

# Preface

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After a hiatus that spanned six years, it gives us great joy to bring you volume 12 of the *McMaster Journal of Communication*. 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, MCM, ABC'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, MCM'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.

The editors would like to thank the people whose valuable contributions made this issue possible. Volume 12's editorial board was comprised of: Josie Cassano-Rizzuti, MCM, APR (Member), Dr. Alex Sévigny, APR (Faculty Editor) and Dr. Terry Flynn, APR, FCPRS (Faculty Editor).

Rita Chen, MCM  
Andrea Price, MCM, ABC

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