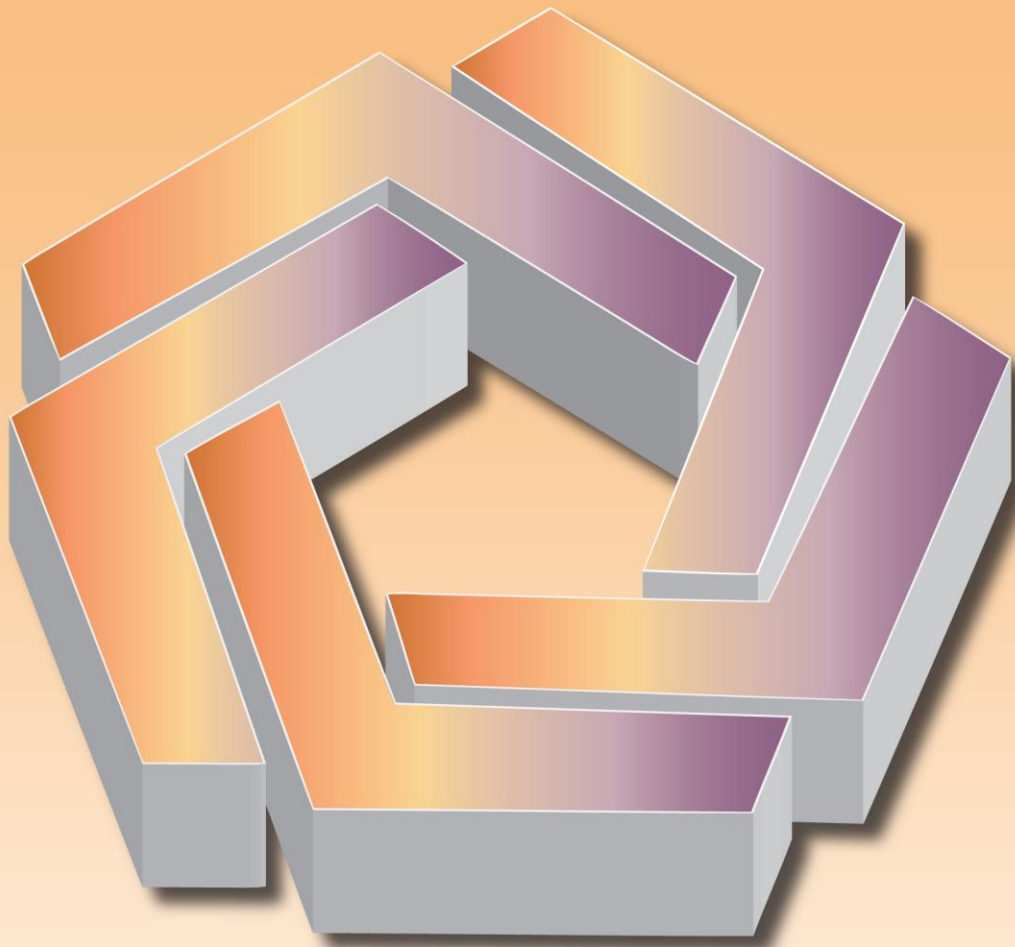


Philanthropy for Public Relations Education

2010 Follow-up Study



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Commission on Public Relations Education Research Report

"Today, there are too few angels supporting public relations education,
but just a few can lead the way." --Betsy Plank, *The Professional Bond*



Dedicated to

Betsy Plank, APR, Fellow PRSA [1924 – 2010]
Public Relations Legend, Champion of Public Relations Education, Leading Donor, and Friend.

The Commission for Public Relations Education is grateful to the Plank Center for Leadership in Public Relations at the University of Alabama and to the PRSA Foundation, which provided grants to fund this research project.

Dr. Kelly is a tenured professor in the Department of Public Relations, College of Journalism and Communications, at the University of Florida. Before her 20-year career as a public relations educator, she was a public relations practitioner, development officer, and senior administrator in higher education for 17 years. Dr. Kelly is a leading authority on public relations, philanthropy, and fundraising and has authored more than 70 articles and papers and two award-winning books, including the first textbook on fundraising, *Effective Fund-Raising Management*. She and Betsy Plank co-authored the “Call to Action” section of the Commission’s 2006 report, *The Professional Bond—Public Relations Education and the Practice*. Additions or changes to the 2010 follow-up study should be e-mailed to Dr. Kelly at kskelly@jou.ufl.edu.

OVERVIEW AND SUMMARY

1. Major Premise: Philanthropy is a necessary component of professional programs in higher education
2. Minor Premise: Public relations education is necessary to advance the profession of public relations
3. Conclusion: Philanthropy for public relations education is necessary.

The above syllogism outlines an underlying assumption of this research project. Philanthropy—as it has in the past—continues to play a major role in shaping higher education in the United States, particularly in the introduction and enhancement of professional programs, such as business, engineering, law, and medicine. Public relations education has emerged over the last 50 years as a critical source of new, specially trained practitioners and new specialized knowledge from research and publications. These two hallmarks of a profession—a program of formal education and a body of knowledge based on theory and research—hold great promise in helping the public relations profession meet current and future challenges, ranging from strategic use of social media to measurement of effectiveness to operation in a global society to responsibility for organizational culture and values.

Yet most academic programs in public relations lack sufficient resources to fulfill the promise. Most have hundreds of students but few full-time faculty, most of whom struggle to stay connected with the profession due to time and money constraints. All but a handful of programs are “concentrations” or “sequences” of study housed within departments, schools, or colleges oriented to other disciplines, such as journalism, meaning they rarely control their own budgets. Private gifts designated for public relations programs alleviate resource shortages and can profoundly impact educational quality. Public relations practitioners and their affiliated organizations must follow the example of older professions and form partnerships with education through the power of philanthropy.

Some are leading the way.

Follow-up Study

This report presents the findings of research conducted in 2010, which replicated a 2006 study that produced a first ever “Sampling of Major Gifts to Public Relations Education.” Results of the original study were published in the Commission of Public Relations’ 2006 report, [*The Professional Bond—Public Relations Education and the Practice*](#).

The purpose of both studies was to gauge the status of philanthropy in support of U.S. public relations education by identifying and documenting examples of noteworthy gifts from individuals, foundations, corporations, firms, and associations. By doing so, the researcher and the Commission hoped to not only recognize those who already had made gifts, along with their education partners, but also to inspire others to follow their example.

