

**Awards for best research papers in public relations:  
EUPRERA and Emerald honor academics and practitioners from Europe**

Brussels, November 19, 2020 – The European Public Relations Education and Research Association (EUPRERA), a body of academic institutions, researchers and senior professionals in the field of strategic communication with nearly 500 members from 40 countries, has awarded authors for their excellent research in strategic communication, after a double blind review process.

**Academic and professional awards for research on  
narrative approach, press accreditation, stress resilience, interactional framing**

**EUPRERA Best Paper Awards** were given to the authors of three papers with the highest rankings in a two-stage, blind peer-review process performed by a scientific committee of renowned international scholars, headed by Sabine Einwiller from University of Vienna. The three winning papers:

**“Revisiting Public Relations’ (Hi)Stories: A Narrative Approach to Progress in a Multi-Paradigmatic Discipline”** by **Peter Winkler** and **Jannik Kretschmer**.

The paper by Peter Winkler and Jannik Kretschmer presents a model, which describes how visions of progress in different PR paradigms – functional, co-creational, critical-cultural, and socio-emergent – build on each distinct combinations of four narrative plots – tragedy, romance, comedy, and satire. The authors present a thorough literature review and complement the debate on disciplinary progress in PR research, which is focused on ontological and epistemological questions. They address how different paradigms in PR research develop distinct visions of progress by oscillating between different narrative accounts. The paper is very original, thought provoking and also easy to read..

**“Public Relations "avant la lettre": Press Accreditation during Russo - Turkish War (1877 - 1878)”** by **Valentin Vasile**.

This paper by Valentin Vasile is an important contribution to PR history. It describes how press accreditation during war times was institutionalized in the past, based on a study of articles about the Russo-Turkish War (1877-1878), and demonstrates how public relations techniques were used more than 150 years ago. Vasile discovers interesting similarities among the routines of the media and press activities at that point in time, including reputational needs of the institutions involved to communicate to obtain trust and support. The paper contributes to knowledge in PR history, which is an under-developed field but relevant for the professionalization of the discipline..

**“Stress Resilience: A Key Competence For Professionals In Public Relations”**, by **Daniel Ziegele** and **Ansgar Zerfass**.

Daniel Ziegele and Ansgar Zerfass investigated day-to-day stressors and differences in stress management between practitioners with high and those with low resilience profiles. This is a highly interesting study able to provide a good overview of main drivers of stress and resilience profiles, while also discussing opportunities to build stress resilience competence especially from the perspective of organizational measures. Stress resilience is certainly an interesting topic, especially during a global crisis like the Covid-19 pandemic. The related results generate relevant insights and food for thought also for those not working in PR agencies.

Moreover, Emerald Group Publishing, publisher of *Journal of Communication Management*, delivered the yearly **Emerald Professional Impact Award** for the best research-based paper that is not only academically sound, but which makes an important and useful contribution to the practice of communication management. The paper addresses issues of current concern to managers and also successfully discusses the research’s implications to managers and for practice. The winning paper is:

**“Meaning-making On The Ground: (Re)-discovering The Competence Of Interactional Framing In Environmental Conflicts”**, by **Korien van Vuuren-Verkerk**, **Noelle Aarts** and **Jan Van der Stoep**.

The award is given to this paper that combines a well-developed theoretical framework with a very interesting case analysis, which makes it very relevant for professionals. The paper explores how communication professionals may “contribute to mitigating environmental conflict”. The theory used is framing while the analysis is done at a microlevel focusing on discursive processes where negotiations over meaning take place.

**Special recognition to the best reviewer**

**EUPRERA Best Reviewer Award** recognizes the work done by the reviewer because it is an essential contribution to the quality and the success of the annual congress. This year’s winner is:

**Sherry Holladay** from Texas A&M University, USA, who has contributed to careful, thorough and useful reviews.