

TERMS OF REFERENCE

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 Jim Macnamara, 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 include:

- Reviewing documents such as policies, research reports and evaluation models and guidelines 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 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 Criteria

Membership is by invitation from AMEC in consultation with foundation members of the group.

Membership criteria are: (1) substantial academic research experience related to evaluation of communication; (2) senior academic standing, preferably professors; (3) international representation from Europe, the UK, USA and other countries as far as possible; and (4) gender and cultural diversity as far as possible within the range of membership criteria.

For practical purposes, it has been agreed that the AMEC Academic Advisory Group should be no less than five and no more than 10.

Members of the AMEC Academic Advisory Group currently are listed in APPENDIX 1. Additional members can be nominated at any time to ensure international representation and an appropriate range of expertise. However, acceptance rests with the AMEC Chair, CEO and Board.

Communication and Participation

Communication between members and participation in the Group will include:

- Open online participation by relevant academics¹ via Basecamp (<https://basecamp.com>);
- Promotion of the group via academic listservs and networks;
- E-mail between the members;
- Reviewing of documents by the members on request (e.g., using a Dropbox folder);
- Occasional teleconferences or Skype meetings of the members;
- Attendance at a physical meeting when possible, such as during AMEC Summits.

¹ 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 Members

Name	Title & University	Other Professional Activities	Country	Contact
Distinguished Professor Jim Macnamara (Chair)	Distinguished Professor of Public Communication, University of Technology Sydney Visiting Professor, London School of Economics and Political Science, Media & Communications Dept Visiting Professor, University of the Arts London, College of Communication http://www.uts.edu.au/staff/jim.macnamara	Founding Fellow of AMEC. Member of IPR Measurement Commission. Member <i>PR News</i> Measurement Hall of Fame. Consultant to UK Government Communication Service (GCS) and European Commission Directorate General for Communication (DG COM) on evaluation. Author of <i>Evaluating Public Communication: New Models, Standards, and Best Practice</i> (Routledge, 2018)	Australia	Jim.macnamara@uts.edu.au
Professor Anne Gregory	Professor of Corporate Communication, University of Huddersfield https://pure.hud.ac.uk/en/persons/anne-gregory	Immediate Past Chair, Global Alliance of Public Relations and Communication Management. Member of CIPR Evaluation Working Group. Expert Adviser, European Commission on evaluating communication. Previously Director of the Centre for Public Relations Studies at Leeds Beckett University, an internationally recognized research centre and think tank on public relations and communication.	UK	a.gregory@hud.ac.uk
Professor Ansgar Zerfass	Director, Institute of Communication and Media Science, Department of Communication Management and Public Relations, University of Leipzig	A leader in developing ‘communication controlling’ models for communication management and evaluation. Founder and lead researcher of the <i>European Communication Monitor</i> . Served as President of EUPRERA. Editor of the <i>International Journal of Strategic Communication</i> . Also Professor in Communication and Leadership at BI Norwegian Business School, Oslo.	Germany	zerfass@uni-leipzig.de
Professor Don Stacks	Professor of Public Relations University of Miami, Florida https://miami.pure.elsevier.com/en/persons/don-stacks http://com.miami.edu/news/2014/12/08/professor-don-stacks-wins-lifetime-achievement-award	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 articles and papers on evaluation. Recipient of many awards including being inducted into the <i>PR News</i> Measurement Hall of Fame and a Lifetime Achievement award from the University of Miami in 2018.	USA	don.stacks@miami.edu

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<p>Dr Tina McCorkindale</p>	<p>President and CEO Institute of Public Relations (IPR)</p> <p>https://instituteforpr.org/ipr-bio/dr-tina-mccorkindale-2</p>	<p>Former Associate Professor of Public Relations at Appalachian State University. Former Director of IPR Social Science of Social Media Research Center. Previously worked with Cymfony and Cision. Past chair of the Public Relations Society of America (PRSA) Educators Academy, former co-chair of the PRSA National Research Committee, and a member of the Arthur W. Page Society.</p>	<p>USA</p>	<p>tina@instituteforpr.org</p>
<p>Associate Professor Stefania Romenti</p>	<p>Associate Professor, Strategic Communication and PR, IULM University, Milan</p> <p>http://www.iulm.it/wps/wcm/connect/iulmit/iulm-it/docenti/romenti-stefania (Italian)</p> <p>https://www.communication-director.com/author/stefania-romenti-0 (English)</p>	<p>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)</p>	<p>Italy</p>	<p>stefania.romenti@iulm.it</p>
<p>Associate Professor Rita Men</p>	<p>Associate Professor, Public Relations College of Journalism and Communications, University of Florida</p> <p>https://www.jou.ufl.edu/staff/rita-men-2</p>	<p>Chief research editor of the IPR Organizational Communication Research Center and lead author of <i>Excellence in Internal Communication Management</i>. Background in corporate communication research and consulting. Worked with Alibaba Group, Inc. and Ketchum, Inc. Research interests also include measurement and evaluation, public engagement, relationship and reputation management, leadership, and social media. Holds a BA from Zhejiang University, China, an M Phil from Hong Kong Baptist University, and a PhD from the University of Miami.</p>	<p>USA</p>	<p>rlmen@jou.ufl.edu</p>
<p>Associate Professor Katie Place</p>	<p>Associate Professor of Strategic Communication, Quinnipiac University, Connecticut</p> <p>https://www.qu.edu/student-resources/directory/staff.76012.html</p>	<p>Teaches public relations, strategic planning, and social media. Dr. Place’s research examines the nexus of gender, power and ethics in public relations. Prior to returning to academia, she was a public affairs consultant and a not-for-profit communications manager in the Washington, DC area. Holds a BA and MA from Virginia Tech and a PhD from the University of Maryland.</p>	<p>USA</p>	<p>Katie.Place@quinnipiac.edu</p>

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<p>Dr Glenn O’Neil</p>	<p>OWL Research and Evaluation</p> <p>https://www.linkedin.com/in/glennoneil</p>	<p>Founder of Owl RE based in Geneva, Switzerland, leads evaluation of communication, advocacy, and development for large companies, NGOs and international organizations. Has worked in more than 50 countries on 100 evaluations/assessments with clients including the World Bank; UNHCR, Oxfam, Nestlé, and a number of EU agencies. Holds a PhD in social research and methodology from The London School of Economics, an Executive Masters in Communication Management from the University of Lugano, Switzerland and a Bachelor of Arts (social science) with honours from La Trobe University, Australia.</p>	<p>Switzerland</p>	<p>glenn.oneil@gmail.com</p>
<p>Dr Alex Buhmann</p>	<p>Assistant Professor, Department of Communications and Culture, BI Norwegian Business School</p> <p>https://www.bi.edu/about-bi/employees/department-of-communication-and-culture/alexander-buhmann</p>	<p>Co Director of the BI Centre for Corporate Communication. Also a Research Fellow (2016–2018) at the Center on Public Diplomacy at the Annenberg School for Communication and Journalism, University of Southern California. Holds an MA in media studies from the University of Siegen and a PhD in social sciences from the University of Fribourg. Current research focuses on public relations, corporate communication, and public diplomacy. Teaching areas include public relations and corporate communication with a special focus on international communication, public diplomacy, and communication evaluation.</p>	<p>Norway</p>	<p>alexander.buhmann@bi.no</p>

Retired or inactive (with thanks):

- **Emeritus Professor Tom Watson**, Bournemouth University, UK
- **Professor Brad Rawlins**, Arkansas State University, USA