In response to the 2006 research, Harold Burson, APR, Fellow PRSA, founder and chairman of Burson-Marsteller, wrote, “What a wonderful service you have done for public relations in compiling the list of major gifts to forward public relations education” (*The Professional Bond*, 2006, p. 10).

The 2010 study extended the original research. It updated gifts published in the Commission's 2006 report and added 40 new gifts that either were made since 2006 or were made earlier but were not included in the report—increasing the sampling by almost 150%. It also added greater detail about the donors and the purposes of their gifts.

A two-step methodology was used. First, Internet searches of the websites of 305 U.S. colleges and universities that have PRSSA chapters (listed at prssa.org) were conducted and detailed information was collected for each institution. Analysis produced a list of previously reported gifts and new/unreported awards or funds that potentially represented noteworthy gifts. The second step of research involved e-mail exchanges and telephone interviews with donors, faculty, administrators, and development officers at more than 30 universities. The study spanned nine months.

The 2010 Sampling of Major Gifts to Public Relations Education, which follows this introductory section, is not intended to be comprehensive. It focuses solely on direct gifts to public relations programs housed in colleges and universities. Furthermore, gifts were purposefully selected to provide a variety of gift purposes, types of donors, geographic locations of recipient programs, and gift amounts. For this study, a major gift is defined as a gift of \$10,000 or more.

Findings

Before summarizing findings, it is important to emphasize that the study was conducted in the aftermath of the 2007-09 “Great Recession.” The U.S. economy still was battered and the climate for giving had been unfavorable for almost three years. Philanthropy, overall, had fallen 3.6% in 2009, to an estimated \$303.75 billion—the steepest decline in current dollars in 50 years (*Giving USA 2010*). Charitable contributions to U.S. colleges and universities declined 11.9% in 2008-09, from \$31.6 billion a year earlier to \$27.85 billion—the greatest decline ever recorded (*Council for Aid to Education, 2010*). Gifts for endowed funds and facilities, which almost always are major gifts, took the biggest hits. Due to poor investment performance resulting from depressed financial markets, the value of university endowments was down 22.3% in 2009.

Obviously, the environment for a study on philanthropy was much less positive than it had been in 2006. It should not be surprising, then, to find that the bulk of the “new” gifts reported here were made before the 2006 study. For example, the Kotcher-Ketchum Endowed Scholarship for graduate students at Boston University was established in 1998, but is reported here for the first time. Also, market values of endowed funds remained flat or were even decreased, which is apparent when comparing current figures with those reported in 2006. For example, the market value of the Sloan Professorship of Public Relations at Ohio University was \$365,000 in 2006, but had dropped to \$306,000 in 2010.

Yet the findings are dramatic and encouraging.

The research yielded a sampling of major gifts consisting of 64 entries, representing gifts ranging from \$10,000 to \$2 million. Market values of endowed funds range from \$12,300 to \$3 million. Combining non-overlapping gift amounts and market values, the total philanthropic support dedicated to public relations education is an amazing \$15 million!

Despite the recession, some remarkable gifts were made in the last four years. For example, the Frank Karel Chair in Public Interest Communications was established at the University of Florida in 2008, with a \$2-million gift from the Trellis Fund. Scott Widmeyer, chairman and CEO of Widmeyer Communications, led the effort to endow the Widmeyer Professorship in Public Relations at West Virginia University in 2008, with contributions totaling \$380,000. That same year, the Bruce L. Olsen Fund to support international internships for public relations students was established at Brigham Young University with a gift of \$150,000. In 2007, the Raymond J. Tarleton Strategic Communication Fellowship was established at the University of Minnesota with a gift of \$183,000, and the Ben Bronstein Lecture in Ethics and Public Relations was endowed at Penn State University with a gift of \$100,000. Most recently, the Department of Communication at the University of Maryland-College Park received an unrestricted gift of \$10,000 in May 2010, from a parent of a graduating public relations student.

The purposes for which the gifts were made cover most common areas of higher education philanthropy, from endowed chairs to research centers to lectureships to unrestricted gifts for public relations programs. The most popular purpose by far is scholarships for undergraduate students—as it is for almost all academic disciplines. Indeed, many more scholarships were identified than were included in the sampling. On the other hand, there are no named programs or departments of public relations, whereas named schools and colleges are commonly found in such disciplines as business and journalism (public relations as a stand-alone discipline has not attained organizational status higher than department at any U.S. university). Naming an academic unit usually is reserved for recognition of major gift donors who establish large endowments to partially fund operations of the unit.

The popularity of undergraduate scholarships when compared to the relative scarcity of other gift purposes, such as endowed professorships and named facilities, raises the issue of matching donor intent with program need. Almost every public relations program has received gifts for undergraduate scholarships, although most are not major gifts and have not established endowed funds. Helping individual students finance their education is praiseworthy; however, gifts for other purposes can collectively raise the quality of education and contributions to the profession—likely with greater impact. The 2010 sampling reveals innovative and mutually beneficial ways donors have left their imprint on public relations education.

For whatever purpose, gifts that endow funds are valuable and highly desirable because they provide a continual and reliable source of income for the designated unit. The gift is invested by the parent university (or its affiliated foundation, in the case of public institutions) to generate interest that provides annual, spendable income to support the gift's purpose in perpetuity. Part of the interest is returned to the fund's principal as a hedge against inflation, enabling the fund to produce sufficient income in the future.

The following 13 categories capture the gift purposes of the 64 entries in the 2010 Sampling of Major Gifts to Public Relations Education:

1. Endowed Chairs – 4
2. Endowed Professorships – 4
3. Endowed Research Centers – 2
4. Endowed Faculty Professional Development Funds – 3
5. Endowed Lectureships – 6
6. Named Facilities – 4
7. Endowed Scholarships: Undergraduate – 11

8. Endowed Scholarships/Fellowships: Graduate – 7
9. Endowed Funds for Internships – 3
10. Endowed Funds for Other Purposes – 3
11. Reoccurring Non-endowed Gifts – 5
12. Major Non-endowed Gifts – 6
13. Unrestricted Non-endowed Gifts for Public Relations Program – 6.

