

2020 Agenda/Reports
CSCA Strategic and Applied Communication Interest Group

(Please read all information, reply to motions and submit nominations and conference topics for 2021 by April 10th. A revised and extended agenda will be released April 11 to conduct further business)

April 2020
Online via E-mail (due to COVID-19)

Meeting Called to Order online, April 6, 2020

Motion - Approval of Minutes (attached) – Respond by April 10

Report for this year’s conference, Jeffrey Brand

Be certain you have cancelled any travel plans or hotels for the conference. CSCA cancelled hotel reservations for the convention hotel and overflow but be certain that your travel and hotel reservations have been removed.

Submissions continue to be limited. We need to renew our efforts to promote the new interest group’s mission and goals next year.

Papers Submitted/Accepted	9/7
Panels Submitted/Accepted	3/3
Panel Created by Planner	1

The panels and papers are still available in the draft program for the convention on the CSCA website if you are interested in seeing the great scholarship and perspectives we were not able to share together this year.

Thank you to all of the reviewers and submitters for the 2020 conference. Check with your institution to see if they are willing to provide some professional recognition for your cancelled conference in vitas or activity reports. NCA will accept papers and panels for consideration with conditions. See their website and announcements. Submissions for NCA have been extended to an April 8th deadline.

Congratulations! Top Paper Award: Deborah Sellnow-Richmond, “Understanding and Accurately Assessing Extreme Weather Risk: An IDEA Model Analysis of Hurricane Dorian Risk Communication Messages”

No Top Student Paper this Year

Motion - Approval of Conference Report – Respond by April 10 (via email)

Membership Update: 92 Members! We are doing better than before the name change but need to continue to get the word out on the organization.

Elections: Nominations for Secretary, Nominations open through April 10

Please nominate or self-nominate for the role of secretary that will then advance to vice chair, chair, head of nominating committee.

Slate of candidates will be announced, April 11, voting through April 15

Discussion of topics to consider in 2021: Please recommend topics for the next conference, I will make a list and circulate to all members. **By April 10th**

Dan Millar Award: Further discussion TBA

Nominating committee has not met. Will need a change to the bylaws to be approved next year to move forward.

New Business

Please submit questions and topics for new business discussions by **April 10**, I will compile and send out in a second wave of the agenda for consideration (Jeff).

Send recommendations for panels and discussion group topics for next convention and I will provide that list in the next stage of the meeting (Jeff).

2019 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 were 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 vote – 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