

In 2014, the supporters of the Institute for Public Relations (IPR) helped us to break new ground by hiring our first Research Director, publishing the online Research Journal and continuing to provide relevant research to the field. This review highlights IPR's accomplishments advancing our mission to provide research that matters to the practice.

Best-in-Class Practices in Employee Communications: *What Does Good Look Like?*

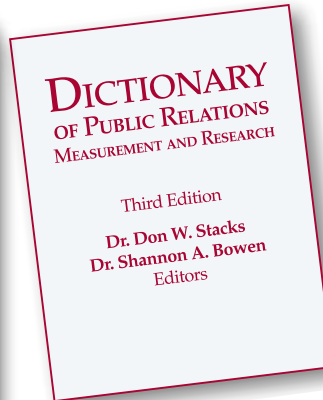
The quantitative study by the IPR Commission on Organizational Communication, conducted by KRC Research, shows a clear gap between what internal communicators know to be important in building efficacy, and what they are able to do at their own company.

Sponsored by
General Electric and Navistar



First Annual Edition of *"Top 10 PR Research Insights of 2014 from the IPR Board of Trustees"*

For the first annual edition of the *Top Ten Research Insights for 2014*, the IPR Board carefully selected from a range of PR research topics. The Board, chose these ten studies based on their rigor of methodology, findings, relevance to practice and accessibility. The first edition encompasses research ranging from building global leadership to testing the security of social media.



*Dictionary of Public Relations
Measurement and Research
translated into Spanish,
and Arabic.*

Third Edition
Dr. Don W. Stacks and
Dr. Shannon A. Bowen,
Editors

IPR's First Director of Research

For the first time in its 58-year history, IPR hired a director of research. In July 2014, **Dr. Sarabdeep "Sarab" Kochhar** began leading our research programs, serving as chief strategist and counselor to the Board of Trustees on research matters, and acting as the primary IPR spokesperson on public relations research and how practitioners can use it.



First Issue of the *Research Journal of IPR*

RJ^{IPR} The RJ-IPR is the Institute's free, open-access, peer-reviewed scholarly journal designed to bridge the research gap between the academy and the practice.

Featuring:

- Checklist for PR professionals to assess the strength of employee communications in their organizations
- Outline of the most effective crisis communication practices
- Five guiding principles for effective media relations
- Overview of social media research and its impact on public relations



53rd Annual Distinguished Lecture & Awards Dinner

“Prevailing Business Drivers: Digitization, Urbanization, Easternization”

Richard Dobbs, Director of McKinsey Global Institute, discussed the three important changing factors for management are emerging market growth, disruptive technology and aging populations.

Alexander Hamilton Medal

“PR at the Speed of Light: Transformation, Opportunity, Responsibility”

Ray Kotcher, Chairman and Senior Partner of Ketchum, received the medal for lifetime contribution to the public relations profession. Kotcher spoke about how organizations must communicate across religions, races, cultures, languages and borders to thrive in the world we live in today.



3rd Annual Trustees Research Symposium

This yearly review of IPR’s progress and research based insights explored the latest industry findings, topics presented include: employee communication; megatrends that will change the way we can anticipate and respond to future crises; public relations and neuroscience; and global challenges.



Dr. Ansgar Zeffass, 2014 IPR Pathfinder Award Winner



IPRRC Top Paper Awards

- “Cultivating Relationships through a Mobile Website —The Importance of Modality Interactivity,” by **Xue Dou**, Keio University, Japan and **S. Shyam Sundar**, Pennsylvania State University
- “Introducing Cross-Impact Analysis as a Methodology to Understand Stakeholders’ Reciprocal Influences,” by **Simone Mariconda** and **Francesco Lurati**, Università della Svizzera Italiana
- “From #mcdonaldsfail to #dominossucks: An Analysis of Instagram Images About the 10 Largest Fast Food Companies,” by **Jeanine Guidry**, **Marcus Messner**, **Yan Jin**, and **Vivian Medina-Messner**, Virginia Commonwealth University

IPR Awards

- **Ketchum Excellence in PR Research Award**
Aaron Westbrook
DePaul University
- **Grunig PRIME Research Fellowship**
Anna Kochigina
University of Oklahoma

