

**National Communication Association
Public Relations Division
Annually Meeting Minutes
11/13/2020
Indianapolis, IN/ZOOM**

Website: <https://ncaprddivision.wordpress.com/>

Presiding Chair: Lisa Chewning

2019-2020 Officers and Committee Members:

- Immediate Past Chair: Aimie Yang
- Chair: Lisa Chewning
- Vice-Chair: Anna Klyueva
- Vice-Chair Elect: Angie Corbo
- Secretary: Laura Young
- Research Chair: Shari Veil
- PRIDE Committee: Luke Capizzo, Chiara Valentini, Tyler Page, Nur Uysal
- Nominating Committee: David Clementson & Laura Lemon
- Webmaster: Paul Scovell
- Selection Committee: Laura Lemon & Dave Clementson

Attendance on Zoom - 34

Approval of November 2019 Minutes

- The 2019 minutes were approved by acclamation.
 - Laura Lemon moved to approve, seconded.

Chair's Report: Lisa Chewning, Penn State University – Abington

- Budget: \$600
- Plank Center Funded Student Paper Awards
- Membership 2019: 257 (January 2019) – 309 (January 2020)
 - Spoke to Justin Danowski, he explained numbers tend to fluctuate from the January to November. In January 2019, the official count for the PRD was 257. This is the number used to decide a budget and LA rep numbers. This was down from January 2018 when the number was 341. By January 2020, PRD membership had risen to 309.
 - Last year membership was “low” at 257 so dropped to 13 sessions.
 - Membership fluctuates throughout the year. NCA captures the number in January. However, closer to the conference, numbers go up.
- Membership November 2020 – 363
 - Right now, membership is at 363 through NCA
 - Emails to the listserv is 460 (list is generated from NCA too)
 - May not all be active members, but members, nonetheless.

2019 Ad Hoc Committee:

Ying Xiong, University of Rhode Island, yxiong@uri.edu

Alvin Zhou, University of Pennsylvania, alvinxyz@upenn.edu

Derek Moscato, Western Washington University, derek.moscato@wwu.edu

Chris Yim, Loyola University, myim@luc.edu

- Goals: Fundraising for Social and Boost the Profile of the Division
- Alex Mercer Reported for Committee – Columbia University
 - Timeline for Committee
 - Convened at last PRD Business Meeting, November 2019
 - Formal committee charge issued, January 2020
 - First working meeting, February 2020
 - Work paused due to COVID-19, March 2020
 - Preliminary report sent to leadership, April 2020
 - **COVID-19...until further notice**
 - High level recommendations made
 - Charge # 1: New Avenues for Funding
 - **Increased Regional Targets**
 - PR agencies
 - Local colleges and universities
 - Local professional association chapters (PRSA, AMA, IABC, etc.)
 - International Journal of Business Communication
 - Business & Professional Communication Quarterly
 - **PR Software Companies**
 - Cision, Meltwater, Stukent, Brandwatch
 - **Academic Publishers**
 - *Routledge, OUP, Palgrave Macmillan, Sage, Taylor & Francis, Pearson, Wiley, Lawrence Erlbaum Associates*
 - **More Member Engagement**
 - Past Division Chairs
 - Member surveys
 - **New sponsorship packages, with increased visibility:**
 - Flyer and promotional item distribution
 - Speaking opportunity at PRD business meeting and/or social
 - Email blast to PRD list serv
 - Signage onsite at PRD
 - **Named/Sponsored Awards:**
 - Paper prizes, additional faculty recognition, or discretionary award
 - Charge #2: Revamp Social Media Committee
 - Site overhaul; more dynamic hosting platform, i.e Wix
 - Establish a graduate student run, volunteer PRD Social Media sub-committee
 - Regular calls for content, newsletter submissions
 - Charge #3: Membership Management & Retention
 - Addressed (NCA membership was not really an issue)
 - Increase graduate student engagement
 - Graduate student only poster sessions
 - Virtual graduate student-run conferences
 - The committee is willing to continue this work in 2021.
 - Questions/Comments: Alexandra Mercer, Columbia University, am4844@columbia.edu

