

Washington, D.C. – 16 Nov 2021

New Book Award for the ICA Public Relations Division: Submit until January 14, 2022

The ICA Public Relations Division's inaugural Book Award is open for nominations

The Public Relations Division of the International Communication Association (ICA) has established a new biennial competition for the "ICA Public Relations Book Award" to recognize the most outstanding book(s) published in English in the field of public relations.

To be considered for the award, books must meet the following criteria:

- Nominations will be accepted for books published (normally) in the previous two calendar years. For simplicity and consistency, the copyright date printed in the book will be used. In this the first round the awards will consider books published in the previous **three** years, i.e. in 2019, 2020 and 2021.
- At the time of nomination and at the time of receipt of the award, at least one author of the book must be a current ICA Public Relations Division member. Nominated authors who have previously been members but have allowed their membership to lapse will be given an opportunity to renew membership until the nomination deadline.
- Award recipients will be announced during the Public Relations Division business meeting at the **72nd Annual ICA Conference in May 2022 in Paris**. Award winners should attend the conference in person or virtually to receive their award.

Nominations

Self-nominations are not allowed. To nominate the work of others, the nominator should submit the following to the Chair of the Book Award Review Committee (Professor Ralph Tench):

1. A brief statement of nomination (500 words maximum, including the book's title, author(s) or editor(s), copyright date, publisher, ISBN and an explanation of the book's contribution to the field of public relations under the scope and vision of ICA);
2. The author(s) or editor(s)' affiliations, mailing addresses, contact phone numbers and email address, as well as confirming their membership with the ICA Public Relations Division;
3. Inspection copies of the accompanying book or an accessible link to the electronic version of the book (i.e., e-book). The nominator should work with the nominees to ask the book publisher to mail one hardcopy of the book to the Chair of the Book Awards Committee and send one e-book or PDF to each of the four selection committee members.

All **nominations must be received no later than 14th January 2022** and copies of the book and PDFs or accessible link to e-books must be received by committee members **by 31st January 2022**, in order to complete reviews and decisions by early April, ahead of the annual ICA conference. Only complete nomination packages will be considered.

Assessment and selection criteria

All books will be assessed on the following criteria and a judgment will be made holistically by the Book Award Review Committee. That is, it may be that the winning book is exceptional in meeting some criteria but not others.

1. Originality: The extent to which the book breaks new ground conceptually and theoretically (e.g., does it make a difference in how we think about, research, teach or practice public relations?)
2. Contribution: The extent to which the book makes a social and/or practical contribution to the teaching, study, or practice of public relations.
3. Rigor: The extent to which intellectual rigor is evidenced (e.g., are the methods sound and sophisticated if it is empirical? Is the assessment and analysis thorough and meticulous if it is primarily a review or handbook?)
4. Writing: The extent to which it is written in language that is clear, engaging, and accessible to the intended audience.
5. Utility: the extent to which the book is useful, helpful, and/or efficacious in actual teaching, research and/or practice.
6. Excellence: The overall extent to which the book exemplifies the best work of its kind in the field (e.g., how does the work stand out related to previous or similar books; in which way is it innovative and outstanding.)

Book Award Review Committee

The Book Award Review Committee and the Chair of the Book Award Review Committee have been appointed by the Chair of the ICA Public Relations Division in consultation with the current officers of the Division. The Committee comprises one Chair and 3 senior members of the Division. The full Committee is comprised of Professor Ralph Tench (Chair) Leeds Beckett University, UK, Professor Kim Johnston, QUT, Australia, Professor Oyvind Ihlen, University of Oslo, Norway and Professor Sherry Holladay, Texas A&M University, USA.

Please submit nominations by the 14th January 2022 at 12:00 Noon ICA Headquarters Time (EST).

If you would like to nominate a book for the Public Relations Division's Outstanding Book Award for 2022, please email the **Chair of the Committee Professor Ralph Tench** (r.tench@leedsbeckett.ac.uk) with the requirements detailed above.

Award winners will be recognized at the Public Relations Division business meeting during the 72nd Annual ICA Conference in Paris.

For further information see the Division webpage or contact the Awards Committee Chair, Professor Ralph Tench at r.tench@leedsbeckett.ac.uk.

About the ICA Public Relations Division

The ICA aims to advance the scholarly study of communication by encouraging and facilitating excellence in academic research worldwide. ICA began more than 50 years ago and is now a truly international association with more than 4,500 members in 80 countries. Since 2003, ICA has been officially associated with the United Nations as a non-governmental association (NGO). With more than 400 members globally, the ICA Public Relations Division is concerned with developing the theoretical basis and empirical insights for communication between organizations and specified publics. The Division is led by Professor Dr. Ansgar Zerfass, Leipzig University, Germany (Chair) and Professor W. Timothy Coombs, Ph.D., Texas A&M University, USA.

Web: <https://www.icahdq.org/group/public>

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