Represented in the sampling are gifts from all types of donors: individuals—both alumni and non-alumni, foundations, corporations, public relations firms, and associations. Results indicate that philanthropy for public relations education closely follows overall giving to higher education. Individuals traditionally give the largest share of philanthropic dollars, followed by foundations and corporations. In 2009, for example, alumni and non-alumni individuals provided 26% and 18%, respectively, of all gift dollars to higher education ([Council for Aid to Education, 2010](#)). Foundations gave 30%; corporations, which would include public relations firms, provided 17%; and other organizations, such as associations, gave 9%.

Individuals clearly are the primary source of major gifts to public relations education. Alumni, who often majored in disciplines other than public relations, such as journalism, give back to their alma mater by supporting the advancement of the profession in which they made their living—reflecting both their dedication to the field and the newness of public relations education. Illustrating, Jay Rockey, APR, Fellow PRSA, who graduated from Washington State University (WSU) with an undergraduate degree in journalism in 1950, and is founder of Rockey Hill & Knowlton, established with his late wife the Jay and Retha Rockey Scholarship for undergraduate public relations students at WSU in 1994. The scholarship promotes diversity by giving preference to Native American and minority students.

Patterns of alumni giving are evident in the research findings, two of which are underscored here: (1) alumni who earned a master's degree in public relations tend to support graduate education and gift purposes other than undergraduate scholarships, and (2) bequests increasingly are being used to fulfill philanthropic intentions. For example, the Cecilia Wilkinson Memorial Scholarship for graduate students at the University of Southern California was established in 2007, primarily through a bequest from the estate of Cecilia Wilkinson, a 1980 master's of public relations alumna who died in 2006.

Non-alumni individuals play an important role in philanthropy for public relations education. Faculty, friends, and parents have a connection with programs that sometimes is stronger than that held by alumni. For example, the Carol Reuss Awards for outstanding students at each of three degree levels—undergraduate junior, professional master's, and Ph.D.—at the University of North Carolina-Chapel Hill, was established in 1996, to honor retired professor Dr. Reuss, who continues to add to the endowed fund. Parents Dr. and Mrs. Blair Behringer created the Behringer Endowed Distinguished Professorship at the University of Alabama in 2000. Former faculty, in particular, appear to be generous donors to the programs in which they taught and were dedicated—even though faculty salaries are substantially less than those of practitioners.

The significant contributions from foundations—corporate and independent, including family foundations—may be the most surprising finding to readers of this report. Foundations are 501(c)3 charitable organizations under the U.S. Internal Revenue Code, meaning they are

created for charitable purposes and gifts to them are deductible from federal income tax as charitable contributions. Corporate foundations are funded by pre-tax profits from their affiliated corporation to help meet the corporation’s philanthropic objectives. Independent foundations are funded by a single donor, family, or group, who create a foundation with a discrete endowed fund and guidelines that stipulate purposes for which earned income from the endowment will be used. All foundations are required by federal law to give away or spend 5% of their assets, on average, each year.

Giving just one example of foundation support, the Ellis N. Brandt Chair in Public Relations was established by the Rollin M. Gerstacker Foundation at Michigan State University (MSU), first as an endowed professorship in 1980, and then enhanced to a chair in 2005. The foundation was founded by the wife of the late chairman of the Dow Chemical Company, and the gifts were made to honor Ellis “Ned” Brandt, a 1943 MSU journalism alumnus and former Dow Chemical public relations vice president.

Major corporations, such as Ford Motor Company and Dun & Bradstreet, are represented in the sampling of major gifts—although their contributions are substantially less than gifts made to such other disciplines as business. Dun & Bradstreet helped fund the William Doescher Campaigns Lab for Advertising and Public Relations at Syracuse University in 1996; however, Bill Doescher, a 1961 public relations master’s alumnus and former senior vice president and chief communication officer of the corporation, made the lead gift. Large corporations usually have matching-gift programs that match employees’ gifts to education by a ratio of 1:1 or more. In other words, a gift of \$5,000 becomes a \$10,000 gift when a matching-gift program is used. Findings of the research show that few corporate public relations practitioners have tapped the resources of their employers to advance education in their field.

Public relations firms outpace corporations in their support of public relations education. Firms, both large and mid-size, often use celebratory occasions to honor founders or other executives by making gifts to public relations programs. When Burson-Marsteller celebrated its 50th anniversary in 2003, the firm—along with its clients, employees, and former parent company, Young & Rubicam—endowed a chair in public relations at Boston University (BU) to honor its founder and chairman, Harold Burson. Burson, who received an honorary degree from BU in 1988, said the degree granted to him and the fact that BU was the first university in the world to offer a degree in public relations (Master of Science in Public Relations, starting in 1947) were influential factors in his decision to designate BU as the recipient of gifts made in his honor ([“Lerbinger first recipient,” 2003](#)). An interesting historical note: BU’s now College of Communication was founded as the School of Public Relations and Communications in 1947.

To commemorate the 35th anniversary of Epley Associates, the firm, its employees, clients, and friends, established the Joe S. Epley Scholarship Foundation for Public Relations in 2003, in honor of the firm’s founder, Joe Epley, APR, Fellow PRSA. Epley also made personal contributions to the foundation. During the two years after its formation, the Epley Foundation

funded endowed undergraduate scholarships at three different universities in North Carolina, the state in which Epley Associates was headquartered. Epley, who never graduated from college, provided a basic motivation for giving to public relations education: “I believe that it’s important that we who succeed give back.”

Associations, such as the Council of Public Relations Firms and PRSA, make gifts in support of public relations education. For example, the Georgia Chapter of PRSA helped fund the C. Richard Yarborough Public Relations Laboratory at the University of Georgia, dedicated in 1995, which simulates facilities of a mid-size firm for use by students in the Public Relations Campaigns capstone course. Still, associations are less likely to make gifts to colleges and universities than to fund their own educational initiatives. The PRSA Foundation, for example, raises money for and administers endowed and non-endowed scholarships for public relations students, such as the John D. Graham Scholarship, created in 2009, and annually funded with a \$5,000 gift from Fleishman-Hillard.

As demonstrated in the summary just given, donor types overlap. Alumni often generate gifts from non-alumni individuals, foundations, corporations, and firms to support the purpose of their gifts. Because of their professional and personal networks, non-alumni individuals do the same thing—sometimes adding associations to the funding mix. Larry Foster, APR, Fellow PRSA, provided a quote that exemplifies the overlapping of donor types and the impact major gifts can have on public relations. Foster, a 1948 journalism alumnus of Penn State University and retired corporate vice president of public relations at Johnson & Johnson, made a lead gift and led the effort to establish the Arthur Page Center for Integrity in Public Communication at Penn State, which currently has an endowment of \$3 million, funded primarily by foundations. Foster recently stated:

“[Non-alumni] Ed Block of AT&T and Jack Koten of Ameritech helped me launch the Page Center, which already is making its mark in the public relations profession Our goal is to make certain that future generations of students become familiar with integrity in communication” ([“Larry and Ellen Foster,” 2010](#)).