New Business – Voting Items

- PRD Social Event Committee

- **PRD Fundraising Committee:** The PRD Fundraising Committee shall be led by the PRD chair. The other three members of this Committee shall be elected by the membership of the Division for a one-year term. The role of the Committee is to pursue fundraising opportunities to support different PRD initiatives, including the annual PRD social. Avenues for funding may include, but are not limited to, PR agencies and professional associations local to the annual convention site each year, local colleges and universities with PR-related programs, PR software and courseware companies, and academic publishers. Additionally, the committee will work to find and secure a location for the annual social. In the event that fundraising opportunities are not adequate to cover the cost of the social, the committee will decide on an appropriate avenue of funding for that year.
- **PRD Social Media Committee**
 - **PRD Social Media Committee:** The Social Media Committee shall be comprised of the division secretary and webmaster. In addition, at least three active members of the Division shall be elected to serve as members of this Social Media Committee for a two year term, with priority given to graduate students. The committee shall work together to create and execute a comprehensive online communication strategy, including the division website, newsletter, and social media presence on one or more platforms.
 - Identity, etc. vision and strategies and tactics, etc. Priority to graduate students.
- **Open Discussion on the Floor on both items**
 - Clarification on Timing
 - Social Committee will be elected now and would be ready for work during upcoming NCA in Seattle...
 - Clarification on number of positions
 - Social committee: Chair Leads and 3 elected members (4 members total)
 - 1-year term
 - Social media committee: Secretary, Webmaster and 3 elected members (5 members total)
 - 2-year term
 - *Voting: Creation of Social Events Committee*
 - By Chair: Motion to approve creation of social event committee
 - Moved by Josh Bentley, Second by Laura Lemon
 - Vote given via Zoom chat, Motion Passes
 - *Voting: Amend bylaws to include the social event committee*
 - By Chair: Motion to amend bylaws to include a social event committee
 - Moved by Angie Corbo, Seconded by Mike Smith
 - Vote given via Zoom chat, Motion Passes
 - **Thoughts/Ideas for Events Committee**
 - Money/Fundraising – must be used for social events (not like Red Cross)
 - Either money should be spent exclusively on the social OR we need to have clarity in where our money goes. We can revisit this in old business as we have an actual amount and determine what direction to go.
 - Perhaps add “creating a process for budget oversight” to the social committee’s charge
 - Dollar amount the committee is assigned to pursue, reach that amount – stop.
 - The ad hoc committee came up with a number of sponsorship opportunities beyond the scope of just the social.
 - One idea: could use corporate sponsors – agreeing to cover cost of event in exchange for promotions, rather than a specific amount or have them come and talk to who are teaching PR people, etc.

- *Voting: PRD Social Media Vote*
 - By Chair: Motion to create a Social Media Committee
 - Moved by Josh Bentley and seconded by Alex Mercer
 - Motion passes as well as vote to move into bylaws

Vice Chair's Report: Anna Klyueva, University of Houston – Clear Lake

Submissions for NCA 2020

	Total submissions	Accepted	Acceptance rate
Individual papers	53	29	54.7%
Discussion panels	9	4	44.4%
Paper sessions	1	1	100%
Totals	63	34	53.1%

Acceptance decisions strictly based on the average Z scores provided by reviewers. Choices of top papers are based on the average Z scores provided by reviewers and input from the Selection Committee.

- Acceptance lower than previous years – only 13 slots given. But fantastic line-up of papers.
- 2020: 13 sessions allotted this year
- 2020: 15 sessions scheduled
 - Requested two additional slots
 - PRD Executive committee organized a discussion panel “Truly at the Crossroads: Decolonizing Public Relations Scholarship to Combat Racism”
 - Please join the discussion on **November 22, 11 a.m. - 12:15 p.m. EST.**

Big thanks to the PRD reviewers!

