

2000 Year in Review

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January 2000

- Announced election of Margery Kraus, president & CEO, APCO Worldwide, DC, and Kenneth D. Makovsky, president, Makovsky & Company, NY, to IPR Board of Trustees.
- Announced deadline for Dr. Walter K. Lindenmann Scholarship sponsored annually by Ketchum. This \$15,000 award includes a \$5,000 cash grant and 8-week paid internship at Ketchum to the winner and \$2,500 to the winner's faculty advisor.
- Bruce Jeffries-Fox, the Insight Farm, was named chair of IPR's Commission on PR Measurement & Evaluation. This group of top practitioners, counselors and academics are seeking ways to show the value of PR.
- Proposals sought for Building a Public Relations Effectiveness Model and Database. Project sponsored by the Council of PR Firms and IPR's Commission on PR Measurement & Evaluation.

February 2000

- Published Institute Newsletter #19. Issued a few times a year, lists PR research projects underway, latest PR studies, surveys, publications and a calendar of upcoming meetings of interest to PR executives, researchers and educators.
- 1999 Dr. Walter K. Lindenmann Scholarship paper, The Lawyer-Public Relations Counselor Dynamic, completed by Bryan H. Reber, Ph.D. student, University of Missouri Columbia. Under supervision of Dr. Glen T. Cameron and Dr. Fritz Cropp.
- Held Commission on PR Measurement and Evaluation meeting February 11 at Ketchum, DC. Voted to award Public Relations Outcome Models Project to Wirthlin Worldwide.
- Members of IPR, the Council of PR Firms and Wirthlin Worldwide met February 17 at Ketchum, NY to discuss Public Relations Outcome Models project.

March 2000

- IPR president was featured speaker at PR at the Crossroads 3rd Annual International Interdisciplinary Public Relations Research Conference, March 31 - April 2, University of Miami.
- Awarded the Stephen J. Kaye Interdisciplinary Research Award of \$1,000 to Dr. Rochelle Tillery-Larkin, Howard University, and Dr. Gregory C. Smith, University of Maryland, for Analysis of Senior Citizen Health Care Reform Publics Using J. Grunig's Situation Theory. The paper was presented at the International Interdisciplinary Public Relations Research Conference.

April 2000

- International Symposium IV: Putting the Yardstick to PR. How Do We Measure Effectiveness Globally? Held April 3-4, American University, Washington, DC. Featured top leaders in PR discussing latest trends

and techniques of measuring effectiveness. Presented in cooperation with the College of Journalism & Communications, University of Florida and the School of Communication, American University.

- IPR and the Council of PR Firms announced they are collaborating to develop the first comprehensive model to measure the effectiveness of PR programs. The Council committed \$100,000 to launch the initiative and retained Wirthlin Worldwide to develop and test several PR Outcome Models (PROM). The models would support the planning, execution and measurement of PR by providing a means to forecast and evaluate the outcomes of PR programs and activities.
- Held Board of Trustee retreat April 6-7 at Ketchum, NY. Reviewed IPR's mission and strategic plan. Announced winner of the 2000 Dr. Walter K. Lindenmann Scholarship: Maria E. Len-Rios, University of Missouri, Columbia. Study will focus on measuring the effectiveness of an organization's web site in building and maintaining relationships. Her faculty advisor is Dr. Glen T. Cameron.
- Dr. Elizabeth Toth, public relations, Syracuse University and Dr. Nicholas DiFonzo, psychology, Rochester Institute of Technology start work on annotated bibliography exploring recent studies in psychology which have direct application to the practice of PR. Funded by a grant from General Motors.

May 2000

- IPR president attended meeting of the Accrediting Council on Education in Journalism & Mass Communications (ACEJMC), May 5-6 in New York.
- Published Institute Newsletter #20.
- Announced election of Dr. Kathleen Kelly, professor, Department of Communication, University of Louisiana at Lafayette, and Dr. Donald K. Wright, professor, Department of Communications, University of South Alabama, to IPR Board of Trustees.

