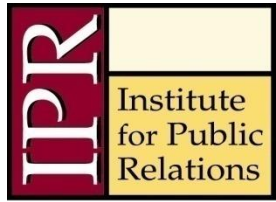


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# Introducing the Institute for Public Relations

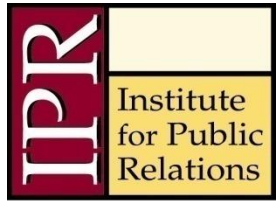
Bill Heyman, Trustee and Development Co-Chair  
President & CEO, Heyman Associates



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# A few preliminaries

- Introducing myself
- Taylor Bennett Heyman honored to sponsor program with AIA and Burson-Marsteller
- Want you to understand
  - What IPR offers
  - How it may help you as a leader in this profession
  - How you can get involved
- All sessions interactive – speak up

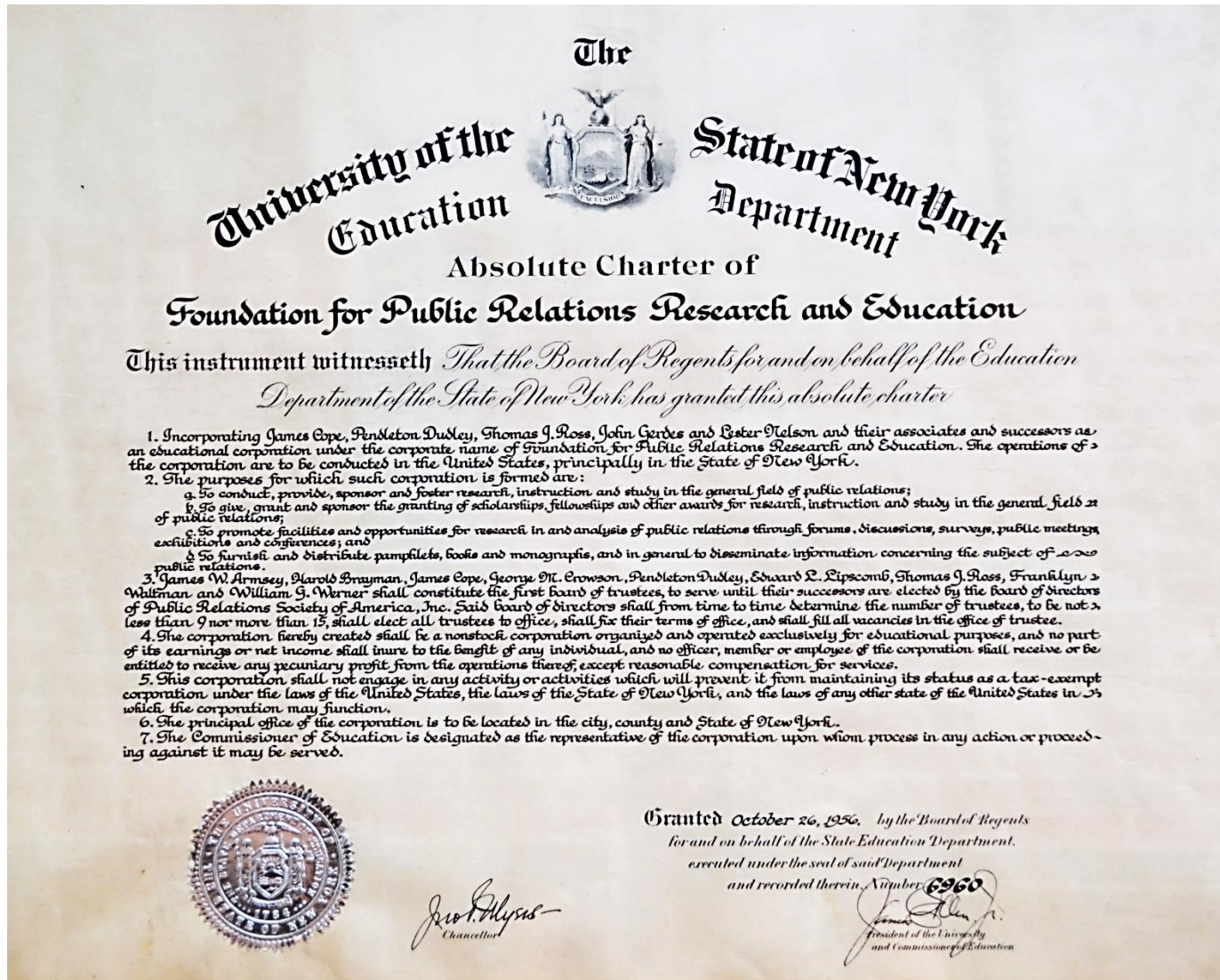


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# About the Institute

- An independent foundation dedicated to *the science beneath the art of public relations*™
  - Supporting PR and corporate communications research
  - Focused on research that matters to the practice
- Not a membership-based model – supported by program revenues and generous contributions
- All research and publications are free to the profession, educators and students at [www.instituteforpr.org](http://www.instituteforpr.org)
- Sign up there for free email research letter