- 52 members reviewed submissions. Each submission was reviewed by 3 reviewers (with some exceptions).
- Here are the names of these heroes (listed in alphabetical order by last name).
 - *Arshia Anwer, Joshua Bentley, Joshua Bolton, Pamela Bourland-Davis, Joshua Boyd, Brigitta Brunner, Luke Capizzo, Lisa Chewing, David Clementson, W. Timothy Coombs, Angela Corbo, Denise Edwards-Neff, Robert Foschia, Karen Freberg, Melvin Gupton, Kevin Hardges, Heather Hether, Yangzhi Jiang, Michael Kent, Anna Klyueva, Anna Kochigina, Arunima Krishna, Laura Lemon, Brooke Liu, Jenna Lo Castro, Nneka Logan, Lingyan Ma, Stephanie Mahin, Jordan Morehouse, Derek Moscato, Margaret Mullan, Salomon Navarro, Bonita Neff, Prisca Ngondo, Tyler Page, Yan Qu, Theresa Russell-Loretz, Paul Scovell, Michael Smith, Stephanie Smith, Erich Sommerfeldt, Katerina Tsetsura, Nur Uysal, Matthew VanDyke, Shari Veil, M. Olguta Vilceanu, Susan Waters, Damion Waymer, Ying Xiong, Aimei Yang, Laura Young, Alvin Zhou.*
- **Thank you for your service!**

Vice Chair's Report: Virtual Convention Update

- 19 recorded individual paper presentations (Yay! Thank you! All recorded presentations will be available through December 31)
- 1 recorded discussion panel
- 3 live synchronous discussion panels
- 4 live synchronous paper panels
 - **Nov. 19, 11:00 AM – 12:15 PM** Public Diplomacy at Crossroads: Theoretical and Empirical Approaches
 - **Nov. 20 9:30 AM – 10:45 AM** Top Faculty Papers in Public Relations
 - **Nov. 20 11:00 AM – 12:15 PM** Top Student Papers in Public Relations
 - **Nov. 21 9:30 AM – 10:45 AM** Public relations pedagogy and diversity/equity/inclusion: A conversation at the crossroads with a focus on transformation and leadership
 - **Nov. 21 9:30 AM – 10:45 AM** When Crisis Communication Becomes Real: At the Crossroads of Crisis Education and the COVID-19 Pandemic
 - **Nov. 21 11:00 AM – 12:15 PM** Truly at the Crossroads: Decolonizing Public Relations Scholarship to Combat Racism
 - **Nov. 21 12:30 PM – 1:45 PM** Crossroads in the Classroom: Pedagogical Research in Public Relations

Legislative Assembly Report

Vice Chair-Elect Report: Angie Corbo, Widener University

- NCA 107th Annual Convention
- Seattle, WA – Renewal & Transformation
- November 18-21, 2021
- Submission Timeline
 - January 11th: Submissions Open
 - March 31st: Deadline for Submissions
 - May 5th: All Reviews are Due **Please sign up to review*
 - Reviewers' sign up form: <https://forms.gle/yE3KN6qNqYCx89AC7>
 - Mid-late June: Acceptance/Decline Notifications
- *Women's Caucus and Gender – 5th and 25th anniversary*
 - *Theme on social justice*
 - *Credos theme*
 - *Innovation theme*

PRIDE Committee Report: Aimei Yang, University of Southern California

Special thank you to the PRIDE Committee:

- Aimei Yang, University of Southern California
- Luke Capizzo, James Madison University
- Tyler Page, Mississippi State University
- Nur Uysal, DePaul University
- Chiara Valentini, University of Jyväskylä
- **PRIDE Awards – Outstanding Book/Monograph**
 - Krishnamurthy Sriramesh & Dejan Vercic, The Global Public Relations Handbook
- **PRIDE Awards – Outstanding Journal Article**

