

ACADEMIC ADVISORY GROUP

Following an open forum discussion at the 2015 AMEC Summit in Stockholm, AMEC resolved to establish an Academic Advisory Group to provide advice to the AMEC Board, Chairman, and CEO. AMEC invited Professor Jim Macnamara PhD, Professor of Public Communication at the University of Technology Sydney (UTS) to establish and Chair the AMEC Academic Advisory Group.

Role

The role of the AMEC Academic Advisory Group is to provide expert advice and input to AMEC in relation to research methodology and methods, education and learning, and standards. Activities of the Group will include:

- Reviewing documents such as policies, plans, and reports and providing feedback to AMEC;
- Undertaking occasional projects such as preparing reports or papers as requested by AMEC;
- Providing 'thought piece' articles and papers about trends and issues in measurement for the 'Talking Point' and/or 'Resources' sections of the AMEC Web site;
- Contributing to the AMEC members' professional development program;
- Assisting AMEC in identifying and selecting speakers for AMEC Summit presentations to ensure quality of presentations.

Membership

The AMEC Academic Advisory Group is an open group for any academic in relevant fields to contribute online via e-mail or an online discussion site (see 'Communication and Participation').

However, it is agreed that there should be 'core members' to give the group focus and direction, as well as provide AMEC with a readily accessible resource to call on for advice and input as required. The core membership is proposed to be made up of 6–8 eminently qualified senior academic researchers.¹

Core members of the AMEC Academic Advisory Group who have been invited and accepted are listed in APPENDIX 1. Additional 'core' members can be nominated to ensure international representation and an appropriate range of expertise.

Communication and Participation

Communication between members and participation in the Group will include:

- Open online participation by relevant academics² via Basecamp (<https://basecamp.com>);
- Promotion of the group via academic listservs and networks;
- E-mail between the core members;
- Reviewing of documents by the core members on request (e.g., using a Dropbox folder);
- Occasional teleconferences or Skype meetings of the core members;
- Attendance at a physical meeting during AMEC Summits by members attending.

¹ 'Academic researchers' are specified as it is intended to involve academics who are experienced researchers with a deep understanding of research methodology, ideally at Professor level, rather than teaching only or teaching intensive academics.

² All academics involved in research related to public relations, strategic communication, communication management, corporate communication, mass communication, media, social science, and other related fields are invited to contribute to the open group.

ATTACHMENT 1.

AMEC Academic Advisory Group

Name	Title & University	Other Professional Activities	Country	Areas of Research Expertise
Prof Jim Macnamara (Chair)	Professor of Public Communication University of Technology Sydney (UTS); Visiting Professor, The London School of Economics and Political Science	Founding Fellow of AMEC Member of IPR Task Force on Standards Consultant to UK Government on evaluation Author of <i>Evaluating Public Communication: New Models, Standards, and Best Practice</i> (Routledge, 2018)	Australia	Communication evaluation (advertising, PR, corporate, government, social media)
Prof Anne Gregory	Professor of Corporate Communication University of Huddersfield	Immediate Past Chair, Global Alliance of Public Relations and Communication Management; Member of CIPR Evaluation Working Group; Expert Adviser, European Commission on <i>Measuring Communication</i>	UK	Communication management; PR and government and political communication measurement
Dr Tina McCorkindale	President and CEO Institute of Public Relations (IPR)	Former Associate Professor of Public Relations at Appalachian State University. Former Director of IPR Social Science of Social Media Research Center Also worked with Cymfony and Cision.	USA	Social science research; social media; reputation and engagement
Professor Brad Rawlins	Dean, College of Media and Communication, and Professor of Strategic Communication, Arkansas State University, USA	Member of the IPR Commission on Measurement and Evaluation; Board Member, International Public Relations Research Conference (IPRRC); Member, Educators Academy of PRSA	USA	Research methods; PR; ethics; trust; stakeholder engagement; education in journalism and mass communication
Dr Stefania Romenti	Associate Professor, Strategic Communication and PR, IULM University, Milan	Chair of the Master of Science in Strategic Communication and Director of the Executive Master in Corporate Public Relations at IULM University, Milan. Adjunct Professor at IE Business School, Madrid. Published a book on PR measurement and evaluation in Italian (English language edition forthcoming)	Italy	Specializes in measuring intangibles, reputation, and stakeholder engagement
Prof Don Stacks	Professor of Public Relations University of Miami, Florida	Author of <i>Primer of Public Relations Research</i> Editor of the <i>Dictionary of Public Relations Measurement and Research</i> . Has written more than 150 scholarly article and paper on evaluation. Recipient of many awards including being inducted into <i>PR News' Measurement Hall of Fame</i> .	USA	PR research; methodology; quantitative 'scientific' methods; data analysis

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Emeritus Prof Tom Watson	Emeritus Professor, Bournemouth University	Author of the leading text <i>Evaluating Public Relations: A Best Practice Guide to Public Relations Planning, Research and Evaluation</i> Author of several models of evaluation. Chair of the International History of Public Relations Conference.	UK	PR evaluation; evaluation models; ROI; history of evaluation; research methodologies
Prof Ansgar Zerfass	Director, Institute of Communication and Media Science, Department of Communication Management and Public Relations, University of Leipzig	Also Professor in Communication and Leadership at BI Norwegian Business School, Oslo. Developed communication controlling models. Founder of the <i>European Communication Monitor</i> ; Served as President of EUPRERA and Editor of <i>International Journal of Strategic Communication</i> .	Germany	Communication management; communication controlling; linking to business results