

2004 Year in Review

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of the Institute for Public Relations*



FOUNDED 1956

Here are some highlights of how we advanced our mission in 2004:

RESEARCH PROGRAM

- Published Case Studies from Countries in Transition, Second Edition edited by Dr. Judy VanSlyke Turk and Linda H. Scanlan
- Published Bibliography of Public Relations Measurement developed by Tina Carroll and Dr. Don W. Stacks, University of Miami
- Published The Employee-Public-Organization Chain in Relationship Management: A Case Study of a Government Organization by Yunne Rhee, University of Southern California: Sacramento
- Joined with the International Press Institute, the International Federation of Journalists, Transparency International, the Global Alliance for Public Relations and Communications Management, and the International Public Relations Association to announce support for a set of principles designed to foster greater transparency in the dealings between public relations professionals and the media, and to end bribery for media coverage throughout the world.
- Partnered with the Polish Public Relations Consultancies Association to develop a media leadership survey and a public survey on the practice of bribery for news coverage. Results will be released in 2005.
- Created Golden Ruler Award for excellence in public relations measurement. Awards presented to:
 - The Alberta Medical Association with twisurveys, Negotiations 2003 and Implementing the Agreement
 - Comalco with Burson-Marsteller, Using Measurement to Plan and Manage Stakeholder Engagement
 - Executive MSc program of the University of Lugano, Switzerland, Liechtenstein - Introducing the Global Village
 - MetLife with David Michaelson & Company, Pass or Fail? What Consumers Don't Know About Retirement Income
 - Jerry Mikorenda and JPMorgan Chase, CFS Communications Six Sigma Project
 - Florida Retirement System with Ketchum, Florida: MyFRS
 - Ketchum Excellence in Public Relations Research Award to Marcia Watson, current Ph.D. candidate at the University of Miami, who will investigate how public relations practitioners interact in financial communications
- Pathfinder Award for best recent program of public relations research to Dr. Krishnamurthy Sriramesh, School of Communication and Information, Nanyang Technological University, Singapore, for Global Perspectives of Public Relations Practice, Research and Education
- Northwestern Mutual Foundation Best Public Relations Master's Thesis Award to Marcia Watson for Organizational Uncertainty Management: Developing a Framework for Public Relations Practitioner Involvement

- Co-sponsored the Case Writing Competition in Corporate Communications 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.

EDUCATIONAL PROGRAMS

- Public Relations Executive Forum (high-level training, co-sponsored with Arthur W. Page Society)
- Public Relations Executive Forum Alumni Sessions
- International Lecture in London featuring Harold Burson, founder & CEO, Burson-Marsteller, "Has Public Relations Become Too Important to Leave to the Public Relations Professionals?"
- 43rd Annual Distinguished Lecture Series featuring John Graham, chairman & CEO, Fleishman-Hillard discussing "Thirty Years in the Same Job and What Do I Know?" Presented the Alexander Hamilton Medal for lifetime achievement in professional public relations to John W. Felton.

EDUCATION-INDUSTRY AFFAIRS

- 7th Annual International Public Relations Research Conference (catalyst to establishing better communication between academic researchers and practitioners to promote practical research in public relations.
- Hosted breakfast session for public relations educators at Association for Education in Journalism & Mass Communications (AEJMC) Conference.