- Alvin Zhou, Bring publics back into networked public relations research: A dual-projection approach for network ecology
- **PRIDE Awards – Outstanding Textbook**
 - Karen Freberg – Social Media for Strategic Communication: Creative Strategies and Research-Based Applications

Top 4 Student Paper Panel: Lisa Chewning, Penn State University – Abington

- *Beyond Organization–Public Relationships: Examining a New Model of Relational Engagement*
 - **Jordan Morehouse**, Clemson University
- *The Global Public Relations of an INGO: A Case Study Approach to Multinational Organization--Public Relationships*
 - **Jeannette Isabelle Iannacone**, University of Maryland
- *Understanding Engagement Through Play: Applying the Play Theory to the Concept of Engagement*
 - **Anna Kochigina**, University of Tennessee Knoxville

Public Relations Division Top 4 Faculty Paper Panel

- *Managing intractability: Wrestling with wicked problems and seeing beyond consensus in public relations*
 - **Luke W. Capizzo**, James Madison University
- *Using Symbolic Convergence Theory to Prescribe D&I: A Fantasy-Theme Analysis of PRSA's "Diverse Voices"*
 - **Craig L. Engstrom**, Southern Illinois University, Carbondale
 - **Nilanjana R. Bardhan**, Southern Illinois University, Carbondale
- *From "an open field" to established "waves": 45 years of public relations scholarship through the lens of Public Relations Review*
 - **Tyler Grant Page**, Mississippi State University
 - **Luke W. Capizzo**, James Madison University
- *Cloaking through Crisis Communication: Hiding Uncomfortable Information*
 - **W. Timothy Coombs**, Texas A&M University

Nominating Committee Report: Laura Lemon & Dave Clementson

Open positions:

- **Vice Chair Elect**
 - Responsible for planning the program of the 2022 conference
- **Research Chair**
 - Research Chair is responsible for closely following procedures for paper review
 - 3-year term
- **Webmaster/Website editor**
 - Responsible for updating the content of the Division's website
 - 3-year term
- **PRIDE Committee** (4 positions)
 - Selects the most outstanding article, book, and contribution to public relations education
- **Selection Committee** (2 positions)
 - Provides advice on ranking the top faculty and student papers
- **Nominating Committee** (2 positions)
 - Responsible for soliciting nominations for the Public Relations Division officer

Nominations from the Floor during the Meeting

- **Vice Chair Elect:**

- Chelsea Woods
- **Research Chair:**
 - Tyler Page
- **Webmaster/Editor:**
 - Alexandra Merceron
- **PRIDE Committee:**
 - Pam Bourland-Davis
 - Will Nowling
- **Selection Committee:**
 - Josh Bentley
 - Shari Veil
 - Denise Edwards-Neff
- **Nominating Committee:**
 - Laura Lemon
 - David Clementson
- **PRD Social Media Committee: 2-year term**
 - Alvin Zhou
 - Karen Freberg
 - Anna Kochigina
- **Fundraising/Social Committee**
 - Lisa Chewning
 - Damion Waymer
 - Nneka Logan

2020-2021 Officers & Committee Members

- **Immediate Past Chair:** Lisa Chewning
- **Chair:** Anna Klyueva
- **Vice Chair:** Angie Corbo
- **Vice Chair Elect:** Chelsea Woods
- **Secretary:** Laura Young (2018-2021)
- **Research Chair:** Tyler Page (2020-2023)
- **Fundraising/Social Events Committee:**
 - Anna Klyueva (chair)
 - Lisa Chewning
 - Damion Waymer
 - Nneka Logan
- **Social Media Committee:**
 - Alexandra Merceron (webmaster)
 - Laura Young (secretary)
 - Karen Freberg
 - Alvin Zhou
 - Anna Kochigina
- **Nominating Committee:**
 - Laura Lemon
 - David Clementson
- **Selection Committee:**
 - Shari Veil
 - Denise Edwards-Neff

- **PRIDE Committee:**
 - Lisa Chewning (immediate past chair)
 - Pam Bourland-Davis
 - Kay Beckerman
 - Celine Seoyeon Hong
- **Webmaster:**
 - Alexandra Merceron

