After a hiatus that unintentionally spanned six years, it gives us great joy to bring you volume 12 of the McMaster Journal of Communication. This volume is a series of “firsts.” It is the first of two planned releases this year, a decision that breaks with the traditional annual publication schedule of the Journal. It contains fewer articles than usual, a change that will hopefully spur more frequent publications. Finally, it houses the McMaster Journal of Communication’s first international entry, with an article written by a research team from the University of Valley of Itajaí in Brazil.

The theme of this volume centers around leadership communications. Given the propensity of some leaders or organizations nowadays to use social media and/or other public forums to air their opinions (often with disastrous consequences), we felt that it was a topic that was relevant to the times. We will admit to taking some liberties with the scope of the theme, however. Specifically, some entries in this volume address the dominant coalition’s view of communications while others discuss topics related to leading organizations.

Volume 12 opens with Andrea Price’s research paper examining the Chief Executive Officer’s perception of trusted advisors within the organization. She utilizes interviews with five chief executives to shed insight into the overall nature and role of the trusted advisor relationship.

Rita Chen’s article on the Chief Executive Officer’s perception of internal communications follows. Like Price, Chen meets with five chief executives to examine their understanding of the topic and the extent to which they believe internal communications contributes to the achievement of organizational goals.

Next is the Journal’s international entry. Paula Bruna Victória Ferreira Schütt, Isadora Cristina Hoepers Dutra, and Sonia Regina de O. Santos Luna, MSc analyzed organizational documentation and employee interviews to draw conclusions on corporate social responsibility within the organizational culture of Eletrosul, a leading electricity utility in Brazil.

The volume closes with an article from Kristine D’Arbelles, Pauline Berry, and Ashika Theyyil which scrutinized electronic word-of-mouth marketing on the world’s most valuable public company, Amazon. Specifically, the researchers conducted correlational and content analyses on two Amazon-hosted Kickstarter campaigns to determine the extent by which reviews impact sales.

Volume 12 would not have been made possible without the valuable editing contributions of Josie Cassano Rizzuti, MCM, APR, within the Editorial Board. We are also grateful for the guidance provided by Dr. Alex Sevigny, APR and Dr. Terry Flynn, APR, FCPRS of McMaster University throughout the course of publication.
We hope you enjoyed this issue of the *McMaster Journal of Communication*. It is our sincere hope that the articles featured in this volume will play a part in the ever growing body of communications research in Canada and worldwide.

Rita Chen, MCM  
Andrea Price, MCM, ABC  

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