



# THE BRIDGE

## PROGRAM & ITINERARY

Georgetown University  
School of Continuing Studies  
640 Massachusetts Ave NW  
Washington, D.C., 20001



FOUNDED 1956

**#IPRBridge19**

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THURSDAY  
**APRIL 11**



8:15 AM - 9:00 AM **REGISTRATION BREAKFAST**

## 9:00 AM - 9:45 AM

### ***The Real Why — Behavioral Science Reveals How Communicators Got it All Wrong***

*Sponsored by the IPR Behavioral Insights Research Center*

**KEYNOTE:** Christopher Graves

*President & Founder, Ogilvy Center for Behavioral Science,  
Global CEO & Chair (emeritus), Ogilvy Public Relations*

**INTRODUCTION:** Tina McCorkindale, Ph.D., APR

*President & CEO  
Institute for Public Relations*

**LOCATION:** SCS Auditorium

## 9:45 AM - 10:30 AM

### ***How Digital Transformation is Driving Change in the Workforce***

*Sponsored by the IPR Digital Media Research Center*

**SPEAKERS:** Jamie McLaughlin

*Founder and President, Capstone Hill Search*

Stacey Jones

*Managing Director, Global Media Relations and Corporate  
and Recruitment Marketing, Accenture*

Andrew Whitehouse

*Founder, Copperfield Advisory*

**MODERATOR:** Marcia DiStaso, Ph.D., APR

*Associate Professor and PR Department Chair,  
University of Florida*

**LOCATION:** SCS Auditorium

10:30 AM - 11:00 AM **NETWORKING BREAK**

## 11:00 AM - 11:45 AM

### **SESSION A: *Are We Doing It The Right Way? The Impact of the Agency Selection Process on Client Public Relations Programs and Outcomes***

**SPEAKERS:** Robert Udowitz  
*Principal, RFP Associates*

Steven Drake  
*Principal, RFP Associates*

Jeffrey Henning, PRC  
*President, Researchscape International*

Simon Erskine Locke  
*Founder & CEO, CommunicationsMatch*

**MODERATOR:** Jennifer Swint  
*Global President and Partner, Porter Novelli*

**LOCATION:** C204

### **SESSION B: *PR's New Leadership Mandate: Becoming an Ethics Advisor***

**SPEAKERS:** Matt Bennett  
*EVP, Global Communications, MPAA*

Courtney Geduldig  
*EVP, Public Affairs, S&P Global*

Denise Bortree, Ph.D.  
*Associate Professor and Director, Arthur W. Page Center for Integrity in Public Communication, Penn State University*

**MODERATOR:** Kathy Fitzpatrick, J.D., APR  
*Professor, American University*

**LOCATION:** 103 A/B

## 11:50 AM - 12:35 PM

### **SESSION A: *Trends in Research***

#### **Paper 1: *When Local Goes Global: Opinion Leadership, Activist Public Relations and Viral Media***

Melissa B. Adams, Ph.D.  
*Assistant Professor of Strategic Communications, Marquette University*

**Paper 2: Corporate Vanguard: The Contemporary Role of Organization Altruism**

Lincoln Lu

*Doctoral Student, University of Florida*

Kalyca Becketl

*Doctoral Student, University of Florida*

**Paper 3: What the Point? Empirically Defining Value, Purpose, and Responsibility for Organizations**

Hilary Fussell Sisco, Ph.D., APR

*Associate Professor and Chair, Quinnipiac University*

John Brummette, Ph.D.

*Associate Professor, Radford University*

**Paper 4: Irreversible: The Big Data Revolution**

Mark Weiner

*Chief Executive Officer, PRIME Research, and  
Chief Insights Officer, Cision*

**MODERATOR:** Terry Flynn, Ph.D., APR, FCPRS

*Associate Professor, Communications Management,  
Dept. of Communication Studies & Multimedia,  
McMaster University*

**LOCATION:** C204

**SESSION B: Bring Communication Research to Life: Data + Narrative**

**SPEAKERS:** Rebeca Pop

*Data Visualization Professor, DePaul University*

**LOCATION:** 103 A/B

12:35 PM – 1:15 PM **LUNCH**

**1:15 PM- 2:10 PM**

**SESSION A: Diverse Voices: Driving D & I Action in Communications**

**SPEAKERS:** Josette “Josey” Robinson

*Prosek*

Rochelle Ford, Ph.D.

