Agenda

CSCA Public Relations Interest Group Minutes

April 4, 2019

2:00 – 3:15

Omaha, NE

Meeting called to order by Debbie Sellnow-Richmond at 2:03 pm

Approval of Minutes, moved Rebecca Dorman, seconded Richard Murphy

Report for this year’s conference, Debbie Sellnow-Richmond

Overall submissions are down from last year

Papers we good, paper panel and discussion panel submissions were especially low.

Conference report, approved

Top Paper Award: “Crisis Communication in Context: History and Publication Trends” – Kenneth Lachlan, University of Connecticut; Patric Spence, University of Central Florida; Matthew Seeger, Wayne State University; Chirstine Gilbert, Xialing Lin, Penn State University

Top Student Paper: “’We Cannot Hire a PR Person’ Case Study of a Social Enterprise in Transition and the Role of PR Scholarship” Meghana Rawat, Purdue University

Dan Millar Award Update:

No new vote required since meeting minutes from 2006 business meeting were located. The Dan Millar Award is fully endowed. Fund is established moving forward.

Discussion Regarding Award Monies:

Open up to discussion whether there should be one Dan Millar Award worth $50, while using CSCA funds to sponsor an unnamed award, or two Dan Millar Awards worth $25 each.

All $50 will go to the Dan Millar Top Student Paper in Public Relations, moved Matt Seeger, seconded Jenna Mueller

Deanna Sellnow called a voted – All ayes –no dissent or abstain

Call to start a committee to raise funds to grow the Dan Millar endowment, moved Jeffrey Brand, seconded Matt Seeger

Debbie Sellnow-Richmond called a vote – All Ayes –no dissent or abstain

Volunteers on the committee: Don Ritzenhein, Matt Seeger, Tim Sellnow, Jeffrey Brand

Motion to discuss in public forum how to use the $100 provided to the PRIG by CSCA, moved Deanna Sellnow, seconded Tim Sellnow

Called to vote, Debbie Sellnow-Richmond – all ayes – no dissent or abstain

Membership update:

Flagged for low membership in 2018

Current membership remains low

Opportunity for renaming the interest group as the Strategic and Applied Communication Interest Group

Debbie Sellnow-Richmond opens this up for discussion

Motion to change the interest group bylaws to change the name of the interest group to Strategic and Applied Communication Interest Group and to change the purpose and description of the interest group to reflect the new name of the interest group and a rebranding effort to earn new membership. This will also substitute the name ‘Public Relations’ with “Strategic and Applied’ throughout the bylaws, moved Matt Seeger, seconded Jenna Mueller

Debbie Sellnow-Richmond called a vote, all ayes – no dissent or abstain

Motion to begin a campaign to rebrand the interest group as the Strategic and Applied Communication Interest Group using the $100 change the purpose of the interest group to reflect the new name of the interest group and a rebranding effort to earn new membership, moved Don Ritzenhein, seconded Gail Pohl

Debbie Sellnow-Richmond called a vote, all ayes – no dissent or abstain

Elections: Nomination for secretary:

Ashleigh M. Day, Wayne State University

Motion to close nominations, moved Matt Seeger, seconded America Edwards

Debbie Sellnow-Richmond called a vote, all ayes – no dissent or abstain

Ashleigh M. Day elected by vote

Discussion of Topics to Cover in 2020: Borders & Breakthroughs

Rebecca Dorman Suggests arranging a visit to a firm or other event

Matt Seeger suggests a panel around: What is Strategic Communication? Due to the name change

America Edwards suggests working with Communication & Technology

Jenna Mueller suggests a workshop

New Business:

Motion to discuss forming a nominating committee for the interest group, moved Tim Sellnow, seconded Matt Seeger

Motion to create a nominating committee for the interest group chaired by the immediate past chair and two other members identified by the chair, requiring a change to the bylaws, moved Matt Seeger, seconded Tim Sellnow

Debbie Sellnow-Richmond called a vote, all ayes – no dissent or abstain

Motion to adjourn, moved Tim Sellnow, seconded Matt Seeger