

PUBLIC RELATIONS SOCIETY OF AMERICA
Minutes of the Quarterly Meeting of the National Board of Directors
National Education Association Offices and Renaissance Hotel, Washington, D.C.
April 17 - 18, 2009

Washington, D.C.

Officers Present: Michael G. Cherenson, APR
Gary McCormick, APR, Fellow PRSA
Thomas E. Eppes, APR, Fellow PRSA
Leslie J. Backus, APR
Jeffrey P. Julin, APR

Directors Present: Lynn D. Appelbaum, APR, Fellow PRSA
Kathy Nelson Barbour, APR
Steven Lewis Grant, APR
Jim Haynes, APR, Fellow PRSA
Kathryn D. Hubbell, APR, Fellow PRSA
Catherine A. Huggins, APR
David M. Imre, APR
Donald P. Kirchoffner, APR, Fellow PRSA
Gail D. Liebl, APR
Deborah A. Silverman, Ph.D., APR
Philip A. Tate, APR
Gail A. Winslow-Pine, APR

Staff Present: William Murray, President & Chief Operating Officer
Phil Bonaventura, Chief Financial Officer
Christina Darnowski, Director of Research and Project Management
Donna Jonas, Executive Assistant
Barbara Mc Donald, Vice President, Marketing
Karla Voth, Vice President, Special Events
Arthur Yann, Vice President, Public Relations

Guests: Todd Bulot, APR, Investment Committee Chair*
David C. Rickey, APR, Bylaw Rewrite Chair*
Kathy Lewton, APR, Fellow PRSA, PRSA Foundation President*
Brook DeWalt, MA, APR, Committee Co-Chair*
Marisa Vallbona, APR, Fellow PRSA, Committee Co-Chair*
Denis Wolcott, APR, Committee Co-Chair*
Bob Frause, APR, Fellow PRSA, Certification Task Force Chair*
Frank Oviatt, President & CEO, Institute for Public Relations
Barbara Burfeind, APR, National Capital Chapter President
Jeff Ghannam, National Capital Chapter President-Elect
Robert Udowitz, National Capital Chapter Vice-President and
Sponsorship Committee Chair
Michelle Hudgins, APR, National Capital Chapter Board Member
Ivonne Couret, National Capital Host Committee Co-Chair
Michael Sheward, APR, National Capital Host Committee Co-Chair

* via telephone

Mr. Chersonson called the meeting to order at 9:40 a.m. ET. A quorum was present. He thanked Steve Grant for hosting the Board at the National Education Association offices, acknowledging Mr. Grant's efforts and the hospitality of the NEA. Mr. Chersonson noted the success of the forum held the previous evening, also hosted by NEA, and thanked all involved for a stimulating discussion with an esteemed group of panelists.

President and COO Update

Mr. Murray presented his operational report on the status of PRSA as of the end of the first quarter.

A discussion was held regarding PRSA's Hardship Program and our efforts to reduce costs for members, including re-negotiating rates for International Conference attendees. Chapters have also recognized the financial challenges facing members; many have implemented local programs to support members.

Ms. Darnowski reported on the status of the Chapter Survey. Top level results will be shared with Chapter leaders prior to the Leadership Rally, and individual Chapter results will be shared with Chapter leadership later this summer. The information will be helpful not only to PRSA National but also to Chapters, to learn about members' needs.

Mr. Bonaventura reported that staff is continuing to develop the Key Performance Indicators metrics that will enhance reporting on PRSA programs and business areas. Mr. McCormick indicated that the Strategic Planning Committee will use the interim KPI status report as the basis for discussion as it plans its 2009 agenda.

Finance Report

Mr. Bulot, Investment Committee Chair reported on the Investment Committee's activities during the first quarter. The transition to the new investment manager has been smooth, and our relationship with the management team is working well.

The committee has recommended a minimum two-year committee membership role, with overlapping commitments, to ensure committee knowledge base consistency.

Mr. Eppes and Mr. Bonaventura reported on the financial status of the Society. Mr. Eppes noted that the Board is receiving comprehensive financial reports, in an effort to keep Board members informed about the Society's financial position. Overall the organization is financially strong; given the economy, this is a positive note. Mr. Eppes credited the financial and operational management of PRSA staff in maintaining costs. Mr. Bonaventura reported on the areas in which staff is working to reduce costs.

Mr. Bonaventura reported on the Audit report. The Audit process went smoothly, and was presented for Board approval.

The Board approved the Audit report as presented by the Audit Committee.

A discussion was held regarding strategic plans for PRSA's growth and continued strong financial performance.