*Dean of the School of Communications, Elon University*

Jon Iwata

*Former Chief Brand Officer and SVP, IBM*

**LOCATION:** C204

**SESSION B: *Rethinking Integrated Communications: Assessing and Managing Collaboration Between Marketing and PR***

**SPEAKERS:** Ansgar Zerfass, Ph.D.  
*Professor and Chair of Strategic Communication,  
Leipzig University*

**LOCATION:** 103 A/B

## **2:15 PM- 3:05 PM**

**SESSION A: *Corporate Issues Engagement: Societal Outcomes***

**SPEAKER:** Melissa D. Dodd, Ph.D., APR  
*Associate Professor of Advertising and PR, University of  
Central Florida*

**LOCATION:** 103 A/B

**SESSION B: *Lessons from the Playing Field: How Heroism Shapes Public Relations Engagement***

**SPEAKER:** Brad Horn  
*Professor of Practice, Public Relations, Syracuse  
University*

**LOCATION:** C204

**3:05 PM- 3:30 PM NETWORKING BREAK**

## **3:30 PM – 4:15 PM**

**SESSION A: *Diversity Assessment: Beyond Ticking Off the Boxes***

**SPEAKERS:** Gregg Feistman  
*Assistant Chair, Temple University*

David Brown  
*Assistant Professor, Temple University*

**LOCATION:** 103 A/B

**SESSION B: *Internal Communication: Examples of Effective Communication Practices and Measurement***

**SPEAKERS:** Marlene Neill, Ph.D., APR  
*Assistant Professor, Baylor University*

Stacey Smith, APR, Fellow PRSA  
*Senior Counsel and Partner, Jackson Jackson & Wagner*

Cindy Villafranca  
*Manager, Measurement & Analytics, Communications  
& Outreach, Southwest Airlines*

**MODERATOR:** Julie O'Neil, Ph.D.  
*Associate Dean and Professor, Texas Christian University*

**LOCATION:** C204

**4:20 PM – 5:05 PM**

**SESSION A: *Fake News, Declining Trust and the Future of PR-  
How Canada's PR Professionals Turned a Negative Narrative  
Into a New Strategic Framework for Ethical Public Relations***

**SPEAKERS:** Kim Blanchette, APR  
*VP, Communications and International Relations,  
Alberta Energy Regulator*

Colleen Killingsworth, MCM, APR, FCPRS  
*President, CK Communications Strategies Inc.*

**LOCATION:** C204

**SESSION B: *Crafting a (Legally Sound) Social Media Policy: Managing  
Organizational Image While Respecting Employee Rights***

**SPEAKER:** Cayce Myers, Ph.D., LL.M., J.D., APR  
*Assistant Professor, Department of Communication, Virginia Tech*

**LOCATION:** 103 A/B

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**5:30 PM – 7:30 PM**

**IPR BRIDGE  
SOCIAL**

**Brunswick Group**  
600 Massachusetts Avenue, NW  
Washington, D.C. 20001

**Sponsored by:**  
**BRUNSWICK** **Southwest** 



A bright, modern dining room with a white table and gold chairs. The room is well-lit, with large windows in the background. The text "FRIDAY APRIL 12" is centered in a black-bordered box.

FRIDAY  
**APRIL 12**

## **9:00 AM- 9:15 AM**

**RESEARCH SPOTLIGHT:** *Defining ‘Business Acumen’: A Delphi Study of Corporate Communications Leaders*

**SPEAKER:** Matthew Ragas, Ph.D.  
*Associate Professor of PR, DePaul University*

**LOCATION:** SCS Auditorium

## **9:15 AM- 10:00 AM**

**Putting the AI in PR: Artificial Intelligence and Public Relations**

*Sponsored by Digital Media Research Center*

**KEYNOTE:** Martin Waxman  
*President, Martin Waxman Communications*

**INTRODUCTION:** Terry Flynn, Ph.D., APR, FCPRS  
*Associate Professor, Communications Management,  
Dept. of Communication Studies & Multimedia,  
McMaster University*

