

In 2012, the Institute for Public Relations (#i4pr) supported research that matters to the practice by playing five roles—**aggregator, partner, interpreter, convener** and **grantor**. While this report tries to categorize our work into these five roles, IPR supporters know that almost everything we do crosses boundaries and categories.

AGGREGATOR

IPR's new online research centers allow practitioners and academics to contribute thinking, cases and research, adding to the 150 articles we have gathered already

From the PR Research Standards Center

1 Standards can ensure that data collected from 1 program, for 1 business unit, or by 1 research partner can be compared with results generated by other programs, business units and research partners

From the Organizational Communication Research Center

80% of employees in the US and the UK said that employee communication influences their desire to stay or leave an organization

From the Science of Social Media Research Center

27% of the **Fortune 500** Twitter profiles do not identify who tweets on behalf of the org

Interpreter

Measurement Commission members added 3 major new papers to the IPR website

"Proposed Interim Standards for Metrics in Traditional Media Analysis" offers a map to analysis across units, geographies, time

"International Media Analysis Made Simple" helps practitioners connect to the business, evaluate service providers, sell solutions internally

"Resources for Public Relations Educators for Teaching Research, Measurement and Evaluation" presents a guide to Commission resources

Measurement Summit 3.0 explored priorities of PR measurement for 2015 and analytics in the emerging big data ecosystem

IPR Measurement Commission

blog Weekly editions of the free IPR research letter carried advice from the Research Conversations blog on topics such as how to spot bad research

Partner

Coalition for PR Research Standards

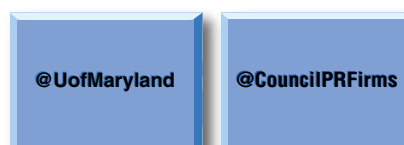


With IPR, these partners are building a broad standards platform for research & measurement in practice

Initial site already offers proposed interim standards in 3 areas with more coming

Will bring in more organizations, individuals, research providers, agencies, clients

Grunig Lecture Series



Fifth annual Grunig Lecture presented jointly by the University of Maryland, the Council of PR Firms, and IPR

Jack Martin, global CEO, Hill + Knowlton Strategies, spoke on "Democratization of Data: From Research to Insights to Effective Communication"

PR Leadership Forum—Chicago



An intense 2-day seminar for high-performing mid-career agency and corporate communications managers

Focused on effective use of research in planning and implementing PR activities

Topics included trends in employee communications, @USCAnnenberg GAP Studies on PR resources and governance trends, real-time media engagement



European Professional Colloquium

- An invitation-only event for the most senior communicators, explored *"Reputation in a Social Environment"*
- Examined communications team structure, how to advise CEO, and what's expected of corporations in today's demanding give-and-take climate

1st Annual Trustees Research Symposium

- Everyone who helped fund our research was invited to review insights from priority topics identified by the Trustees
- **Dr. Baba Shiv**, Stanford Graduate School of Business, offered a brain-based perspective on public relations and how stakeholders make decisions
- Commission on Organizational Communication reported on global best practices for employee communications



SYMPOSIUM SPEAKERS:

- ✓ **Dr. Bruce Berger**, University of Alabama
- ✓ **Keith Burton**, President of Insidedge
- ✓ **Colleen Learch**, KRC Research
- ✓ **Jez Proctor**, Architect
- ✓ **Dr. Baba Shiv**, Stanford University
- ✓ **Dr. David Geddes**, Geddes Analytics LLC
- ✓ **Dr. Marcia DiStaso**, Pennsylvania State University



51st Annual Distinguished Lecture & Awards Dinner

- **Mark Penn**, former pollster to Bill Clinton, and **Dana Perino**, former Deputy Press Secretary to George W. Bush, drew communications lessons from 2012 presidential campaign: *"This was not a campaign about big ideas, it was a campaign about choices"*
- **James E. Murphy**, Chairman/CEO of Murphy & Co., received Alexander Hamilton Medal for contributions to public relations profession and warned that there is *"clear point when strong advocacy can leave the truth behind"*



Grantor



2012 Pathfinder award went to **Dr. Bruce Berger**, University of Alabama



Adam Saffer, University of Oklahoma, won Ketchum Excellence in Public Relations Research award; paper will be published in 2013



Nicole Lee, San Diego State, won Grunig PRIME Fellowship, and her paper is now available on the IPR website.

IPR Three Top Paper Awards at 15th Annual International Public Relations Research Conference

"Great Day for Oiled Pelicans: BP, Twitter, and the Deep Water Horizon Crisis Response," **Laura Walton**, **Skye Cooley**, **John Nicholson**, Mississippi State

"Enabling, Advising, Supporting, Executing: Framework for Internal Comm Consulting Within Org," **Ansgar Zeffass**, Leipzig University; **Neele Franke**, IBM

"Military PAOs and the Media: Conflicting Systems of Ethics," **Shannon Bowen**, Syracuse; **Michael Parkinson**, Texas Tech; **Ken Plowman**, Brigham Young; **Robert Pritchard**, **John Schmeltzer**, Oklahoma; **Mark Swiatek**, US Air Force Academy

Jack Felton Golden Ruler Award

Presented for excellence in public relations measurement and evaluation. 2012 award won by **PRIME Research**, **Porter Novelli** and the **Centers for Medicare and Medicaid Services**

Winning program: *"Changing Behavior through PR: Earned Media Boosts Campaign Performance during Medicare Open Enrollment"*