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PROGRAM & ITINERARY

Georgetown University
School of Continuing Studies
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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

Tony Cheevers
VP, Business Development, 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 Becktel

Doctoral Student, University of Florida

Paper 3: What's 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**

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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

Denise Hill, Ph.D.

Assistant Professor, School of Communications, Elon University

Nyree Wright
EVP, Porter Novelli

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, FCPRS
*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

5:30 PM – 7:30 PM

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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, MCM, APR
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, North Dakota State University

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, San Diego State University

LOCATION: SCS Auditorium

12:35 PM **CONCLUSION**

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