

## **ECREA Organisational and Strategic Communication (OSC) Section 2016 Annual Report**

### **Management Team:**

**Ian Somerville (University of Leicester, UK)**

**Gisela Gonçalves (University of Beira Interior, Portugal)**

**Isabel Ruiz-Mora (University of Málaga, Spain).**

The year 2016 was a busy one for the OSC Section with several highlights including the 6<sup>th</sup> European Communication Research and Education Association Conference and the publication two major edited collections based on papers presented at OSC Section conferences.

The preparation and peer review process for the 6th European Communication Conference on “Mediated (Dis)Continuities: Contesting Pasts, Presents and Futures”, Prague, 9-12 November 2016, was the main activity of the Organizational and Strategic Communication Section in the past year. After the peer review process 31 papers were selected for the conference and these were presented in seven parallel sessions.

In the OSC Section business meeting, held on the 10<sup>th</sup> November 2016, a new management team was elected, which included two of the existing members with some role rotation. The composition of the management team for 2016-2018 is as follows: Ian Somerville (Chair); Gisela Gonçalves (Vice-Chair) and Isabel Ruiz-Mora (Vice-Chair). The ECREA database indicates that there are currently 304 members in the OSC Section

In 2016 two edited collections of empirical research by international scholars were published both of which had their origin in OSC Section conferences and which were edited by members of the OSC management team. Routledge’s ‘New Directions in Public Relations Series’ published Somerville, Hargie, O., I., Taylor, and M., Toledano, M., (Eds.) (2016) *International Public Relations: Perspectives from Deeply Divided Societies*, London: Routledge. This book had its genesis in the conference “Public relations and strategic communication in divided societies” (Belfast, June 2014). Also published this year was Evandro Oliveira, Ana Duarte Melo and Gisela Gonçalves (Eds.) (2016) *Strategic Communication for Non-Profit Organisations: Challenges and Alternative Approaches*, Wilmington, DE: Vernon Press. This volume was based on a selection of peer-reviewed papers presented at the OSC Section Conference on ‘Strategic Communication for Non-Profit Organisations: Challenges and Alternative Approaches’, that was held at the University of Leipzig, Germany, 3-4 December 2015.

Looking forward to 2017-18 a OSC Section Conference, 'PR and society: The generative power of history in the present and future' is being organised in November 2017 in Edinburgh, UK and it is envisaged other Section conferences will occur over the next two years. In addition to this the Management Team have begun preparatory work on a book proposal which will be submitted on behalf of the Section for publication in the Routledge Studies in European Communication Research and Education Series.

In January 2017, the OSC Section had 311 active members.

The OSC Section Management Team  
Ian, Gisela and Isabel

9<sup>th</sup> January 2017