**LOCATION:** SCS Auditorium

## **10:00 AM- 10:10 AM**

**RESEARCH SPOTLIGHT:** *Mind the Gap: Women in Leadership in Public Relations*

**SPEAKER:** Tina McCorkindale, Ph.D., APR  
*President and CEO, Institute for Public Relations*

**LOCATION:** SCS Auditorium

## 10:10 AM – 10:20 AM

### RESEARCH SPOTLIGHT: *The Future of Work*

*Sponsored by the Organizational Communication Research Center*

**SPEAKER:** Sarab Kochhar, Ph.D.

*Director of Research, Institute for Public Relations*

**LOCATION:** SCS Auditorium

## 10:20 AM- 10:45 AM NETWORKING BREAK

## 10:45 AM - 11:30 AM

### SESSION A: *Trends in Research*

**Paper 1: PR Measurement and Diversity: Breaking Down Measures to Better Appreciate Diverse Audiences and Publics in a Fragmented Media World**

Joe Cabosky, Ph.D., J.D.

*Assistant Professor, University of North Carolina at Chapel Hill*

**Paper 2: Testing Crisis Response: Practitioners at the Helm During Crisis Communication**

Kalyca Becktel

*Doctoral Student, University of Florida*

Kaye D. Sweetser, Ph.D., APR, Fellow PRSA

*Professor, San Diego State University*

**Paper 3: Examining How and To What Extent Internal Communication is Valued and Viewed as a Strategic Method to Create Relationships with Employees**

Andrea Price, MCM, ABC

*Master's Student, McMaster University*

**Paper 4: Getting on Board: The Role of Boards in Managing Reputation Risk**

Elizabeth Young

*Master's Student, McMaster University*

**MODERATOR:** Hilary Fussell Sisco, Ph.D., APR

*Associate Professor and Chair, Quinnipiac University*

**LOCATION:** 103 A/B

**SESSION B: Fast Forward: Better Writing, More Ethics Content,  
Enhanced Industry-Educator Dialogue, Standards for Online Teaching**

**SPEAKERS:** Denise Bortree, Ph.D.

*Associate Professor and Director, Arthur W. Page Center  
for Integrity in Public Communication, Penn State University*

John R. Deats

*Adjunct Instructor, New York University*

Denise Ferguson, Ph.D., APR

*Professor and Associate Dean for Graduate Programs  
and Research, Azusa Pacific University*

John E. Forde, Ph.D., APR, Fellow PRSA

*Professor and Head Dept. of Communication,  
Mississippi State University*

Judy Phair, APR, Fellow PRSA

*President, PhairAdvantage Communications LLC*

Kathleen L. Lewton, M.H.A., M.S.J., Fellow PRSA

*Principal, Lewton, Seekins & Trester*

Dean E. Mundy, Ph.D.

*Assistant Professor, University of Oregon*

**MODERATOR:** Elizabeth L. Toth, Ph.D., APR, Fellow PRSA

*Professor, University of Maryland, College Park*

**LOCATION:** C204

**11:35 AM- 11:50 AM**

**RESEARCH SPOTLIGHT: *Mapping the Road to Maturity: Characteristics  
of Leading Research, Evaluation, and Measurement Programs***

*Sponsored by the IPR Measurement Commission*

**SPEAKER:** Rebecca Swenson, Ph.D.

*Assistant Professor, College of Food, Agriculture and Natural  
Resource Sciences, University of Minnesota*

Michael Ziviani

*Founder and CEO, Precise Value, Microsoft Alumnus, Australia*

**LOCATION:** SCS Auditorium

# 11:50 AM- 12:35 PM

## *How Public Relations Theory Matters to the Profession*

**KEYNOTE:** Justin Walden, Ph.D.

*Assistant Professor, University of North Dakota*

Lan Ni, Ph.D.

*Associate Professor of Communication, University of Houston*

Arunima Krishna, Ph.D.

*Assistant Professor, Boston University*

**MODERATOR:** Bey-Ling Sha, Ph.D., APR

*Acting Associate Dean, College of Professional Studies and Fine Arts*

**LOCATION:** SCS Auditorium

12:35 PM **CONCLUSION**

*Thank you, and we hope to see you all in 2020!*