

2006 Year in Review

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of the Institute for Public Relations*



FOUNDED 1956

Our 50th Anniversary

For everyone who has supported the Institute for Public Relations in 2006, this has been *your* year. The report that follows is possible only because of you and your support-in cash, in kind, and in service to the profession. We are immensely grateful.

BUILDING RESEARCH-BASED KNOWLEDGE IN PUBLIC RELATIONS

- Issued an RFP for new research regarding diversity and public relations practice, sponsored by ConAgra Foods, Inc. Announced research programs in the areas of credibility, trust and ethics (sponsored by ConocoPhillips) and new technology and public relations practice (sponsored by Wieck Media).
- The Commission on Public Relations Measurement & Evaluation produced new papers addressing the ROI of media relations, prioritizing stakeholders, media coverage and business outcomes, PR multipliers and other inflationary audience measures. Also published a revised dictionary and resource book for PR research and measurement.
- The Commission on International Public Relations explored the economic impact of public relations worldwide and bribery of the news media in Russia.
- Other projects and publications included a study comparing advertising vs. public relations effectiveness in a consumer product launch, the state of corporate blogging, ethical considerations with employee weblogs, a summary of the 2nd World Public Relations Festival, and a revised mini-history of our field.
- The 2006 Jack Felton Golden Ruler Award for excellence in public relations measurement and evaluation was presented to Porter Novelli and Watson Pharma for their study of key message assessment and optimization.

EDUCATING TODAY'S AND TOMORROW'S PROFESSIONALS

- Dr. James E. Grunig, University of Maryland professor emeritus, keynoted the 50th anniversary celebration of the Institute with his speech, "After 50 Years: The Value and Values of Public Relations." At the event, Marilyn Laurie, president of Laurie Consulting and retired AT&T executive vice president, accepted the Alexander Hamilton Medal for lifetime achievement in public relations.
- The 2006 International Distinguished Lecture in London featured former Institute chairman Bill Nielsen speaking on "Sustaining Trust in Today's Business Environment: The Singular Character of Public Relations."
- The Summit on Corporate Communications emerged as the newest event in the Institute's portfolio of educational programs. The portfolio also includes the Summit on Measurement, the PR Executive Forum and the PR Leadership Forum (variously involving participation by the Commission on PR Measurement & Evaluation, the Arthur W. Page Society, and the Council of PR Firms). In addition, the Institute presented custom in-house seminars for two organizations.

- The Institute's website underwent a total revamp (supported by our online technology partner Wieck Media) and incorporated the new "Conversations" blog. Almost 3,000 Institute friends and supporters have signed up to receive our email news.
- Throughout the year, the Institute served as a leading voice in key trade publications for the importance of research-based knowledge in public relations. Major speaking engagements for Institute Trustees and staff included conferences presented by PRSA, IABC, IPRA, AEJMC, the Insurers Public Relations Council and more

BRIDGING THE PRACTICE AND THE ACADEMY

- The International Public Relations Research Conference, which the Institute sponsors with the University of Miami, featured more than 72 new research projects presented by academic and professional attendees.
- The third annual Business School Seminar in the United Kingdom on "Managing Reputation Inside and Outside: From Research to Practice" was produced with Henley Management College and PRWeek.
- The Institute's 50th anniversary celebration at the AEJMC (Association for Education in Journalism and Mass Communication) conference drew 75 public relations educators.
- The 2006 Pathfinder Award for outstanding scholarly research and contributions to professional knowledge was presented to Professor Paul Argenti, Tuck School of Business at Dartmouth.
- The Northwestern Mutual Best Master's Thesis Award was presented to University of Georgia graduate Catherine (Cassie) Sheldon. University of Florida doctoral student Alexander Laskin won the 2006 Ketchum Excellence in Public Relations Research Award.
- The Institute again co-sponsored the Arthur W. Page Society Case Study Competition. The grand prize went to University of Southern California master's student Liesbeth De Smedt for The Barbie Case, which focused on a brand and reputation management crisis at the world's largest toy maker.
- The Institute facilitated in-class lecture opportunities for its Trustees at universities throughout the US and in Europe.
- The Institute participated in a symposium sponsored by the Arthur W. Page Society at the Tuck School of Business at Dartmouth, a meeting that brought together academics and communications practitioners to discuss corporate communication's place in higher education, and the roles of technology, measurement and ethics in the profession. The Institute also participated in the Tenth Conference on Corporate Communication at Notre Dame University.
- The Professional Bond, a report of the Commission on Public Relations Education, issued curricular guidelines for public relations education and performance skills needed by entry level practitioners. This marks the fifth edition of these guidelines in more than 30 years; the Institute (and its predecessor organization) has been a key player beginning with the first report in 1975.