PRD Website – Anna Klyueva

Address: <https://ncaprddivision.wordpress.com/>

PRD Website Updates for 2020

- Template re-design
- Published 2020 call for papers and programs
- Published PRIDE Awards call
- Published award winners for the PRIDE Awards, Top Faculty and Student Papers Awards
- Updated officers list and email addresses
- Added the 2020 schedule of PRD programs
- Published 2019 business meeting minutes

Top Page Views for 2018

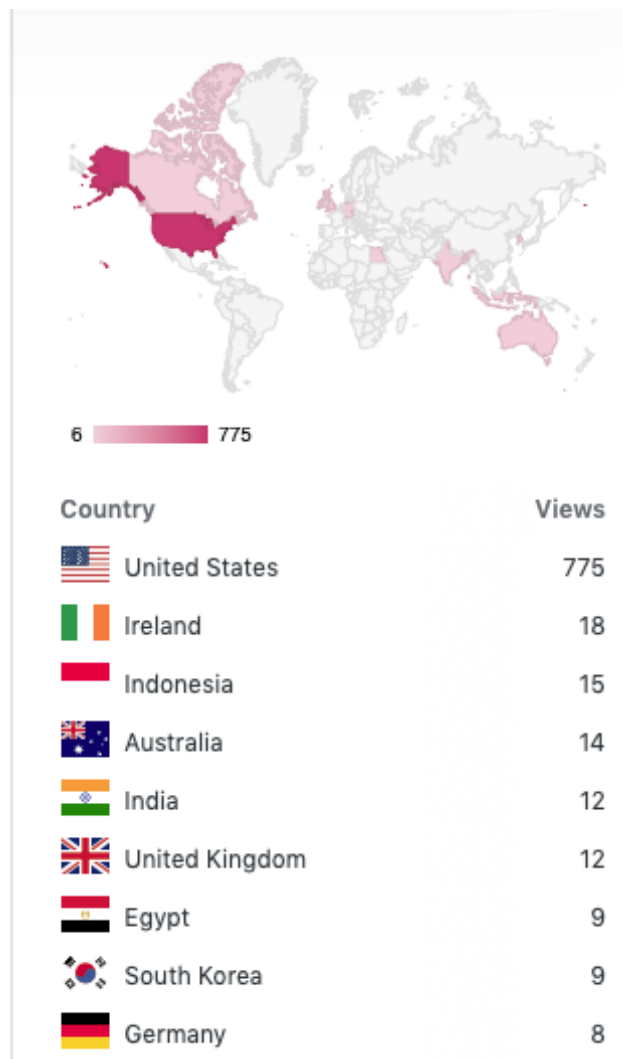
- Site Visitors for 2018=693 (Views=1228)
- Pride and Top Paper Awards=320
- Call for papers and panels=207
- PR Journals=229

Top Page Views for 2019

- Site Visitors=602 (Views=1073)
- Pride and Top Paper Awards=145
- Call for papers and panels=138
- PR Journals=374

Top Page Views for 2020

- Site Visitors=493 (Views=932)
- Pride and Top Paper Awards=187
- Home page=167
- PR Journals=133



Announcements

- Upcoming NCA Conferences
 - November 18-21, 2021: Seattle
 - November 17-20, 2022: New Orleans
 - November 16-19, 2023: National Harbor
- All members were reminded of the PRD Social on Zoom from 6:30-7:30 p.m.

- Announcements regarding open positions, calls for research, and upcoming conferences were made.
- Emily Kinsky – June 15th Special call for papers on Teaching Activism in the PR Classroom from the Journal of Public Relations Education: <https://aejmc.us/jpre/calls-for-papers/>
- University of Nebraska-Lincoln Hiring: <https://journalism.unl.edu/were-hiring>

Respectfully submitted,
Laura Young, University of Nebraska-Lincoln
NCA PR Division Secretary, 2018-2021