Regardless of type, donors share a common characteristic: They are *connected* to the program that receives their gifts. Scott Widmeyer, who was instrumental in establishing the Widmeyer Professorship at West Virginia University, described his connection as an alumnus:

“My days . . . in the P.I. Reed School of Journalism at WVU can best be described as a foundation-builder for my 25-year career in communications and public affairs. . . . Good feelings about WVU are what encourage me to maintain close contact with the leadership of the University and the School Whether it’s mentoring current students or teaching a few classes, my connection with WVU is always intact” ([“SOJ alumni testimonials”](#)).

Call to Action

The 2010 Sampling of Major Gifts to Public Relations Education, which follows, is an impressive list. It includes universities from across the country, both public and private, and covers programs that are considered leaders in public relations education. The names of many donors are very familiar, making the list read almost like a Who's Who in public relations. These industry leaders are to be applauded for their philanthropic action; however, many of their counterparts are missing from the list. Equally admired are the donors whose names are not commonly recognized; their commitment and contributions deserve praise.

The varied purposes of the gifts are exciting and thought-provoking, from multimillion-dollar endowed chairs to lesser funds that support faculty professional development, student internships, trips to meet with professionals, Ph.D. candidates' research, and a prize for outstanding writing. In short, the most exciting stories about philanthropy for public relations education are not about big gifts, but about big accomplishments that gifts make possible.

Yet the sampling is relatively small when compared to both potential and philanthropy to other professional programs in higher education. Too few public relations practitioners and their affiliated organizations have formed partnerships with education. Similarly, gift amounts have not reached the level of "transformational" gifts enjoyed by other disciplines. [*The Chronicle of Philanthropy*](#), which maintains a database of gifts of \$1 million or more made since 2003, lists 34 gifts ranging from \$20 million to \$200 million that have been made to colleges and universities so far this year. In 2003, Irwin and Joan Jacobs pledged \$110 million to endow the School of Engineering at the University of California at San Diego. In 2007, Ed and Becky Meek gave \$5.3 million to the University of Mississippi to create the Edwin and Becky Meek School of Journalism and New Media.

The sampling presented here would be greater in entries and gift amounts if it included philanthropy by public relations practitioners to higher education, in general, and was not restricted to direct support for public relations programs. For example, David R. Drobis, chairman emeritus of Ketchum Worldwide, is a long-time major gift donor to American University, where he earned his master's degree in public relations in 1965, and currently serves as a trustee (["Current trustees," 2010](#)).

Alumni donors featured in the sampling often make major gifts to their alma mater for purposes other than public relations education. Larry Foster, Jay Rockey, and Scott Widmeyer are among the leaders. Foster and his wife, Ellen, for example, have given millions of dollars to Penn State and its College of Communications, including \$500,000 to enhance the college's home building (["Larry and Ellen Foster," 2010](#)). Dean Doug Anderson called Foster "the godfather" of his college and stated, "He and Ellen have, through their personal generosity, supported students, faculty, programs and facilities. The spectrum of impact on the College is incredible."

The sampling would be expanded even more if it included gifts made by donors from affiliated fields for purposes that benefit public relations programs but are not specifically designated to the programs. For example, public relations majors and faculty at Marquette University likely have a richer learning and teaching environment since their college was renamed the J. William and Mary Diederich College of Communication in 2005, in recognition of a \$28-million gift from university alumni Bill and Mary Diederich ([“Act of thanksgiving,” 2006](#)). Bill, who died in 2006, majored in journalism and spent most of his career as a senior executive with the media conglomerate, Landmark Communications. The Deiderich’s gift was in the form of a “charitable lead trust,” which allows donors to pass assets to their children with significant estate tax savings. During the term of the trust, the gift is invested to pay the university a fixed income for 20 years, after which the original assets are returned to the family.

In conclusion, although it has grown since 2006, philanthropy for public relations education still is in its infancy. Donors are few, most gifts are modest in amount and non-strategic in purpose, and education programs spend little time or effort on cultivating donors and soliciting gifts. As it did in 2006, the Commission hopes that, after reading the 2010 Sampling of Major Gifts to Public Relations Education, “Practitioners will emulate the philanthropic behavior of these donors and that educators will reach out to the practice to forge relationships that make such gifts a reality” ([The Professional Bond, 2006, p. 87](#)).

Jenny Neil Duffey, who—with her husband, Lee—made a gift of \$50,000 to underwrite the Duffey Public Relations Writing Laboratory at the University of Georgia, provided a fitting “call to action” to readers of this report: “The best time to plant a tree is 20 years ago. The second best time is now. . . . This advice from Confucius still rings true to me today; it tells us that as long as 2,500 years ago, a wise man knew that ‘now is the time’ to invest in things that you care about” ([“The Grady fellowship,” 2008](#)).

2010 SAMPLING OF MAJOR GIFTS TO PUBLIC RELATIONS EDUCATION

Entries are organized into 13 categories of gift purpose. Within categories, entries are listed from the newest to the oldest. A star ★ bullet designates entries of new gifts or gifts not included in the Commission's 2006 report. All entries are current as of July 2010.

