Presiding: Damion Waymer, Chair

Officers and Committee Members in Attendance:
- Immediate Past Chair: Shari Veil
- Vice-Chair: Michael Kent
- Vice-Chair Elect: Erich Sommerfeld
- Secretary: Angie Corbo
- Research Chair: Maureen Taylor
- PRIDE Committee: Shari Veil
- Nominating Committee: Paul Scovell
- Webmaster: Rod Carveth

Approval of November 2014 Minutes
- The 2014 minutes were approved by acclamation.

Chair’s Report, Damion Waymer
- We currently have 438 members, an increase of 35 members fewer than 2014.
- Shari Veil and Michael Palenchar attended The Legislative Assembly (LA) meeting. The LA discussed two major issues: language in job advertisements and governance structure.
  - The LA reviewed a proposal for NCA to have a smaller group with the authority to make decisions in a more time efficient manner. The members of the LA had a lengthy discussion on the advantages and disadvantages of such a structure. No final decision was made at the time of our business meeting.
  - Members discussed spousal and domestic partnership benefit language for job announcements.
- Shari Veil encouraged PRD members to consider a leadership role within NCA for 2020 to represent our division.

Vice Chair’s Report, Michael Kent
- The PRD had 14 sessions this year, which was two slots fewer than the previous year.
- The division received 71 paper submissions and 44 were slotted. This gave us a 61% acceptance rate.
- Eight panel proposals were received and two were accepted; programming preference was given to competitive papers.
- Two papers were successfully transferred to Scholar-to-Scholar.
- The overall acceptance rate for papers and panels was 42% and last year was 57%.

Vice Chair-Elect Report, Erich Sommerfeld
- The 102 Convention, Communication’s Civic Calling, will be in Philadelphia. We will have 15 programming slots (an increase of one) for 2016. Social Justice issues in the discipline will be a prominent programming feature and outside guest experts will be invited.
  - There will be a three-hour session on Friday devoted to “people practicing democracy on the street.”
- The PRD theme will be, *What are the civic callings and responsibilities of public relations?*
- The submission deadline for the 2016 Convention is March 30, 2016.
- A suggestion was offered to eliminate the respondent role on the panels in order to allow for an additional presenter. Michael Kent responded by stating that quality issues are the key consideration in paper acceptance.

PRIDE Committee Report, Shari Veil

Shari Veil thanked committee members: Karen Freberg, Jonathan Ross, Sarah VanSlette Nancy Wiencek. The following awards were announced:
- 2015 PRIDE Book Award for Innovation, Development, and Educational Achievement in Public Relations – Donnalyn Pompper
2015 PRIDE Article Award for Innovation, Development, and Educational Achievement in Public Relations –
Petra Theunissen & Larissa Ott

2015 PRIDE Award for Innovation, Development, and Educational Achievement in Public Relations (textbook) -
Peter Smudde

Plank Center for Leadership PR Division Top 4 Student Paper Panel

1. Young Kim, Louisiana State University
   - “Building an Effective Government-Public Relationship: Understanding Integrity, Dependability, and Competence for Public Trust in Government”

2. Amanda K. Kennedy, University of Maryland
   - “Boundary Work: Mapping the “Critical” in Public Relations Theory”

3. Angela Murphy, University of Kansas
   - “A Tale of Two Universities: Organizational Responses to Serious Misconduct to Stakeholders”

4. Sifan Xu, University of Maryland
   - “Empowering Them is Empowering Us: Activist Public Relations from a Non-System Perspective”

Public Relations Division Top 4 Faculty Paper Panel

1. Adam Saffer, University of North Carolina-Chapel Hill

2. Nur Uysal, Marquette University, Aimei Yang, University of Southern, and Maureen Taylor, University of Tennessee
   - “How stakeholder salience affects shareholder activism outcomes: An empirical study”

3. Shari R. Veil, University of Kentucky and Kathryn E. Anthony, University of Southern Mississippi
   - “The Pariah Effect of Toxic Trailers: FEMA’s Legitimacy Challenges in the Post-Katrina Formaldehyde Crisis”

4. Zongchao Cathy Li, University of South Carolina and Don W. Stacks, University of Miami
   - “Does Power Make Us Mean? An Investigation of Empowerment and Revenge Behaviors in the Cyberspace”

Announcements from the National Office

- Trevor Parry-Giles addressed the PRD members on behalf of NCA. He updated members on four topics:
  - The Learning Outcomes in Communication Studies committee completed an informational resource for faculty to use in assessment and promotional efforts. (Natcome.org/loc) This grant-funded program focused on: “What can I do with a communication studies degree?” The resource is intended to spark debate and dialog on campus.
  - NCA is involved in an advocacy effort (with the NIH, NSF, NEH, and other organizations) regarding the changes in the peer review process.
  - NCA is collaborating with sister organizations as Nancy Kidd is the Chair of Chairs for this group.
  - All NCA members are reminded that they have electronic access to all 11 journals.
Nominating Committee Report, Paul Scovell

- The chair thanked the Nominating Committee members. The candidates nominated in advance were presented to those in attendance. Nominations for open positions were also accepted from the floor. The PRD will vote for members electronically and votes will close on December 1, 2015.

  - **Post Meeting Note:** Votes closed on December 1, 2015 at 11 pm and 91 votes were cast. The new leadership team includes:

    - **Vice Chair Elect:** Karen Freeberg, University of Louisville
    - **Pride Committee:** Lisa Chewning, Abington College, Penn State University; Adam Saffer, University of Oklahoma; Natalie T. J. Tindall, Georgia State University; and Nur Uysal, Marquette University
    - **Research Chair:** Denise Ferguson, Pepperdine University
    - **Selection Committee:** Yuan Wang, University of Alabama and Nancy A. Wiencek, Rider University
    - **Secretary:** Sarah VanSlette, Southern Illinois University
    - **Nominating Committee:** Rebekah Watson Gaidis, University of Indianapolis and Ashli Q. Stokes, The University of North Carolina at Charlotte

New Business

- Michael Palenchar made a motion to organize a group of Past PRD Chairs. *Convening the Chairs* is a way to promote institutional memory within division and this will promote greater visibility within NCA. The members in attendance discussed and approved this motion.

Announcements

- **Upcoming NCA Conferences**
  - November 10-13, 2016 – Philadelphia
  - November 16-19, 2017 – Dallas
  - November 8-11, 2018 – Salt Lake City
  - November 14-17 – Baltimore

- All members were reminded of the PRD Social at TGIFridays on 4000 W. Flamingo Ave.

- Announcements regarding open positions and upcoming conferences were made.

Respectfully Submitted,

Angie Corbo, NCA PRD Secretary 2013-2015