June 2000

- Announced 2000 Master's Thesis Award deadline. This award, sponsored by the Northwestern Mutual Foundation, recognizes the student whose master's thesis is judged best of the year. The recipient receives \$2,000 and the faculty advisor receives a \$1,000 cash grant.
- Announced 2000 Pathfinder Award deadline. This award is given annually to recognize scholarly research which adds significantly to the PR body of knowledge. Judged by PR professionals, the recipient receives a \$2,000 cash grant.
- Held PR Executive Forum in Chicago June 4-6. These two and one half-day sessions are designed to train those likely to be the next generation of top corporate PR leaders. Sessions are limited to 25 invitees. The Arthur W. Page Society is also a sponsor of this event.
- Held IPR Executive Committee meeting June 6 in Chicago. Approved changes to IPR's mission statement.
- Held Commission on PR Measurement and Evaluation meeting, June 14 at Wirthlin Worldwide, NY. Wirthlin updated Commission on PROM project.
- IPR president judged and presented at the PR News Awards, June 19, Washington, DC.

July 2000

- Published proceedings of International Symposium IV.
- IPR president was featured speaker at PR, Public Affairs & Corporate Communications in the New Millennium: The Future 7th International PR Research Symposium, July 7-8, Lake Bled, Slovenia.
- First draft approval of text for Management Needs a History Lesson: An Account of PR Blunders That Keep Getting Repeated' by Dr. Marion K. Pinsdorf, Fordham University.
- Funded by a grant from General Motors.
- Final draft approval of PR Research Made Easy: A Practitioners Guide by Dr. Don W. Stacks, University of Miami.

August 2000

- Sponsored breakout session for PR educators at AEJMC Convention held August 9 - August 12 at the Hyatt, Phoenix.
- Held Annual Breakfast for IPR's Educator Advisory Committee in conjunction with the AEJMC Convention August 10 at the Hyatt, Phoenix.
- Held PR Executive Forum Graduate Session, August 15, Chicago Tribune.
- Announced Pathfinder Award winner: Dr. Linda Childers Hon, associate professor, University of Florida, Gainesville. Dr. Hon's research focused on Measuring Effectiveness in Public Relations.

September 2000

- Published Institute Newsletter #21.
- Held Board of Trustee meeting September 24 at the Charleston Place Hotel, Charleston, SC. Adopted new strategic plan.

October 2000

- Announced Master's Thesis Award winner: Kimberly Gill, graduate of the University of Florida. Her subject: Seeing the Forest for the Trees: Communication and Relationship-Building Tactics of Activist Groups and Forest Products Companies. Her advisor was Dr. K. Sriramesh.
- Announced Bill McInturff, renowned advisor and political pollster as keynote speaker at IPR's 39th Annual Distinguished Lecture Series, November 15, Grand Hyatt, New York.
- IPR president was a speaker at the PRSA World Congress 2000, October 22-24, Hyatt, Chicago.
- Held Commission on PR Measurement and Evaluation meeting, October 24, Hyatt, Chicago. Made final revisions to Selling Research Internally, a white paper by Walter Barlow, Research Strategies, and Lisa Richter, Fleishman-Hillard. The paper will be released January 2001.
- Sponsored A Student's Guide to Public Relations Education released by PRSSA in conjunction with PRSA and the Council of Public Relations Firms.

November 2000

- IPR was educational sponsor and IPR president a moderator for Best Practices in PR Measurement, held by PR News Seminars, November 14, World Trade Center, NY.
- Held PR Executive Forum Graduate Session, November 15, Fleishman-Hillard, NY.
- Held Board of Trustees meeting November 15 at Makovsky & Company, NY. Elected new trustees and officers for 2001.
- New IPR Trustees elected:
Nicholas J. Ashooh, American Electric Power
Sharyn E. Bearse, Merck & Co.
Peter D. Debreceeny, Allstate Insurance Co.
Harvey W. Greisman, IBM Software Group
John D. Kiker, United Airlines
- Staged 39th Annual Awards Dinner and Distinguished Lecture Series November 15 at the Grand Hyatt, New NY. Featured speaker was Bill McInturff, partner & co-founder, Public Opinion Strategies, speaking on Election 2000 and it's implications for communicators.
- Presented Betsy Plank with IPR's Alexander Hamilton medal in recognition of her many contributions to the PR profession, November 15, at the Annual Awards Dinner. Also presented Pathfinder and Master's Thesis Awards.

December 2000

- Applications invited for Walter K. Lindenmann Scholarship Sponsored by Ketchum, this \$15,000 award includes a \$5,000 cash grant and 8-week paid internship to the winner and \$2,500 to the winner's faculty advisor.
- IPR's redesigned web site introduced.