



DAY 1

Thursday, November 5

★ IPR Trustee

Welcome

9:45 a.m. to 10 a.m.

WELCOME TO THE 2020 IPR BRIDGE CONFERENCE*Tina McCorkindale*, Ph.D., APR, President & CEO, Institute for Public Relations**Keynote**

10 a.m. to 10:30 a.m.

A PR COURSE CORRECTION: FROM AGENCY TO AGENT OF CHANGE*Nyree Wright*, PR Lecturer, University of Florida, and Principal, NW Consulting**Keynote**

10:30 a.m. to 11 a.m.

**USING RESEARCH TO OPTIMIZE COMMUNICATIONS STRATEGIES:
DISCOVERING NEW METHODS AND REIMAGINING OLD FAVORITES***Karen Buerkle Kaludov*, Ph.D., Principal, Stratallys Research & Consulting

11 a.m. to 11:15 a.m.

BREAK**Breakout A**

11:15 a.m. to 12 p.m.

Research Papers Session I**Moderated By:** *Dean Mundy*, Ph.D., Associate Professor, University of Oregon**Paper 1:****Networking in America: An Analysis of Public Relations Tactics on
Engaging International Scholars Visiting the United States***M. Todd Felts*, Ph.D., APR, University of Nevada, Reno*Reeham R. Mohammed*, M.A., University of Nevada, Reno**Paper 2:****A Social Capital Measure for Public Relations Research***William R. Kennan*, Ph.D., Radford University*Vincent Hazleton*, Ph.D., Independent Scholar*John Brummette*, Ph.D., Professor, Radford University**Paper 3:****The CCO Guide to Communications Research and Evaluation**★ *Mark Weiner*, Chief Insights Officer, Cision, and CEO, PRIME Research**Breakout B**

11:15 a.m. to 12 p.m.

MEASURING COMMUNICATIONS IN REGULATED INDUSTRIES*Mohammad Hamid*, Managing Partner, Radian Partners, and Director,
IPR Measurement Commission*Colleen Campbell*, VP, Strategic Comms & Marketing, Alion Science & Technology*Monica Marshall*, Global Lead, RF Relate, Ruder Finn*Brent McGoldrick*, Senior Managing Director, FTI Consulting**Research Overview HOW TO ACCELERATE YOUR CAREER**12:00 p.m. to 12:15 p.m. ★ *Jamie McLaughlin*, CEO, JWM Talent**Lunch**

12:15 p.m. to 1:00 p.m.

LUNCH BREAK

Keynote

1:00 p.m. to 1:45 p.m.

PRACTICAL WAYS TO BUILD BUSINESS ACUMEN AND PREPARE FUTURE PRACTITIONERS FOR THE RISE OF ESG AND STRATEGIC COMMUNICATION COUNSEL

André Williams, Communication Instructor, University of Louisiana at Lafayette

★ *Catherine Hernandez Blades*, SVP, Chief ESG and Communications Officer, Aflac

Matthew Ragas, Ph.D., Associate Professor, Public Relations and Corporate Communications, DePaul University

Social

1:45 p.m. to 2:15 p.m.

Social Sessions

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Session A: Coffee Talk 2020

Led by Kerry O'Grady, Ph.D., Georgetown University School of Continuing Studies
What has this year taught you about the practitioner you want to be?
Join us for a heartfelt, honest conversation about what you've learned, what you'll change, and what you'll forever think about differently. You'll leave this discussion with new friends and a new perspective.

Session B: Quarantine Hits

Led by Hilary Fussell Sisco, Ph.D., Quinnipiac University
Featuring the hit books, shows, and podcasts that you loved during quarantine.
Great opportunity to get some new recommendations!

2:15p.m. to 2:45 pm

BREAK**Breakout A**

2:45 p.m. to 3:15 p.m.

Research Papers Session II

Moderated By: Terry Flynn,★ Ph.D., APR, Associate Professor & Director of MCM Program, McMaster University

Paper 1:**My BFF is a Chatbot: Examining the Nature of Artificial Relationships, and the Role They Play in Communications and Trust**

Martin Waxman, MCM, APR, President, Martin Waxman Communications

*Winner of the 2019 Makovsky Best Master's Thesis of the Year Award

Paper 2:**Pinpointing Purpose: A Content Analysis of Fortune 500 Companies' Purpose Communication**

Alexis Bajalia, Eve Rosemarie Heffron, Bhakti Sharma, and Yufan "Sunny" Qin, Ph.D. Students, University of Florida

★ *Marcia DiStaso*, Ph.D., APR, Associate Professor & Chair, University of Florida

Paper 3:**Mind the Gap: Women in Leadership in PR – Part II**

Megan Dubrowski, Director of U.S. and Global Communications, KPMG

Rebecca Rickert, Director, Global Communications, Prudential Financial

Breakout B

2:45 p.m. to 3:15 p.m.

