

## BYLAWS OF THE PUBLIC RELATIONS DIVISION

## Article I

## NAME, AUTHORITY, AND PURPOSE

Section 1. The name of this organization shall be the Public Relations Division.

Section 2. The Legislative Council of the National Communication Association authorized creation of this Division on the usual three-year trial basis at its meeting in November-1987.

Section 3. The purpose of this Division shall be to develop the research base in theory and teaching that supports the practice in the field. Since the relationship between scholars and practitioners is particularly close, a strong network will be developed, including working relationships with other professional public relations organizations.

## Article II

## MEMBERSHIP

Section 1. Membership in this Division shall be open to any member of NCA who wishes to join in the promotion of its purpose.

Section 2. Division membership shall consist of those who attend its programs held during the annual convention of NCA and others who communicate their request to officers of the Division, or who indicate that wish on applying for or renewing membership in NCA.

## Article III

## MEETINGS

An annual business meeting shall be held at the time and place designated by the Vice President of NCA during the annual convention. Additional business meetings may be scheduled if necessary by the Executive Committee or by the membership of the Division.

## Article IV

## OFFICERS

Section 1. The Officers of the Division shall be the Chair, Vice-Chair, Vice-Chair Elect, Immediate Past Chair, Research Chair, Secretary, and Webmaster. The term of office for all but the Research Chair, Secretary and Webmaster shall be one year, and the new officers shall assume their duties at the end of the business meeting at which they are elected. Unless an officer withdraws or the members of the Division decide otherwise at a regular business meeting, succession shall be automatic from Vice-Chair Elect to Vice-Chair and then to Chair of the Division. Candidates for Vice-Chair Elect, Secretary, and Research Chair are asked to run for one of these three positions

due to an overlap in roles. Candidates may run for an officer position and a committee position, if desired.

Section 2. The Immediate Past chair shall chair the PRIDE Awards Committee and serve as member of the committee reviewing program proposals and papers submitted for the annual NCA convention.

Section 3. The Chair shall preside at business meetings of the Division, perform other duties identified in the Bylaws, and generally give leadership to the Division. The Chair shall also assist the Selection Committee in the selection of convention programs and papers.

Section 4. The Immediate Past Chair and the Chair shall serve on the Legislative Council of NCA, and shall attend the Legislative Council meetings at the annual convention. The Division members may choose an additional member of the Division to attend the Legislative Council meetings at the annual Convention if his/her attendance is beneficial to the Division.

Section 5. The Vice-Chair, with the cooperation of appropriate officers and committees, shall plan Division programs for the annual NCA convention, and shall preside at Division meetings in the absence of the chair. Together with the Executive Committee, the Vice-Chair shall prepare the certificates and other recognition for the winners. The Vice-Chair shall announce the winners of the top papers at the annual business meeting.

Section 6. The Vice-Chair Elect shall serve as a member of the Selection Committee, which selects program proposals and papers for the annual convention. The Vice-Chair Elect shall also assist the Vice-Chair in the program-planning process.

Section 7. The Research Chair shall serve for three years as a co-chair of the Selection Committee, which selects program proposals and papers for the annual convention. Together with the Vice-Chair, the Research Chair is responsible for closely following procedures for paper review, highlighted in a separate document titled "Procedures for Paper Review".

Section 8. The Secretary shall serve for three years and may not succeed him/herself in that office. The Secretary shall record the minutes of all Division business meetings and those of its Executive Committee. It shall be his/her responsibility to channel appropriate information to *Spectra*, and to perform other duties as may be assigned by the Executive Committee.

Section 9. A Webmaster shall serve for three years and may succeed him/herself in that

office. The Webmaster Newsletter Editor shall be a member of the Executive Committee and shall be responsible for member relations, collecting appropriate and necessary information and disseminating that in a timely manner for the members of the Division. The Webmaster shall be responsible for updating the content of the Division's website. Together with the Executive Committee, the Webmaster shall also be responsible for maintaining an up-to-date list of the Division membership, which shall be annually requested from the NCA National Office, so that all members of the Division, should they choose so, can receive Division's communication and information throughout the year. Together with the Executive Committee, the Webmaster shall also be responsible for keeping up to date other channels of communication with Division members.

#### Article V

##### ELECTIONS

Section 1. At the annual business meeting, the Nominating Committee shall provide the membership with a slate of nominees for election. The members of the Division shall elect a Nominating Committee of two members to serve during the next year and to report at the next business meeting. Nominations from the floor shall be permitted. Elections can occur either during the annual business meeting, or via an online voting platform following and within ten days of the annual business meeting. A majority shall be required for election on the first ballot; if any candidate does not receive a majority vote, a plurality shall be sufficient for election. The Immediate Past Chair shall not be eligible for election but shall serve as non-voting convener of the nominating committee. No member shall serve on this committee in two successive years.

Section 2. The Nominating Committee shall solicit nominations ahead of the business meeting and shall put forward nominations for each vacancy to be filled. Additional nominations may be made from the floor for any office.

Section 3. All contested elections shall be by secret ballot. A majority vote shall be required for election. To permit breaking ties without undue delay, the Chair shall withhold his/her vote and cast a ballot only to break a tie. If no nominee receives a majority on the first ballot, a run-off shall take place immediately between the two candidates with the most votes. The Chair shall again withhold his/her ballot in order to break a possible tie.