# Founded 1956, US focus first 45 years





# Harold Burson - Trustee, Distinguished Lecturer, winner of IPR's highest award

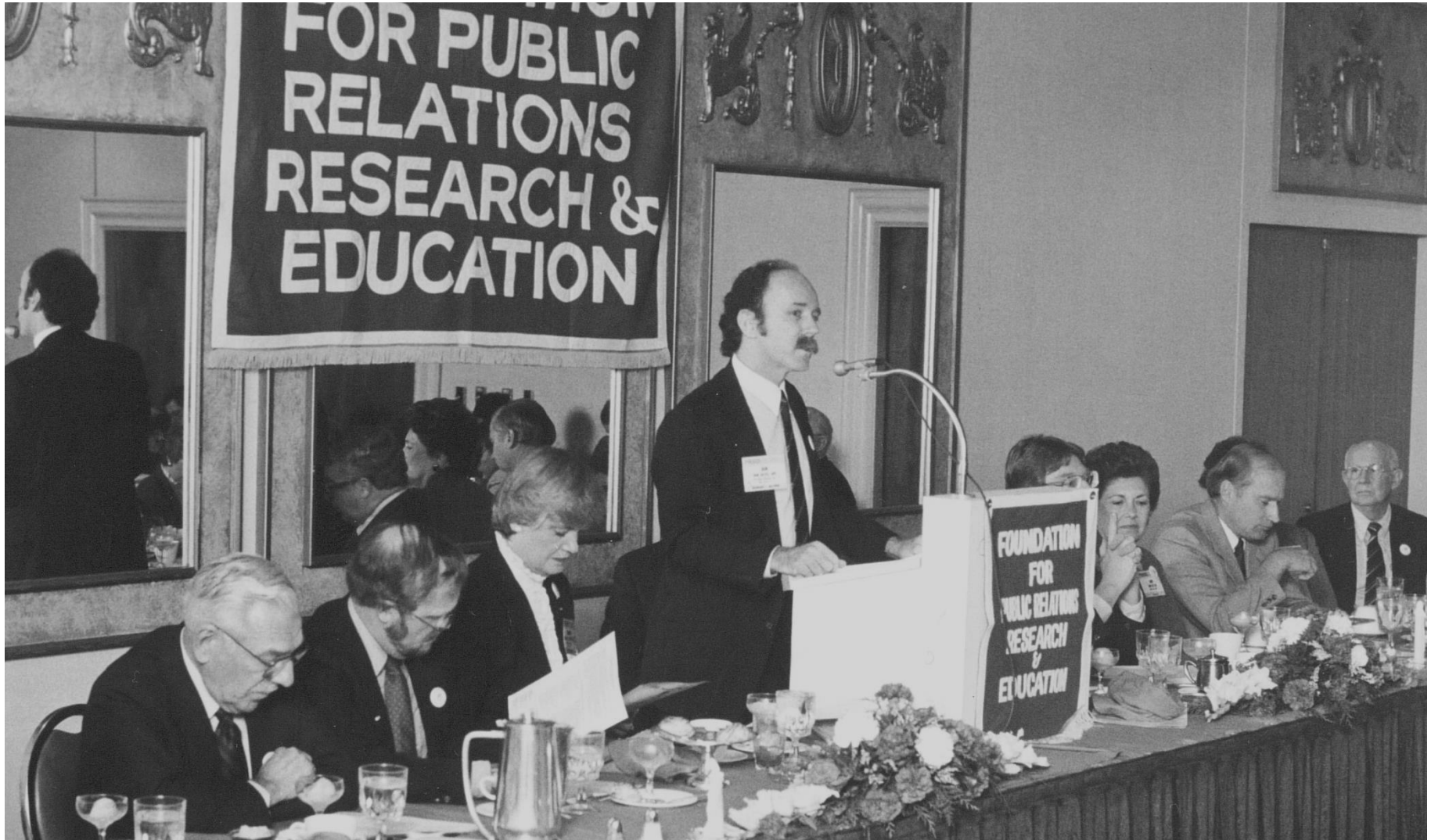


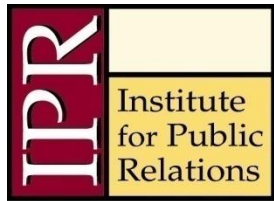
# Jim Grunig receives first Pathfinder - our highest academic award





# Long known for bringing together top professionals and academics





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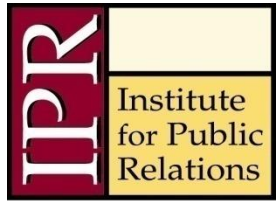
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Retired, The Lou Williams  
Companies





