CSCA Public Relations Interest Group Minutes

April 16, 2016

3:30-4:45pm

Grand Rapids, Michigan

Proceedings:

1. Meeting called to order by Chair, Robert Littlefield
2. Minutes from 2015 meeting approved unanimously.
3. Report from 2017 CSCA Vice President, Dr. Blair Thompson, on 2017 Convention
   1. Next year’s event will be March 16-18 at the Hyatt Regency in Minneapolis
   2. The Theme is “Create.”
   3. PR Division is awarded 9 slots and one slot for the Interest Group Meeting
   4. October 3, 2016 is the deadline for submissions, Dr. Thompson hopes to get acceptances out before the National Communication Association conference in November.
   5. He hopes to have calls out by May 15th
4. Current CSCA President Shawn Wahl announced his support for the interest group and is pleased at the turn out.
5. Elections:
   1. Diana Tucker, Western Governors University elected Chair
   2. Rich Murphy, McKendree University elected Vice-Chair
   3. Nominations taken for secretary.
      1. Lars Christiansen, James Madison University
      2. Blake Miller, Missouri State University
      3. Debbie Sellnow Richmond, Wayne State University
   4. Debbie Sellnow Richmond elected Secretary.
6. Top Paper Award Presented to Robert G. Rice, University of Kentucky for his paper “Thor visits Lexington: Exploration of the knowledge-sharing gap and risk management learning in social media during multiple winter storms.”
7. Discussion: Ways to increase number of submissions
   1. Group discussed developing a top panel award. No motion made to move forward with this, with hopes a formal proposal will be made next year.
   2. We will also continue to work on promoting the Millar awards for top student and overall paper in PR, which are already stated in the By-Laws.
8. Discussion: Topic ideas for next year
   1. Invite PR professionals in Minneapolis to discuss innovations
   2. Panel on unique elements of PR
9. Reminder of PR panels in the conference
10. Meeting Adjourned

CSCA Public Relations Interest Group

March 16, 2017

3:30-4:45pm

Minneapolis, Minnesota

* Call to Meeting to Order:
* Approval of Minutes & Agenda
* Report from Current CSCA Vice President, Amy Aldridge Sanford
* Report from this year Conference
* Elections
* Presentation of Top Paper and Panels
  + Responding to Campus Shootings: Two Studies Exploring the Effects of Sex and Placement Strategy on Knowledge Acquisition and Organizational Reputation (Top Paper)
    - Kenneth A. Lachlan, University of Connecticut
    - Patric R. Spence, University of Kentucky
    - Leah Omilion-Hodges, Western Michigan University Robert G. Rice,
    - University of Kentucky Amanda Brink, Western Michigan University
  + Where are the Decision-Makers?: Hashtags and Disconnect between Decision-makers and Audiences During Pre-crisis (Top Student Paper)
    - Jenna L. Currie-Mueller, North Dakota State University
* Turn Over to New Chair
* Ideas for 2018 Conference
* New Business
* Adjourn