Each entry contains five main elements of information in the following order:

- (1) name of the fund or gift purpose*
- (2) academic unit and university to which the gift was made*
- (3) donor(s)*
- (4) gift amount or market value of endowed fund, and*
- (5) year the gift was made or the fund was established.*

Endowed Chairs

★ **Frank Karel Chair in Public Interest Communications**

Department of Public Relations, College of Journalism and Communications,
University of Florida

Trellis Fund (independent foundation chaired by Betsy [Mrs. Frank] Karel),
in honor of Frank Karel [d. 2009], 1961 journalism alumnus, former
communications vice president of the Robert Wood Johnson and
Rockefeller Foundations, and fund vice president

\$2 million (gift to be matched by the state of Florida's Trust Fund for Major
Gifts, yielding \$4-million endowment)

Established 2008

■ **Harold Burson Chair in Public Relations**

Department of Mass Communication, Advertising and Public Relations,
College of Communication, *Boston University*

Burson-Marsteller, Inc., its clients, employees, and former parent company,
Young & Rubicam, to honor B-M's founder and chairman, Harold
Burson, APR, Fellow PRSA, 1988 honorary degree recipient, on the
firm's 50th anniversary

Now \$1.3 million

Established 2003

■ **Endowed Chair in Public Relations**

– Holder of the chair serves as area coordinator of the public relations
program, leading curriculum and research initiatives

School of Journalism and Communication, *University of Oregon*

Anonymous public relations alumna

Now \$2.1 million

Established 1998

■ **Ellis N. Brandt Chair in Public Relations**

- Includes the Brandt Endowed Lecture Series on Public Relations and Brandt Research Assistantship; established 2005

Department of Advertising, Public Relations and Retailing, College of Communication Arts and Sciences, *Michigan State University*

Rollin M. Gerstacker Foundation (founded by the wife of the late chairman of the Dow Chemical Co.), in honor of Ellis N.

“Ned” Brandt, 1943 journalism alumnus, former Dow Chemical public relations vice president and foundation vice president

Now \$2.2 million

Established as Professorship 1989; Enhanced to Chair 2005

Endowed Professorships

■ **Widmeyer Professorship in Public Relations**

Perley Isaac Reed School of Journalism, *West Virginia University*

Scott Widmeyer, 1975 journalism alumnus and chairman & CEO

of Widmeyer Communications; his parents, Douglas and Ruth Ann Widmeyer; and his company, Widmeyer Communications

\$380,000

Established 2005; Endowed 2008

★ **Behringer Endowed Distinguished Professorship**

Department of Advertising and Public Relations, College of

Communication and Information Sciences, *University of Alabama*

Dr. and Mrs. Blair R. Behringer, parents (four of six Behringer children earned degrees from UA, two in communication/public relations)

Now \$150,000

Established 2000

■ **Sloan Professorship of Public Relations**

E. W. Scripps School of Journalism, *Ohio University*

Ford Motor Company and Jerry L. Sloan, APR, Fellow PRSA, 1959

journalism/public relations alumnus, former Ford public relations executive, and professor emeritus

Now \$306,000

Established 1997

★ **Reese Phifer Endowed Professorship of Advertising & Public Relations**

(One of four Reese Phifer Professorships in Communication – one each for the College’s four departments)

Department of Advertising and Public Relations, College of

Communication and Information Sciences, *University of Alabama*

Reese Phifer Jr. Memorial Foundation (founded by J. Reese Phifer [d. 1998],

1938 commerce & 1940 law alumnus and founder of Phifer Wire Products)

and Phifer daughters: Dr. Beverly C. Phifer, president & CEO of Phifer, Inc.;

Susan Phifer Cork, foundation manager & trustee and co-chairman of

Phifer, Inc.; and Karen Phifer Brooks, co-chairman of Phifer, Inc.

Now \$318,250

Established 1995

Endowed Research Centers

■ Plank Center for Leadership in Public Relations

- Includes John W. Felton Endowed Public Relations Scholarship and John A. Koten Endowed Lecture Series in Public Relations; established 2001 and 2006, respectively

College of Communication and Information Sciences, *University of Alabama*

Betsy Plank, APR, Fellow PRSA [d. 2010], 1944 history alumna, 1973 PRSA President, and honored long-time practitioner; now AT&T Foundation (matching gifts for contributions by Plank, retired employee of AT&T predecessor companies); and John A. “Jack” Koten, former public relations executive with AT&T predecessor companies and co-founder and first president (1985-1986) of the Arthur W. Page Society

Now \$257,100 (fund to be fully endowed by bequest from the estate of Betsy Plank)

Established 2005

■ Arthur W. Page Center for Integrity in Public Communication

- Includes Page/Johnson Legacy Scholar Grant Program and Oral History Collection

College of Communications, *Penn State University*

Lawrence G. “Larry” Foster, APR, Fellow PRSA, 1948 journalism alumnus, former Penn State trustee, and retired corporate vice president of public relations at Johnson & Johnson; Robert Wood Johnson Foundation; Robert Wood Johnson 1962 Charitable Trust; James E. and Diane W. Burke Foundation; David R. Clare & Margaret Clare Foundation; Richard B. Sellars; and AT&T Foundation

Now \$3 million, plus \$363,000 operating account

Established 2004

Endowed Faculty Professional Development Funds

■ C. Del Galloway Professional Advancement Fund for Public Relations

Department of Public Relations, College of Journalism and Communications, *University of Florida*

C. Del Galloway, APR, Fellow PRSA, 1981 & 1983 public relations alumnus, former partner of Husk Jennings Galloway, and 2004 PRSA President

Now \$24,600

Established 2006

★ Sammie Lynn Puett Endowment in Public Relations

(Funds faculty research and travel, visiting lecturers, and technology purchases)

School of Advertising and Public Relations, College of Communication and Information, *University of Tennessee, Knoxville*

Home Federal Bank, colleagues, alumni, and friends, in memory of Ms. Sammie Lynn Puett [d. 2001], university vice president for public service, continuing education, and university relations; and former journalism and public relations associate professor

Now \$32,800

Established 2001

■ **Sandra and Stuart Newman Professional Advancement Fund in Public Relations**

Department of Public Relations, College of Journalism and Communications,
University of Florida

Sandra and Stuart G. Newman, 1946 journalism alumnus and founder and
CEO of Stuart Newman Associates (now NewmanPR)

Now \$34,100

Established 2000

Endowed Lectureships

★ **Ben Bronstein Lecture in Ethics and Public Relations**

(Rotates annually with College of Medicine, where focus
is medical ethics and public communications)

College of Communications, *Penn State University*

Ben Bronstein, 1961 journalism alumnus and founding
director of public relations at Penn State College of
Medicine and Hershey Medical Center

\$100,000

2007

■ **Rayburn Fund for Excellence in Public Relations**

(Provides stipends to cover expenses of distinguished
visiting lecturers in public relations)

School of Communication, College of Communication
& Information, *Florida State University*

Colleagues, former students, friends, and family, to honor
Dr. Jay Rayburn, APR, Fellow PRSA, associate professor

Now approx. \$100,000

Established 2006

■ **Albert Walker Distinguished Lecture in Public Relations**

Department of Communication, College of Liberal Arts
& Sciences, *Northern Illinois University*

