

## 2003 Year in Review

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FOUNDED 1956

Since first established in 1956 by a group of senior public relations practitioners as the Foundation for Public Relations Research and Education, the Institute for Public Relations has distinguished itself by expanding, documenting and mainstreaming the professional body of knowledge. Here are some highlights of what we accomplished last year, and what we're working on right now.

### Original Research Projects

- International Index of Bribery for News Coverage by Dr. Dean Kruckeberg, University of Northern Iowa and Katerina Tsetsura, Purdue University, in cooperation with the International Public Relations Association, and sponsored Hürriyet, a member of the Dogan Media Group of Turkey

### Accolades

- IPR's web site was selected by the Dorothy A. Johnson Center for philanthropy and Nonprofit Leadership as "one of the most helpful resources for nonprofits" in its Nonprofit Good Practice Guide

### New Research from the Commission on Public Relations Measurement and Evaluation

- Guidelines and Standards for Measuring the Effectiveness of PR Programs and Activities, Dr. Walter K. Lindenmann
- Advertising Value Equivalency (AVE), Bruce Jeffries-Fox, Jeffries-Fox Associates
- Public Relations Research for Planning and Evaluation, Dr. Walter K. Lindenmann
- What You Need to Know to Measure Investor Relations, Dr. David Michaelson, David Michaelson & Company and John Gilfeather, Roper ASW

### Professional Development

- Public Relations Executive Forum (high-level training, co-sponsored with Arthur W. Page Society)
- Public Relations Executive Forum Alumni Session
- 6th Annual International Public Relations Research Conference - catalyst to establishing better communication between academic researchers and practitioners to promote practical research in public relations
- 42nd Annual Distinguished Lecture Series featured Al Golin, founder and chairman, Golin/Harris International and author of a new book on trust
- Trustees and Commission Member presentations at various professional development meetings including IABC, IPRA and PRSA conferences

## **Public Policy Issues**

- Restoring Trust in Business: Models for Action, a white paper developed with other participants in the Public Relations Coalition
- IPR joined with other professional organizations to file an amicus (friend of the court) brief in support of Nike, Inc.'s appeal to the United State Supreme Court asking it to overturn a California Supreme Court ruling that Nike's discussion of public issues is not protected by the Constitutional guarantee of free speech

## **Sponsorships**

- Co-sponsored the Case Writing Competition in Corporate Communications for students of business, communications and journalism along with the Arthur W. Page Society and other professional organizations. The competition encourages students to conduct research that demonstrates the critical role of corporate communications and public relations in higher management
- Hosted breakfast and coffee break at Association for Educators in Journalism & Mass Communications (AEJMC) Conference

## **Awards**

- Alexander Hamilton Medal "for years of exceptional leadership in public relations" given to Edward M. Block, former senior vice president, AT&T
- Pathfinder Award  
Dr. Brad L. Rawlins, assistant professor, Department of Communications, Brigham Young University for Ethics and Ethical Decision-Making in Public Relations and other outstanding research
- Master's Thesis Award sponsored by the Northwestern Mutual Foundation  
David Youngemeyer, Master of Arts degree in Communication from the University of Maryland, College Park, "The Development of Reputational Relationships and Perceived Sources of Out-group Attitudes in the Professional Socialization of Journalism and Public Relations Students" Katherine McComas and Jennifer Garst, student advisors
- Dr. Walter K. Lindenmann Award sponsored by Ketchum  
Yunna Rhee, Ph.D. student, College of Journalism and Communications, University of Maryland, College Park, for A Confirmatory Factor Analysis of the Measurement Scale of Public Relations

## **2004 Schedule of Programs & Projects**

### **Original Research Projects, Round Tables & Symposia**

- The Evolution of Public Relations: Case Studies From Countries in Transition 2nd Edition by Dr. Judy VanSlyke Turk, Virginia Commonwealth University and Linda Scanlan
- Initiative into Measurement cosponsored with PRWeek, a series of four round table discussions -one each quarter - focusing on measurement and evaluation and featuring IPR spokespersons
- 7th Annual International Public Relations Research Conference, March 11-14, Miami, with IPR as catalyst to help establish better communication between academic researchers and practitioners and promote more use of practical research in public relations

### **New Award**

- The Golden Ruler of Measurement Award to recognize and reward innovative and effective measurement of public relations programs

## **Projects of the Commission on Public Relations Measurement and Evaluation**

- Measuring the Effectiveness of Employee Communications and How Can Employee Communication Contribute to HR Goals? - Case studies from General Motors
- Bibliography of Measurement Research - A review of historical and current literature on measurement of public relations effectiveness
- Cyber Scanning as a Measurement Tool - Part of a continuing series on ways public relations can make best use of new technologies
- Story Telling - Ways to get CEOs interested in public relations measurement
- Non-Financial Indicators - Other ways to evaluate the effectiveness of public relations
- Measurement Tree Update - An easier to use index of significant papers published by the Commission
- How to Measure PR's Contribution to the Corporate Objectives - A case study from Texas Instruments