STATE UNIVERSITY, FULLERTON
DEPARTMENT OF COMMUNICATIONS
COLLEGE OF COMMUNICATIONS**

The Department of Communications is one of the largest and most diverse mass communications programs in the United States, situated in the second largest media market in the country. More than 2,200 students are enrolled in four concentrations (advertising, entertainment/tourism, journalism, and public relations) with 75+ full- and part-time faculty members. The Department operates international programs, a graduate



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program, numerous laboratory facilities, an internship center, award-winning student media, a student advertising and public relations agency, a week-long signature university event called COMM Week, and many other student organizations, clubs and competitions. For more information about the Department, please visit:

<http://communications.fullerton.edu/comm/>.

We have five (5) assistant/associate professor tenure-track positions open:

Applied Communications Research (2 positions)

http://hr.fullerton.edu/diversity/job-openings/ft/10537BR_applied_communications_research.asp

Entertainment Industry Specialist

http://hr.fullerton.edu/diversity/job-openings/ft/10538BR_entertainment_industry_specialist.asp

Journalism & Digital Media

http://hr.fullerton.edu/diversity/job-openings/ft/10539BR_journalism_digital_media.asp

Public Relations

http://hr.fullerton.edu/diversity/job-openings/ft/10540BR_public_relations.asp

Please click on the links for position requirements and submission details.

Review of applications will begin on **September 24, 2018**, and will continue until the positions are filled.

IF YOU WOULD LIKE TO CIRCULATE A JOB ANNOUNCEMENT TO THE ICA PRD LISTSERV, CONTACT ERICH SOMMERFELDT (esommerf@umd.edu).