Betsy Plank and public relations alumni Robert Kornecki (1972)
and Charles Merydith, APR (1975), to honor Dr. Albert Walker,
professor emeritus who created NIU's public relations sequence

Now \$19,700

Established 2004

■ **James C. Bowling Executive-In-Residence Lecture Series**

– Expanded to program; now includes the Kentucky Excellence
in Public Relations Award and James C. Bowling Scholarship

School of Journalism and Telecommunications, College of
Communications and Information Studies, *University of Kentucky*

Joseph F. Cullman, III [d. 2004], former chairman & CEO of Philip
Morris Companies, Inc., and alumni and friends, in honor of the
late James C. Bowling [d. 1997], 1981 honorary degree recipient,
Kentucky native, and former Philip Morris senior vice president
of corporate affairs and assistant to the chairman

Now \$260,000

Established 2000

■ **Allen H. Center Distinguished Lectureship in Corporate Public Relations**

School of Journalism & Media Studies, College of Professional Studies and Fine Arts, *San Diego State University*
 Allen H. Center, APR, Fellow PRSA [d. 2005], textbook author, former Motorola corporate vice president of public relations, and retired faculty lecturer; his wife, Nancy [d. 2007]; and the Motorola Foundation
 Now \$124,400
 Established 1999

■ **Vernon C. Schranz Distinguished Lectureship in Public Relations**

Department of Journalism, College of Communication, Information, and Media, *Ball State University*
 Ball Corporation, Indianapolis public relations firms, past lecturers, and family and friends of Mr. Vernon C. Schranz [d. 1990], first public relations officer for Ball Corp.
 Now \$65,000
 Established 1979; Endowed 1998

Named Facilities

★ **Waggener-Edstrom Conference Room**

(Located in the School's George S. Turnbull Portland Center and used for classes for the Center's Professional Master's in Strategic Communication program – a part-time degree program for mid-career professionals)
 School of Journalism and Communication, *University of Oregon*
 Waggener-Edstrom Worldwide
 \$25,000
 2007

■ **Duffey Public Relations Writing Laboratory**

(Lab with 17 computer stations originally dedicated to teaching public relations writing, which is now taught in all computer labs)
 Department of Advertising & Public Relations, Henry W. Grady College of Journalism and Mass Communication, *University of Georgia*
 Lee and Jenny N. Duffey, 1980 public relations alumni and retired founder and COO, respectively, of Duffey Communications
 \$50,000
 Dedicated 2000

■ **William F. Doescher Campaigns Lab for Advertising and Public Relations**

(Provides professional agency atmosphere for students to plan campaigns and make presentations)
 Public Relations Department, S. I. Newhouse School of Public Communications, *Syracuse University*
 William F. Doescher, 1961 public relations master's alumnus, former SVP & CCO of Dun & Bradstreet Corporation, and now president & CEO of the Doescher Group; and Dun & Bradstreet
 \$50,000
 1996

■ **C. Richard Yarborough Public Relations Laboratory**

(Emulates facilities of a mid-size firm for use by students in the Public Relations Campaigns capstone course; includes computer workroom with phones and conference room with flat-screen TV and digital presentation equipment)

Department of Advertising & Public Relations, Henry W. Grady College of Journalism and Mass Communication, *University of Georgia*

Friends of C. Richard “Dick” Yarborough, 1959 broadcast news alumnus and former managing director of communications and government relations of the 1996 Centennial Olympic Games in Atlanta, and the Georgia Chapter of PRSA

\$100,000

Dedicated 1995

Endowed Scholarships: Undergraduate

★ **Ray Beckham Scholarship**

(Awarded to an outstanding public relations student with financial need)

Department of Communications, College of Fine Arts and Communications, *Brigham Young University*

Former student [prefers not to be named], in honor of.

Dr. Raymond E. Beckham, 1967 journalism alumnus, former department professor, and long-time BYU Alumni Association president

\$80,000

Established 2008

★ **Levick Crisis Communication Scholarship Fund**

Department of Communication, College of Arts and Humanities, *University of Maryland, College Park*

Richard Levick, 1979 urban studies alumnus and president & CEO of Levick Strategic Communications

\$50,000

Established 2007

★ **Karen and Frederick Buchsbaum Public Relations Scholarship**

(Designated for out-of-state juniors or seniors majoring in public relations at UT Knoxville)

School of Advertising and Public Relations, College of Communication and Information, *University of Tennessee, Knoxville*

Frederick and Karen Buchsbaum, APR, Fellow PRSA, 1975 journalism alumna and consultant and long-time practitioner in healthcare marketing communications

Now \$24,800

Established 2005

★ **Joe S. Epley Scholarship (UNCC)**

(Designated for juniors demonstrating serious interest in and applying themselves for a career in public relations; preference given to juniors or seniors interested in study of international public relations)
 Department of Communication Studies, College of Liberal Arts and Sciences,
University of North Carolina at Charlotte
 Joe S. Epley Scholarship Foundation for Public Relations (founded in 2003, to commemorate the 35th anniversary of Epley Associates, Inc. and honor the firm's founder, Joe Epley, APR, Fellow PRSA, 1991 PRSA President; funded by Epley Associates, its employees, clients and friends, and Joe Epley)
 Now \$19,300
 Established 2005

★ **Joe S. Epley Scholarship (NCU)**

(Designated for juniors demonstrating serious interest in and applying themselves for a career in public relations)
 Department of Communication, College of Humanities and Social Sciences,
North Carolina State University
 Joe S Epley Scholarship Foundation for Public Relations (founded in 2003, to commemorate the 35th anniversary of Epley Associates, Inc. and honor the firm's founder, Joe Epley, APR, Fellow PRSA, 1991 PRSA President; funded by Epley Associates, its employees, clients and friends, and Joe Epley)
 Now \$16,500
 Established 2004

★ **Joe S. Epley Scholarship (APPSTATE)**

(Designated for juniors demonstrating serious interest in and applying themselves for a career in public relations; offered to rising juniors or seniors majoring in public relations)
 Department of Communication, College of Fine and Applied Arts,
Appalachian State University (NC)
 Joe S Epley Scholarship Foundation for Public Relations (founded in 2003, to commemorate the 35th anniversary of Epley Associates, Inc. and honor the firm's founder, Joe Epley, APR, Fellow PRSA, 1991 PRSA President; funded by Epley Associates, its employees, clients and friends, and Joe Epley)
 Now \$20,500
 Established 2004