PRSA Bylaws Rewrite

Mr. Rickey reported on the status of the Bylaws Rewrite project. At this time the conversation has been light. Mr. Rickey mentioned the calls Board members have made to Chapters. A conference call was also held with the District Council.

A discussion was held regarding outreach to Chapter leaders and members regarding the Bylaws Rewrite.

Research Policy

Ms. Darnowski outlined the current research policy and provided background information for review of the proposed new policy. Professor Wright, Committee Chair, stated the revisions to the policy will benefit staff and our members, while encouraging research that will be beneficial to PRSA.

The Board approved the Academic Research Policy as presented. The policy is attached to this document following the minutes.

PRSA Foundation Report

Ms. Lewton, PRSA Foundation President, reported on the Paladin Dinner, the Foundation's scholarship committee, and other Foundation activities. The Board thanked Ms. Lewton for her presentation.

A discussion was held regarding the Foundation's proposed Bylaw changes.

National Capital Chapter Presentation

Ms. Burfiend and members of the Board of the National Capital Chapter presented an overview of their Chapter's activities to the Board. Ms. Couret and Mr. Sheward discussed plans already underway for the 2010 International Conference. Mr. Udowitz outlined the Chapter's sponsorship program. The Board thanked the Chapter for the presentation, and applauded its enthusiasm and planning efforts for the 2010 Conference.

International Conference

Mr. Wolcott, Committee Co-Chair, reported on the status of speakers confirmed for the International Conference. Mr. DeWalt, Committee Co-Chair, reported on the activities and breakout sessions scheduled, including the participation of the military. Ms. Vallbona, Committee Co-Chair, reported on sponsorship commitments to date and those that are in process. Ms. Voth, PRSA Vice President, Special Events, reported on registrations confirmed. She discussed the cost savings that have been implemented by PRSA and the hotel to make the conference more affordable for attendees.

PRSA Certification

Mr. Frause, Task Force Chair, reported to the Board on the work of the Certification Task Force.

Business Case for Public Relations

Mr. Yann, PRSA Vice President, Public Relations, reported on the status of the Business Case for Public Relations. Mr. Oviatt, President & CEO, Institute for Public Relations, added his thoughts on the plan for the Business Case for Public Relations. A discussion was held about the program and next steps to be taken.

Leadership Rally

Mr. McCormick, Chair-Elect, reviewed results of the survey of Chapter leaders regarding the Leadership Rally. Responses were overwhelmingly positive, and supported the continuation of the Rally. Mr. McCormick outlined the preliminary agenda and Board members' roles in the event.

Strategic Planning

Mr. McCormick provided an overview of the Strategic Planning Committee's process that will be developed in the coming months. The group will be comprised of leaders in the profession.

Board Chapter Outreach: Summary Results

Mr. Imre, Board Liaison, reported on the Board's outreach calls to Chapter leaders. Feedback for National was included in the report. Outreach calls provide the opportunity to understand chapter accomplishments, upcoming plans and challenges.

Review of Written Committee Reports and Executive Committee Minutes

Ms. Backus called attention to the written committee reports and the Executive Committee minutes that were submitted for the Board's review. The Board accepted the Committee reports and minutes as presented.

Chapter Bylaws

Mr. Imre moved and Ms. Silverman seconded a motion to approve the Hawaii Chapter and the Southeastern New England Chapter Bylaws. Motion passed.

Educational Affairs Report - PRSA Certification

Ms. Appelbaum moved and Ms. Silverman seconded a motion to approve the certification of the University of Alabama and the University of North Carolina, Charlotte. Motion passed.

Approval of Minutes

Mr. Tate moved and Mr. Kirchoffner seconded a motion to approve the minutes from the March 17, 2009 Board of Directors conference call. Motion passed.

PRSA Charter Applications and Dissolution of Chapters

Mr. Tate moved and Mr. Kirchoffner seconded a motion to approve the Charters for Indiana Wesleyan University (Marion, IN), Indiana University of Pennsylvania (Indiana, PA) Mount Union College (Alliance, OH), Southern Adventist University (Collegedale, TN), Winona State University (Winona, MN) and dissolution of Cardinal Stritch University, Florida Southern University and SUNY-Genesco Chapters. Motion passed.

Open Discussion/New Business

Ms. Backus moved and Mr. Haynes seconded to go into executive session. Motion passed.
Mr. Tate moved and Mr. McCormick seconded to go out of executive session. Motion passed.

The meeting was adjourned at 12:24 p.m. ET on April 18, 2009.

Respectfully submitted,

Leslie J. Backus, APR
2009 Secretary

PRSA Policy and Procedure: Granting Academic Research Requests to Use PRSA Membership Lists

PRSA is committed to advancing thought leadership in the profession. Fostering quality research conducted by scholars and practitioners that will advance the theory and practice of public relations is critical to achieving this goal. Research projects often call for surveys of public relations practitioners. The following provides details on the policies and procedures for gaining access to PRSA member e-mail lists.

