

OSCS - ECREA | Call for Publication 2016

The Organisational and Strategic Communication Section of ECREA – European Communication Research and Education Association opens a **Call for Publication** of short chapters to be included in a forthcoming book on

Strategic Communication for Non-Profit Organisations: Challenges and Alternative Approaches

to be published by Vernon Press in the Fall 2016. The book will be edited by Evandro Oliveira, Ana Duarte Melo and Gisela Gonçalves and will be distributed worldwide through Vernon Press marketing channels*. Authors are entitled to a free copy of the book and discounts in additional copies.

This call follows the conference held in December 2015 at the University of Leipzig, Germany, and is focused on but not limited to the full papers presented at the event. We invite contributions of relevant and original research related to the role of strategic communication at the core of non-profit communication challenges, specially on alternative approaches on value creation aimed towards goals such as public welfare, societal values, religious ideas, citizen engagement and community development. Alternative insights, frameworks and concepts as well as reports on empirical research will be most valued. Topics of interest include:

- External and internal communication of non-profit organisations
- Communication in governmental and inter-governmental organisations
- Communication by associations, charities and unions and civil society initiatives
- Citizen engagement and new societal movements
- International NGOs and their communication activities
- Church communication and communication in the field of religion

Proposed book chapters should be between **4000-7000 words**, prepared for **double blind review**, without any reference to the author(s), and must comply with the **Vernon Press publication standards** you can find in the [attached document](#). Submissions must be original contributions and not under consideration for publication at another outlet at the same time.

Please send your submissions to oliveira.evandro@gmail.com until the **14th March 2016**.

Important dates

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|--------------------------------|------------------------------------|---------------------|--------------------------------|
| Submission deadline | Acceptance notification | Final Papers | Publication preview |
| • 14.3.16 | • 15.4.16 | • 6.5.16 | • Fall 2016 |

We are looking forward to receive your submission.

The Editors,
Evandro, Ana and Gisela

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