■ **Thomas Bartikoski Memorial Scholarship in Public Relations**

School of Journalism and Mass Communication,
 College of Liberal Arts, *University of Minnesota*
 Wendy Horn (wife) and family and friends of Tom Bartikoski,
 APR, Fellow PRSA [d. 2002], 1972 journalism alumnus
 and former senior vice president at Padilla Speer Beardsley
 \$87,100
 Established 2000

★ **Jeri McDonald Endowed Scholarship in Public Relations**

Edward R. Murrow College of Communication, *Washington State University*
 McDonald family members, in memory of Jeri McDonald [d. 2001],
 1953 speech and hearing science alumna and public relations
 practitioner who specialized in arts and nonprofit organizations
 Now \$40,600
 Established 2001

★ **Jay and Retha Rockey Scholarship**

(To promote diversity, preference is given to incoming public relations freshmen in the following order: Nez Perce descendents, other Native Americans, minority students, and non-minority students)

Edward R. Murrow College of Communication, *Washington State University*

Jay Rockey, APR, Fellow PRSA, 1950 journalism alumnus, 1976 PRSA President, and founder of Rockey Hill & Knowlton; and his wife Retha [d. 2009]

Now \$48,700

Established 1994

★ **Louis M. Connor Jr. Scholarship**

School of Journalism and Mass Communication, *University of North Carolina at Chapel Hill*

Bequest from the estate of Louis M. Connor, Jr. [d. 1992], 1942 journalism alumnus and long-time community relations and fundraising practitioner

Now \$111,200

Established 1993

★ **John W. Harden Scholarship**

School of Journalism and Mass Communication, *University of North Carolina at Chapel Hill*

Family and friends of John W. Hardin [d. 1985], 1927 journalism alumnus and pioneer in North Carolina corporate, agency and government public relations

Now \$62,700

Established 1986

Endowed Scholarships/Fellowships: Graduate

★ **Raymond J. Tarleton Strategic Communication Fellowship**

(Awarded to strategic communication master's students with interests in public affairs or public communication)

School of Journalism and Mass Communication,
College of Liberal Arts, *University of Minnesota*

Raymond J. Tarleton, 1948 chemistry & 1952 journalism alumnus and retired executive vice president of the American Association of Cereal Chemists

\$183,800

Established 2007

★ **Cecilia Wilkinson Memorial Scholarship**

(Awarded to first-year strategic public relations master's students with interests in corporate/investor communication and reputation management; winner is eligible to interview for internship with PondelWilkinson, Inc.)

Annenberg School for Communication & Journalism, *University of Southern California*

Bequest from the estate of Cecilia Wilkinson [d. 2006], 1972 journalism & 1980 master's of public relations alumna and principal of PondelWilkinson, as well as gifts from colleagues at PondelWilkinson, family, and friends

Now \$82,600

Established 2007

■ **Henry C. Rogers Endowed Scholarship**

(Awarded to incoming strategic public relations master's students)
 Annenberg School for Communication & Journalism, *University of Southern California*
 Marcia Ross and Ron Rogers, children of Henry Rogers [d. 1995],
 founder of Rogers & Cowan
 Now \$88,900
 Established 2006

★ **Margie E. Murdy Endowed Scholarship**

(Awarded to incoming strategic public relations master's students)
 Annenberg School for Communication & Journalism, *University of Southern California*
 Margie E. Murdy Foundation, made at the direction of Susan Murdy,
 1977 journalism alumna and foundation director, in honor of her
 Mother, Margie Murdy
 Now \$47,900
 Established 2004

★ **D.J. Leary Strategic Communications Fellowship**

(Awarded to strategic communication master's students with interests
 in public affairs or public communication)
 School of Journalism and Mass Communication,
 College of Liberal Arts, *University of Minnesota*
 D.J. Leary, retired political and public affairs media consultant,
 and his wife, Linda Wilson, retired school staff member
 \$59,500
 Established 2004

★ **Kotcher-Ketchum Endowed Scholarship**

(Awarded to graduate students majoring in public relations)
 Department of Mass Communication, Advertising and Public
 Relations, College of Communication, *Boston University*
 Raymond L. Kotcher, 1979 public relations master's alumnus
 and senior partner & CEO of Ketchum Worldwide
 Now \$50,000
 Established 1998

■ **Paul Allen Bennett Graduate Scholarship in Public Relations**

Department of Journalism, College of Communication,
 Information and Media, *Ball State University*
 Claire (Mrs. Paul) Bennett and the Indianapolis Public
 Relations Society, in honor of Paul Allen Bennett [d. 2003],
 1977 public relations master's alumnus and retired vice
 president of corporate communications for Jefferson
 National Life Insurance Company
 Now \$70,000
 Established 1990

Endowed Funds for Internships

★ Bruce L. Olsen Fund

(Provides \$3,500 awards to two public relations students completing international internships)
 Department of Communications, College of Fine Arts and Communications, *Brigham Young University*
 Individual [prefers not to be named], in honor of Bruce Olsen, 1963 & 1965 journalism/communications alumnus, former associate professor, and former director of public affairs for the Church of Jesus Christ of Latter-day Saints
 \$150,000
 Established 2008

★ Lois and John Breaux Scholarship in Public Relations

(Awarded for one year to a Louisiana resident majoring in public relations who is enrolled in internship program)
 Department of Communication, College of Arts and Sciences, *University of Louisiana at Monroe*
 U.S. Senator John Breaux (D-LA), retired 2005
 Now \$19,500
 Established 1994

■ Rich Long/Dow Chemical Scholarship

(Assists a student completing an internship in New York City or Washington, DC)
 Department of Communications, College of Fine Arts and Communications, *Brigham Young University*
 Dow Chemical Company and family and friends of Prof. Richard K. Long [d. 2005], 1967 & 1969 journalism/communications alumnus, former Dow Chemical public relations executive, and department professor
 Now \$56,600
 Established 1990

Endowed Funds for Other Purposes

★ Carol Reuss Awards

(\$500 cash awards to an outstanding public relations student at each of three degree levels: undergraduate junior, professional master's, and Ph.D.)
 School of Journalism and Mass Communication, *University of North Carolina at Chapel Hill*
 Colleagues, alumni, and friends, to honor Dr. Carol Reuss, retired professor who initiated the public relations sequence; and Carol Reuss
 Now \$37,000
 Established 1996