Section 4. In case of a vacancy in any office, it shall be filled by the automatic succession process if possible. A vacancy in the office of Secretary/Webmaster or Vice-Chair Elect shall be filled by the Executive Committee until the next business meeting at which a new election shall take place.

#### Article VI

##### COMMITTEES

Section 1. The Executive Committee shall consist of the officers of the Division. The Executive Committee shall meet before the business meeting to make plans for and, under the guidance of the Chair, prepare an agenda for that meeting. It is authorized to act in the name of the Division between the annual meetings, subject to review of those actions at the next business meeting.

Section 2. The membership and selection of the Nominating Committee are described in Article V, Section 1.

Section 3. The Immediate Past Chair shall chair the PRIDE committee. The other four members of this Committee shall be elected by the membership of the Division. This Committee may but is not required to offer an award in the areas of (1) outstanding journal article, (2) outstanding book/monograph, (3) outstanding contribution to public relations education (AKA outstanding textbook), and such other categories as the Executive Committee or the membership may determine. The PRIDE Committee shall prepare certificate and/or other recognition of the winners and shall announce winners at the annual business meeting. No more than one award in each category may be made in any calendar year. In the event that work by a member of the Nominating Committee is nominated for an award, the Chair of the Division shall appoint a replacement to serve for that year.

Section 4. The Selection Committee shall select program proposals and papers for the annual convention and shall consist of the Research Chair, Chair, Vice-Chair, and Vice-Chair Elect. In addition, every year at least two active members of the Division shall be elected to serve as members of this Selection Committee. The Selection Committee is responsible for identifying the top faculty papers and top student papers accepted for presentation at the convention, based on the highest rankings and reviews. The Selection Committee shall follow procedures spelled out in a separate document "Procedures for Paper Review" when reviewing and ranking papers. The Selection Committee is also responsible for revising the document, if necessary. Any changes to the document shall be presented and approved by the Division members at the annual business meeting.

Section 5. The Social Media Committee shall consist of the Secretary and Webmaster, with the Secretary serving as Chair of the Committee. In addition, at least three active members of the Division shall be elected to serve as members of the Social Media Committee for a two-year term, with priority given to graduate students. The Committee shall work together to create and execute a comprehensive online communication strategy, social media policies and templates, including for the Division's website, newsletter, and social media presence on one or more platforms.

Section 6. The Chair shall lead the Fundraising and Social Events Committee. The

membership of the Division shall elect the other three members of this Committee for a one-year term. The role of the Committee is to pursue fundraising opportunities to support the annual social event and generate additional funding for the needs of the Division, including but not limited to top student paper awards, topic-based research papers and/or award plaques and other recognitions. Avenues for funding may include, but are not limited to, PR agencies and professional associations local to the annual convention site each year, colleges and universities with PR-related programs, PR software and courseware companies, and academic publishers. Additionally, the Committee will work to find and secure a location for the annual social. In the event that fundraising opportunities are not adequate to cover the cost of the social, the Committee will decide on an appropriate avenue of funding for that year.

Section 7. Temporary (ad hoc) committees may be appointed by the Chair with the advice and consent of the Executive Committee. Such committees may also be created by the membership of the Division at an annual business meeting.

#### Article VII

##### PARLIAMENTARY AUTHORITY

In any case not covered in these Bylaws or any Standing Rules adopted by the Division, Robert's Rules of Order shall be consulted. A parliamentarian may be appointed by the Chair, with the advice and consent of the Executive Committee. The parliamentarian shall serve at the pleasure of the Chair and may continue to serve by mutual consent when new officers assume their responsibilities.

#### Article VIII

##### QUORUM

At least ten members of the Division, plus two of its officers, must be present at a business meeting for the transaction of business. In the absence of a quorum, those present may authorize a mail ballot for the election of new officers. If a quorum fails to appear at two successive annual meetings, the Executive Committee shall consider dissolution of the Division.

#### Article IX

##### AMENDMENTS

Section 1. Amendments to these Bylaws may be initiated by majority vote of the Executive Committee or by petition of any three members of the Division.

Section 2. If published on the Division's Website and/or distributed via any other communication channels accessible to Division members and distributed at least two

weeks before the NCA convention, an amendment may be adopted by a majority vote of those present and voting at an annual business meeting. An amendment offered without such advance notice may be adopted by a 2/3 vote of the members present.

Section 3. At any annual meeting those present may, by majority vote, adopt standing rules consistent with the Division Bylaws and the parliamentary authority.

Section 4. These Bylaws became effective when adopted at the annual business meeting of the Division in November 1988.

ORIGINALLY ADOPTED AS AMENDED: November 1988

FURTHER AMENDED: November 1990, November 2004, November 2011 (all articles and sections that address a new Selection Committee and a new position of a Research Chair: Article IV, Sections 1, 3, 6, 7; Article VI, Section 3), and November 2013 (Article V, Section 1, addressing online voting).

November 2021 proposed amendments address an addition of two permanent Committees: Social Media Committee (Article VI, Section 5) and Fundraising/Social Events Committee (Article VI, Section 6).

November 2022 proposed amendments to address an addition regarding the candidacy for officer roles, ensuring no overlap in the Vice-Chair Elect, Secretary, and Research Chair positions (Article IV, Section 1).