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# Redoubling our focus on three kinds of research\*

- Research used *in* public relations
  - To guide and evaluate communications programs
  - In other words, planning research and measurement
- Research *on* public relations
  - To understand what we do and how we do it
  - Benchmarking, best practices and the business of public relations
- Research *for* public relations
  - Our basic research and social science underpinnings
  - Often borrowed from other fields

*\*Adapted from Dr. James E Grunig*

# Board sets IPR research priorities - reflected in today's presentations

Stakeholder engagement

Employee communication

Reputation management

Measurement and evaluation

# Add our new online journal to your reading list for practical look at research

- The first issue (Vol. 1, No. 1) went online in late September 2014 with five articles.
  - Organizational Communication [Bruce Berger]
  - Social Science of Social Media [Tina McCorkindale]
  - Crisis Communication [Tim Coombs]
  - Media Relations [Dustin Supa]
  - Overview Article About PR Research [Don Wright]
- The second issue (Vol. 2, No. 1) went online in January 2015 with four articles.

## RESEARCH JOURNAL

OF THE INSTITUTE FOR PUBLIC RELATIONS

Volume 1, Issue 1, September 2014

RJ IPR

### Journal Topics

Crisis Communications (1)

Employee Communication (1)

Media Relations (1)

Social Media (1)

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### Current Issue

#### ■ [RESEARCH JOURNAL]

##### **Forging a New Frontier in Public Relations Research: Introducing the Research Journal of the Institute for Public Relations**

This article by Dr. Donald K. Wright of Boston University outlines the major aims and goals of the Research Journal of the Institute for Public Relations, a new, open-access, double-blind, peer reviewed rapid publication. Download PDF: [Forging a New Frontier in Public Relations Research: Introducing the Research Journal of the Institute for Public Relations](#) Donald K. Wright, Ph.D. Harold Burson Professor & Chair in Public Relations College of Communication - Boston University Abstract: This article outlines the major aims and [...more](#)



#### ■ EMPLOYEE COMMUNICATION

##### **READ MY LIPS: Leaders, Supervisors, and Culture Are the Foundations of Strategic Employee Communications**

This article by Dr. Bruce Berger of the University of Alabama identifies 17 reasons why organizations frequently ignore research findings and includes a list of 48 checkpoints that PR practitioners can use to assess the strength of their employee communications. Download PDF: [READ MY LIPS: Leaders, Supervisors, and Culture Are the Foundations of Strategic Employee Communications](#) Bruce K. Berger, Ph.D. Professor Emeritus College of Communication University of Alabama Abstract: Decades of research confirm that leaders, supervisors, and organizational culture are crucial foundation, [...more](#)



#### ■ CRISIS COMMUNICATIONS

##### **State of Crisis Communication: Evidence and the Bleeding Edge**

Dr. W. Timothy Coombs of the University of Central Florida provides guidance for crisis communicators by describing what researchers have found to be the most effective crisis communication practices, including contemporary concerns such as the role played by social media. Download PDF: [State of Crisis Communication: Evidence and the Bleeding Edge](#) W. Timothy Coombs, Ph.D. Professor of Communication Nicholson School of Communication University of Central Florida Abstract: This article attempts to summarize the strongest evidence that has emerged from crisis communication research, [...more](#)



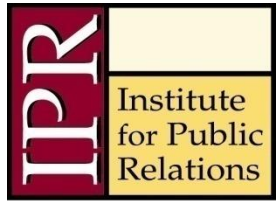
#### ■ SOCIAL MEDIA

##### **The State of Social Media Research: Where Are We Now, Where We Were and What It Means for Public Relations**

Dr. Tina McCorkindale (Appalachian State) and Dr. Marcia W. Distaso (Penn State) review public relations and social media research exploring where we were, where we are now, and the impact of social media research. [relations.](#)



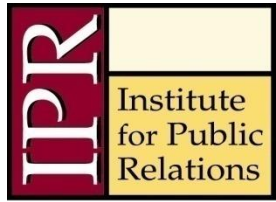




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## When we part today, hope to have

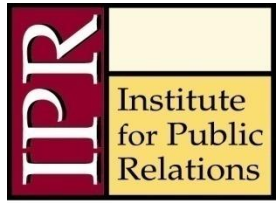
- Your interest in IPR
- Ideas on how to engage practitioners in this region
- Ideas on funded research projects that would be particularly relevant to you
- Even expressions of interest in joining our Board or forming a regional advisory group



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# Introducing Sarab Kochhar

- IPR's first Director of Research
- Ph.D. from University of Florida
- Wide professional experience, including with government agencies and Burson-Marsteller in her native India
- Will tell you about the IPR Board's top 10 public relations research insights from 2014



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# THANK YOU