

## 2010 Year in Review

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### RESEARCH, EDUCATION AND AWARDS

The Institute for Public Relations and its Commission on Measurement and Evaluation joined leaders in the field from more than a dozen countries in establishing new global standards for measuring and evaluating results. The **Barcelona Declaration of Measurement Principles** seeks to improve and add consistency to the tools and techniques used to measure the effectiveness and value of public relations strategies and tactics. The principles were adopted by some 200 industry leaders at the second European Summit on Measurement in Barcelona in June 2010. The European Summit is organized by the International Association for Measurement and Evaluation of Communications (AMEC) and the Institute for Public Relations (IPR).

**Margery Kraus** of APCO Worldwide received the **Alexander Hamilton Medal** at the Annual Distinguished Lecture and Awards dinner for her lifetime contributions to the public relations profession.

**Northwestern Mutual** and agency partners **Gagen MacDonald** and **Employee Motivation & Performance Assessment, Inc.** received the 2010 **Jack Felton Golden Ruler Award** for excellence in public relations measurement and evaluation for identifying a set of leadership behaviors that predict productivity and increased employee engagement at Northwestern Mutual.

The Institute for Public Relations along with the PRSA Foundation and the Arthur W. Page Society established the **Chester Burger Scholarship for Excellence in Public Relations**. The fund will award scholarships to graduate students in public relations and honors the achievement and leadership of the late Chester "Chet" Burger, one of America's leading and most honored public relations counselors.

The IPR 2010 **Pathfinder Award** was presented to **Dr. Maureen Taylor**, the Gaylord Family Chair of Strategic Communication at the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. The Pathfinder Award recognizes a scholar in public relations who has made a significant contribution to the body of knowledge and practice of public relations through a program of original research.

**Rowena Briones**, a graduate student at the University of Maryland, received the **Northwestern Mutual Best Master's Thesis Award**. This was the 30<sup>th</sup> year that Northwestern Mutual has sponsored the global competition that encourages graduate study and scholarship in public relations by recognizing a particularly well-researched and well-written Master's thesis.

**Rita Linjuan Men**, a doctoral candidate at the University of Miami, received the **Ketchum Excellence in Public Relations Research Award**. The Ketchum award encourages new research methods, especially measuring the effectiveness of public relations activities. Ms. Men participated in an eight-week, paid internship at Ketchum in New York City, and she received a study grant. Ketchum has partnered with IPR since 1992 to present this award and to organize the internship.

**Amanda Stageman**, a Master's degree student at Marquette University, won the **Grunig PRIME Research Fellowship**, named in honor of Drs. James E. Grunig and Larissa A. Grunig. PRIME Research sponsors the Fellowship to encourage graduate student interest in applied public relations research as a career opportunity. The winners receive a stipend and engage in a six-week Fellowship in PRIME offices in Ann Arbor, Michigan, or in Oxford in England.

**Vanessa Procter**, a Master's degree student in public relations at Bournemouth University in the United Kingdom, was the winner of the **Grunig PRIME Research Fellowship - UK**.

The **Institute for Public Relations Commission on Measurement and Evaluation** took a strong public stand against using Advertising Value Equivalency (AVE) as a measure of value in public relations. In the field of communications and media relations, AVE suggests that the space and time occupied by *earned media* generated through public relations is equivalent to the same space and time of *paid media* when purchased as advertising.

A case study examining Domino's response to a video prank that compromised consumer trust in the Domino's brand has been awarded Grand Prize in the 2010 **Case Study Competition**, sponsored by the Arthur W. Page Society and the Institute for Public Relations. The objective of the Case Study Competition is to promote practical applications of corporate communication as a critical management function.

A paper titled "**Isolating the Effects of Media-Based Public Relations on Sales**" was published in June 2010. It defines marketing mix modeling, shares approaches for incorporating public relations results into the model, and provides a recent case study.

"**Using Web Analytics to Measure the Impact of Earned Online Media on Business Outcomes**" was published by the Institute, examining how organization identify which channels drive value across all media.

A paper titled "**Guidelines for Setting Measurable Public Relations Objectives**" was updated and published by the Institute. The paper was translated into Chinese and distributed by the China International Public Relations Association (CIPRA).

An interview about the Institute for Public Relations with **Robert W. Grupp**, 2010 Institute President and CEO, was published in China's **PR Magazine** and distributed widely in China by the China International Public Relations Association.

Institute Trustee **Dr. Don Wright**, Boston University, and **Michelle Hinson**, Institute for Public Relations, continued their annual study on the impact new communications media are having on public relations practice.

#### **BRIDGING THE ACADEMY AND PRACTICE**

**William (Bill) Margaritis**, Senior Vice President, Global Communications and Investor Relations of FedEx Corporation, delivered the Institute's annual **Distinguished Lecture**, titled, "Truth, Trust and Reputational Intelligence."

The Institute elected a class of seven members of the **Board of Trustees** to serve three-year terms. In addition, Mike Fernandez, Corporate Vice President, Corporate Affairs, Cargill, and Matthew Gonring, Vice President, Communications, Pactiv, were re-elected co-chairs of the Institute's Board of Trustees. Kenneth Makovsky, President, Makovsky and Company, was re-elected Treasurer. Trustees are chosen for their leadership, for their insight and positive impact on public relations education and practice.

The **National Summit on Strategic Communications** was held in Washington DC, bridging public relations professionals from the military, government and corporations. Participants at this event analyze current global challenges and share game-changing public relations strategies for effective communications.

The **2<sup>nd</sup> European Summit on Measurement** was held in Barcelona, Spain from June 16-18, 2010. The Summit is the largest event of its kind for the public relations and communications profession in Europe. The event is presented by the International Association for Measurement and Evaluation (AMEC), and the Institute for Public Relations. AMEC and IPR partnered with the Spanish Marketing Association, DIRCOM, and the Acceso Group to present the Summit. The Global Alliance, the International Communications Consultancy Organization (ICCO) and FIBEP (International Association of Press Clipping Agencies) also are supporting the event.

Three-hundred students, academics and practitioners attended the International Public Relations Research Conference in Florida, hosted by the University of Miami's **Dr. Don Stacks** and the Institute for Public Relations.

Leadership programs in Chicago and New York City were co-sponsored by the Council for Public Relations Firms, the Arthur W. Page Society and Institute and organized by **Dr. Don Wright**.

The Institute's 7<sup>th</sup> Annual **Summit on Measurement** in Portsmouth, NH challenged delegates to think and position measurement and evaluation as an integral component of strategic public relations practice.

The Institute and the University of Maryland hosted the 3rd Annual **Grunig Lecture Series**. Panelists included **Drs. James Grunig** and **Larissa Grunig**, for which the lecture is named. The Grunigs are leaders in the public relations academy and retired professors at the University of Maryland.

The Institute launched a new website at [www.instituteforpr.org](http://www.instituteforpr.org), updating the Institute's branding online and streamlining access to hundreds of research papers and reports.

*Additional information about the Institute for Public Relations and its contributions to the profession – including references to hundreds of research papers – can be found on the Institute website at [www.instituteforpublicrelations.com](http://www.instituteforpublicrelations.com)*