

If you supported the Institute for Public Relations (IPR) in 2013—by participating in our research, by tapping into the free knowledge provided on our website and in our weekly digital research letters, by registering for our events, or by providing financial backing—*this review is dedicated to you.*

*Best-in-Class Practices  
in Employee Communications:  
Through the Lens  
of 10 Global Leaders*

The qualitative study by the IPR Commission on Organizational Communication, conducted by KRC Research, examines global communications practices of 10 leading corporations.



**DICTIONARY  
OF PUBLIC RELATIONS  
MEASUREMENT AND RESEARCH**

Third Edition

Dr. Don W. Stacks  
Dr. Shannon A. Bowen  
Editors

Updated:  
IPR  
Measurement  
Commission  
Gold Standard  
paper



**Social Media  
Research Articles**

Drs. Don Wright, Marcia DiStaso and Tina McCorkindale selected a list of best social media studies for practitioners for the first half of 2013.

**Four Major Companies  
Adopt Public Relations  
RESEARCH**



General Electric, General Motors, McDonald's USA, and Southwest Airlines adopted interim standards proposed by the IPR Measurement Commission and five other organizations in the **Coalition for Public Relations Research Standards**.

*Reach*

IPR research appeared in *PR News*, the *China International Public Relations Association's PR Magazine*, *PRWeek*, and blogs by Steve Cody, Ken Makovsky, Ron Culp and Peter Debreceeny.

**THE ORGANIZATIONAL  
COMMUNICATION & SOCIAL SCIENCE  
OF SOCIAL MEDIA RESEARCH CENTERS**

**EXPAND**

**AGGREGATING  
THE BEST RESEARCH  
FOR PRACTITIONERS**

*Engaging Employees: Effectiveness of Traditional vs. New Media Channels* Dr. Rita Men • *Free Speech v. Social Media: Is Your Policy Legal?* Cayce Myers



## 52<sup>nd</sup> Annual Distinguished Lecture & Awards Dinner “The Business of Changing the World”

“We all have a role to play in these development conversations,” said **Kate James**, Chief Communications Officer, Bill & Melinda Gates Foundation. “Even if it feels like your business couldn’t be further away from the world of development.”

## Trustees Research Symposium

Exploring the latest industry findings, topics presented include: The Sociology of Disaster and Social Media, Situational Crisis Communication Theory, Best-in-Class Global Employee Communications, and How the Public Identifies Truth and Fact Online.



**W. Timothy Coombs**  
2013 IPR Pathfinder Award Winner



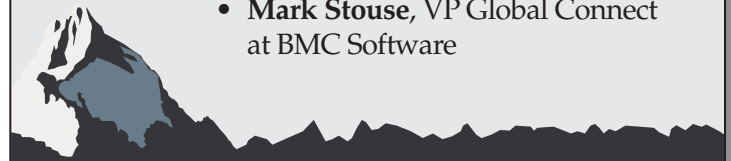
## Sixth Annual Grunig Lecture “Ethics as Culture”

“Corruption is not a sustainable model. It leads to distrust, anger and unrest,” said President & CEO **Dave Senay** of FleishmanHillard at the IPR, Council of Public Relations Firms and University of Maryland co-sponsored event.

## Measurement Summit 3.1

Presented by the IPR Measurement Commission, leaders in the field came together to develop and promote standards and best practices for research and measurement. Featured speakers:

- **Bob Garfield**, co-author of *Can’t Buy Me Like: How Authentic Customer Connections Drive Superior Results*
- **Mark Stouse**, VP Global Connect at BMC Software



## International Professional Colloquia



“Reputation in a Social Environment: The Give and Take is Here to Stay”



“When the Moving Parts Reach Escape Velocity: The Changing Role of Corporate Communications Leaders”

Held in London and Melbourne, these invitation-only research events gather the highest level communications and corporate affairs professionals.