NEW RESEARCH

Taking a Stand: How CMOS and CCOs are Redefining Their Roles in Today’s Highly Charged Social, Cultural and Political Climate
Partnership with Peppercomm

Mind the Gap: Increasing Women’s Leadership in PR
(full study coming in 2019)
Sponsored by KPMG

Ten Lessons Learned from Standards That Failed the Test
Presented by the IPR Measurement Commission

Corporate Volunteering Evaluation: A Toolkit Featuring Digital Storytelling
Presented by the IPR Measurement Commission

Corporate Volunteering Evaluation:
Ten Lessons Learned from Standards That Failed the Test
Presented by the IPR Measurement Commission

New Programs

Website Launch
February 2018

Four Issues of the PR Journal
Editor: Hilary Fussell-Sisco, Ph.D., APR, Quinnipiac University

Video Series “In A Car with IPR”
Episode One Featuring Linda Rutherford, SVP & CCO, Southwest Airlines

Five IPR Webinars
Playback available for free
· Measure and Evaluate Internal Communication for Maximum Effectiveness
· Mind the Gap: Increasing Women’s Leadership in PR
· How Behavioral Science Can Improve Decision Making in Communications
· Taking a Stand on Social Issues: The Evolving Roles of CMOs and CCOs
· From Complex to Concise: Using Data, Research, and Measurement to Simplify Health Communications

STUDENT AWARDS

Research Infographic Design Internship Competition
Jake Gulisane, Brigham Young University

Don Bartholomew Award for Excellence in Public Relations Research
Jeyoung Oh, University of Alabama

Makovsky’s Best Master’s Thesis of the Year
Yufan Qin, University of Florida

EVENTS

First Annual IPR Bridge Conference
April 2018 at Georgetown University

Two Research Bootcamps:
Atlanta, GA
Abu Dhabi, UAE

IPR & PRIME Research Strategic Communication & Research Conference
Home Depot Headquarters
Atlanta, GA

57th Annual Distinguished Lecture and Awards Dinner
Rosewood Hotel, New York City
Featuring Cheryl Boone Isaacs, Immediate Past President of the Academy of Motion Picture Arts and Sciences
Award Winners:
Roger Bolton (Page)
Dr. Bey-Ling Sha, APR (San Diego State University)
Mark Winner (Cision)

Public Relations Leadership Forum, co-hosted with Page Society and the PR Council
New York City

Thank you for your tremendous support and here’s to an amazing 2019!