

2001 Year in Review

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Original Research Projects

- The Magic Communication Machine - Examining the Internet's Impact on Public Relations, Journalism and The Public by Dr. Donald K. Wright, University of South Alabama. Sponsored by The WORLDCOM Public Relations Group
- Psychology and Public Relations Today: An Annotated Bibliography of Recent and Significant Psychological Research of Import to Public Relations Practitioners by Dr. Nicholas DiFonzo, Rochester Institute of Technology, and Dr. Elizabeth Toth, Syracuse University. Sponsored by General Motors

New Research from The Commission on Public Relations Measurement and Evaluation

- Measurement Tree, Commission on Public Relations Measurement and Evaluation
- Public Relations Research for Planning and Evaluation, Walter K. Lindenmann, Ph.D.
- A Non-Profit Builds a Dashboard that Belongs in Every Boardroom, Katharine D. Paine, Delahaye Medialink & Dennis H. Bender, Habitat for Humanity
- Toward an Understanding of How News Coverage, Advertising Coverage and Advertising Impact Consumer Perceptions, Attitudes and Behavior, Bruce Jeffries-Fox, The Insight Farm
- Selling PR Research Internally: Changing the Mindset about Communications, Lisa Richter, Fleishman-Hillard Inc. and Walter G. Barlow, Research Strategies Corporation
- Fun Things to do With Measurement, Katharine D. Paine, Delahaye Medialink
- Guidelines for Formative and Evaluative Research in Public Affairs, James E. Grunig, Ph.D., University of Maryland and Larissa A. Grunig, Ph.D., University of Maryland
- Spotlight on 'Public Health': A Benchmark Content Analysis of Press Coverage for the Robert Wood Johnson Foundation, Walter K. Lindenmann, Ph.D.
- Measuring Public Relations Effectiveness for The Dole Food Company and the Society for Nutrition Education, Walter K. Lindenmann, Ph.D.

Professional Development

- Public Relations Executive Forum (high-level training, co-sponsored with Arthur W. Page Society)
- Public Relations Executive Forum Alumni Session
- 40th Annual Distinguished Lecture Series featured Bill Novelli, executive director & CEO, AARP
- Session for PRSA Conference: How Can We Realistically Proclaim the Power of PR If We Don't Measure It? Standing room only
- Liaison with the research/academic community through Association for Educators in Journalism & Mass Communications (AEJMC) Conference

Awards

- Alexander Hamilton Medal "for years of exceptional leadership in public relations"
Patrick Jackson, Jackson, Jackson & Wagner (awarded posthumously)
- Pathfinder Award
Dr. Karen S. Miller, associate professor, Department of Advertising/Public Relations, Grady College of Journalism and Mass Communication, University of Georgia, Athens
Public Relations in U.S. History
- Master's Thesis Award sponsored by the Northwestern Mutual Foundation
Tina Marie Bobe Carroll, Ph.D. student, University of Miami
How Public Relations is Perceived and Included in MBA Programs: A Survey of Business Professors
Dr. Donald K. Wright, student advisor
- Stephen J. Kaye Interdisciplinary Research Award
Dr. Rachel Kovacks, assistant professor, School of Communication, University of Hartford
The Broadcasting Public Sphere: Enduring Issues, Enduring Relationships, Enduring Activists
- Dr. Walter K. Lindenmann Award sponsored by Ketchum
Chun-ju Flora Hung, Ph.D. student, Department of Communication, University of Maryland, College Park
A Qualitative Research Study on the Global Theory of Organization-Public Relationships (OPR)