



THE BRIDGE

PROGRAM & ITINERARY

Georgetown University
School of Continuing Studies
640 Massachusetts Ave NW
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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

Didi Blackwood

*Associate Director, Media and Analyst Relations, Health
and Public Service, 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 Vanguards: 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: Mike Fernandez

*Professor of Strategic Communication, Boston University and
US CEO, LLYC*

Denise Hill, Ph.D.

*Assistant Professor, School of Communications, Elon
University*

Andrew McCaskill

SVP, Global Communications & Multicultural Marketing, Nielsen

Nyree Wright
EVP, Porter Novelli

MODERATOR: Josette “Josey” Robinson
Managing Director, Prosek Partners

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

Pallavi D. Kumar
*Professor, American University's School of Communication
and the Division Director for the Public Communication Division*

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

IPR BRIDGE SOCIAL

5:30-7:30 PM

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BRUNSWICK

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: Moyra Knight
VP Corporate Communications, Astellas & President, Astellas USA Foundation

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

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!