★ **H.C. and Lois Cranford Award to the Outstanding Graduating Senior in Public Relations**

(\$750 cash award)

School of Journalism and Mass Communication, *University of North Carolina at Chapel Hill*

Susan Cranford Ross and Kathryn Cranford Raby, to honor their parents, Lois and H.C. Cranford Jr. [d. 2004], 1945 journalism alumnus and former vice president of public relations at Blue Cross-Blue Shield of North Carolina

Now \$19,500

Established 1994

■ **PRSSA Leadership Award**

(Funds PRSSA dues for two student chapter officers and national conference registration for a developing student chapter leader)

Department of Communications, College of Fine Arts and Communications, *Brigham Young University*

Dr. Laurie J. Wilson, APR, Fellow PRSA, 1980 & 1982 public relations alumna and department professor

Now \$12,300

Established 1995

Reoccurring Non-endowed Gifts

★ **Public Relations Department Benchmark Trips to NYC**

(Subsidizes travel expenses to New York City for master's students and seniors to meet with public relations leaders and network with alumni; also funds stipend and expenses for faculty coordinator)

Public Relations Department, S. I. Newhouse School of Public Communications, *Syracuse University*

Shelly Lotman-Fisher, 1980 broadcast journalism alumna and president & co-founder of Hope Paige Designs

Annual Gift: Approx. \$21,000; \$126,000 given to-date
2005 to present

★ **Joan Schneider Writing Prize for Public Relations**

(Annual prize for outstanding writing by an undergraduate or graduate public relations student)

Department of Mass Communication, Advertising and Public Relations, College of Communication, *Boston University*

Joan Schneider, 1972 public relations alumna and president & founder of Schneider Associates

Annual Gift: \$2,500; \$15,000 given to-date
2005 to present

■ **James E. Grunig and Larissa A. Grunig Graduate Research Fund**

(Helps defray costs of research for Ph.D. candidates' dissertations)

Department of Communication, College of Arts & Humanities, *University of Maryland, College Park*

Dr. Elizabeth L. Toth, APR, Fellow PRSSA, department professor and chair, and royalties donated by chapter authors of the book, *The Future of Excellence in Public Relations and Communication Management*, in honor of Professors Emeriti Drs. James and Larissa Grunig

Annual Gift: Approx. \$2,000; \$10,000 given to-date
2005 to present

★ **Rich Jernstedt Scholarship in Public Relations**

(\$5,000 annual scholarship)

School of Journalism and Communication, *University of Oregon*

GolinHarris (5 years), to honor then CEO & chairman Rich

Jernstedt's 25th anniversary with the firm, and Rich Jernstedt,

1969 journalism alumnus and now chief marketing officer,

executive vice president and senior partner of Fleishman-Hillard.

Annual Grant/Gift: \$5,000; \$50,000 given to-date

2002 to present

★ **Sullivan, Higdon & Sink Award**

(Provides financial assistance to outstanding public relations seniors with demonstrated interest in PRSSA and desire to enter the public relations field)

A.Q. Miller School of Journalism and Mass Communications,

College of Arts and Sciences, *Kansas State University*

Sullivan, Higdon & Sink, Wichita, KS advertising and public

relations firm

Annual Gift: \$1,000; \$33,000 given to-date

1978 to present

Major Non-endowed Gifts

★ **Strategic Communication and Public Relations Center**

Annenberg School for Communication & Journalism,

University of Southern California

Visa, corporate sponsor

\$25,000

2009

★ **Strategic Communication and Public Relations Center**

Annenberg School for Communication & Journalism,

University of Southern California

Ketchum, corporate sponsor

\$40,000 Total

2008 & 2006

★ **Strategic Communication and Public Relations Center**

– Includes Toyota Fellowship

Annenberg School for Communication & Journalism,

University of Southern California

Toyota Motor Sales USA, corporate sponsor

\$60,000 (\$45,000 for Center, \$15,000 for Fellowship)

2007

★ **Strategic Communication and Public Relations Center**

– Includes General Motors Fellowship

Annenberg School for Communication & Journalism,

University of Southern California

General Motors, corporate sponsor

\$120,000 Total (\$105,000 for Center, \$15,000 for Fellowship)

2005 & 2002

■ **Ofield Dukes Undergraduate Scholarship in Public Relations**

(\$1,500 annual scholarship)

John H. Johnson School of Communication, *Howard University*
Ofield Dukes, APR, Fellow PRSA, president of Ofield Dukes &
Associates; Radio One; and Phillip Morris Companies, Inc.

\$43,500 Total

2005 & 2002

★ **Strategic Communication and Public Relations Center/
Public Relations Generally Accepted Practices (GAP) Study**

(Biennial applied research project on developments and trends,
conducted since 2002)

Annenberg School for Communication & Journalism,
University of Southern California

Council of Public Relations Firms, sponsor

\$50,000 Total

2004 & 2002

**Unrestricted Non-endowed Gifts for Public
Relations Program**

★ **Unrestricted Gift**

Department of Communication, College of Arts &
Humanities, *University of Maryland, College Park*

Harvey L. Sanders, UMCP Foundation trustee and parent,
in honor of his daughter graduating in public relations
in May 2010

\$10,000

2010

★ **Annual Fund**

(Unrestricted support designated for the Department)

Department of Public Relations, College of Journalism and
Communications, *University of Florida*

Alumni and friends

\$48,300 Total

2009 & 2008

★ **Public Relations Advisory Council Fund**

(Unrestricted support for public relations faculty and students)

Department of Public Relations, College of Journalism and
Communications, *University of Florida*

Members of the Department of Public Relations Advisory Council,
a group of alumni and non-alumni practitioner leaders

\$17,300 Total

2009 & 2008

★ **Unrestricted Gift for the Public Relations Program**

Annenberg School for Communication & Journalism,
University of Southern California

Maureen and Brent Hanson, alumni

\$10,000

2007

★ **Unrestricted Gift for the Public Relations Program**

Annenberg School for Communication & Journalism,
University of Southern California
Nancy and Carty Spencer, parents
\$10,000
2007

★ **Public Relations Research and Education Fund**

(Supports projects as determined by department leadership)
Department of Advertising & Public Relations, Henry W. Grady
College of Journalism and Mass Communication, *University
of Georgia*
Alumni, faculty, and friends
\$25,000 Total