To insure the highest quality of the research endorsed by PRSA and comply with PRSA's research strategy, the Editor of the *Public Relations Journal (PRJ)* will oversee the review process. The Editor will name a Chair to manage an Academic Research Task Force. The Academic Review Task Force will be selected by the PRJ Editor and the Chair of the Academic Review Task Force and include members of the PRJ Editorial Board, as well as other qualified scholars and practitioners with strong research backgrounds.

Research proposals will be evaluated quarterly. Permissions to use PRSA member e-mail lists will be granted only to those proposals that would qualify to be published in the PRJ. The review process for using PRSA mailing lists will be rigorous, but will not be a blind review.

Procedures and Guidelines

- Requests will be accepted throughout the year but will be held until the appropriate submission deadline as detailed below. Four review periods each year will be designated for the approval/denial of research proposals for use of the PRSA membership list. Deadlines for submissions are as follows:
 - December 15 (for submissions to be reviewed by January 15)
 - March 15 (for submissions to be reviewed by April 15)
 - June 15 (for submissions to be reviewed by July 15)
 - October 15 (for submissions to be reviewed by November 15)
- Requests must include the following five items, or they will not be reviewed:
 1. a completed application form;
 2. an Institutional Research Board (IRB) approval certificate from the individual's university IRB, or a signed document indicating why IRB approval has not been obtained;
 3. a 3-5 page project description written clearly and concisely;
 4. a copy of the proposed survey instrument; and
 5. a copy of the proposed online survey invitation email.
- Members of the Academic Research Task Force will evaluate submissions and approve or deny requests.
- Approved requests will be sent to the PRSA Board Liaison for the PRJ/Academic Research Task Force for comment for 15 days after the review process. If no comments are received within that period, the request will be approved.
- PRSA staff will work with researchers of approved projects to pull appropriate samples of members e-mail addresses. Electronic communication will be sent to members from PRSA including a link to the survey instrument provided by the researcher. The cover note will indicate that PRSA has reviewed the research.
- Researchers will have one calendar year for project completion from the date of approval. "Completed" means submitting a research manuscript to the *PRJ*. There is no guarantee that the paper will be accepted for publication in *PRJ*, but the journal retains the right of first refusal.

Criteria for approval:

- A complete research proposal request as outlined above.
- Relevance/importance to advancing thought leadership initiatives of PRSA and the public relations profession.
- Appropriateness of the survey instrument for the sample requested.
- Consideration of the timing of other approved and similar research.
- Membership in PRSA: at least one member of the research team **MUST** be a member in good standing of PRSA.
- Overall clarity and quality of the written request materials.

Approved by PRSA Board of Directors, April 2009

The Public Relations Journal

The ***Public Relations Journal***, published quarterly by the Public Relations Society of America (PRSA), is an open-access peer-reviewed, electronic research journal facilitating the transfer of knowledge from the educational community to the professional community. The first issue was published in Fall, 2007.

While a ***Public Relations Journal*** was published until the mid-1990s, its task was similar to PRSA's news and feature periodicals, the daily **PRSA Issues & Trends**, monthly ***PR Tactics*** and quarterly ***The Strategist***.

Qualifications/Terms for Editor of the Public Relations Journal

The Editor of Public Relations Journal should be a scholar whose published works have made a significant contribution to the public relations body of knowledge. The Editor should have a firm understanding of public relations practice, especially knowledge about the kinds of research practitioners want and need.

This is a volunteer position requiring a significant time commitment. It is critical that the Editor's employer be supportive of this commitment.

The Editor of the Public Relations Journal should be a PRSA member in good standing.

The Chair of PRSA will select the Editor with approval from the PRSA Board.

The term of the appointment of the Editor of Public Relations Journal will be five years with the understanding an Editor could be reappointed for a second five-year term. The Editor should serve only two consecutive terms in this position.

Qualifications/Terms for the Editorial Review Board

Members of the Editorial Review Board of Public Relations Journal will be appointed by the Editor. This is a voluntary position.

Two-thirds of the Editorial Board members should be PRSA members in good standing.

Some Editorial Review Board members will be academics who have published a significant number of refereed, scholarly articles. Others will be practitioners who support research in the field and who have implemented research, measurement and evaluation in their public relations jobs. A third category will be those who have experience in both the academe and the practice of public relations.

The term of the appointments of Editorial Review Board members will be three years with the understanding each can be reappointed. There will be no term limits for Editorial Review Board membership.

This policy will be reviewed in two years.