USING PREDICTIVE ANALYTICS FOR PROACTIVE RESPONSE STRATEGIES

Darren Bosik, APCO Worldwide

Breakout A

3:15 p.m. - 4:00 p.m.

C-Suite and Campus? New Study Shows PR Professionals Can Successfully Bridge Careers and Classroom

Elizabeth L. Toth, Ph.D., Professor, University of Maryland

Anthony D'Angelo, APR, Professor of Practice, Syracuse University

John Deats, Adjunct Instructor, New York University

Michael Diamond, Academic Director, IMC, New York University

Breakout B

3:15 p.m. - 4:00 p.m.

PUBLIC AFFAIRS AND COMMUNICATIONS IN POLARIZING TIMES

★*Doug Pinkham*, President, Public Affairs Council

Social

4:00 p.m.

Opening Night Virtual Social

Sponsored By: **Southwest**[®]

We will have interactive FUN activities with an opportunity to socialize and play games. Join your crew, Captain Steve Cody and Co-Pilot Tina McCorkindale, who will be flying this (thankfully metaphorical) plane.



For more information, on how to use our virtual platform Whova please visit:

<https://instituteforpr.org/bridge-whova-details/>

We look forward to virtually seeing you on DAY TWO!

DAY 2

Friday, November 6

Keynote

10 a.m. to 10:45 a.m.

THE ROLE OF COMMUNICATIONS IN DEVELOPING AND LEADING THE ARTICULATION OF CORPORATE STRATEGY

- ★ *Brett Ludwig*, Global Head of Communications, W.L. Gore & Associates
- Patricia Bayerlein*, Executive Director, Thought Leadership and Knowledge Management, Gagen MacDonald
- Rob Flaherty*, Chairman, Ketchum

Research Overview

10:45 a.m. to 11 a.m.

THE ROLE OF THE POLITICIZED CORPORATION AND GUN POLICY REFORM: HOW CORPORATE AMERICA CAN MEANINGFULLY ENGAGE

Melissa Dodd, Ph.D., APR, Associate Professor, University of Central Florida

Keynote

11 a.m. to 11:45 a.m.

COMEDY AS A STRATEGIC DIFFERENTIATOR

Jackie Kolek, Senior Partner and General Manager, Peppercomm
Clayton Fletcher, Comedian, Peppercomm

Industry Spotlight

11:45 a.m. to 12 p.m.

PR DIVERSITY: FROM COMMITMENT TO ACTION

Carmella Glover, Executive Director, Diversity Action Alliance

Lunch

12:00 p.m. to 12:30 p.m.

LUNCH BREAK

Breakout A

12:30 p.m. to 1:15 p.m.

SOUTHWEST FLIGHT #1380: AN EXAMINATION OF CRISIS COMMUNICATIONS PRACTICES

- Ann D. Jabro*, Ph.D., Robert Morris University
- ★ *Linda Rutherford*, Senior Vice President and Chief Communications Officer, Southwest Airlines

Breakout B

12:30 p.m. to 1:15 p.m.

HOW ARE YOU MEASURING UP? CONTINUOUS PROFESSIONAL DEVELOPMENT WITH THE HELP OF THE GLOBAL CAPABILITY FRAMEWORK

Amy Thurlow, Ph.D., APR, FCPRS, Professor, Mount Saint Vincent University, Canada
Katerina Tsetsura, Ph.D., Associate Professor, University of Oklahoma

Social

1:15 p.m. to 1:45 p.m.

Social Session

Sponsored By: 

Session: Try Not To Laugh:

Led by *Jackie Kolek* and *Clayton Fletcher*, Peppercomm.

It's time to see if this mic is on! Try out what you learned in the "Comedy as a Strategic Differentiator" presentation.

1:45 p.m. to 2:00 p.m.

BREAK

Breakout A

2:00 p.m. to 2:45 p.m.

Research Papers Session III

Moderated By: Marcia DiStaso★, Ph.D., Public Relations Department Chair, University of Florida

Paper 1:

Examining Patagonia's Corporate Social Activism efforts on Social Media

Ioana Coman, Ph.D., Assistant Professor of Public Relations, Texas Tech University

Rosalynn Vasquez, Ph.D., Assistant Professor of PR, Boston University

Paper 2:

Measurement that Matters to the Profession

John Brummette, Ph.D., Professor, Radford University

Hilary Fussell Sisco, Ph.D., APR, Professor and Chair of Strategic Communications, Quinnipiac University

Paper 3:

If, When and How to Engage on Social Issues: A Guide for Companies

Yufan "Sunny" Qin, Ph.D. Student, University of Florida

Alexis Bajalia, Ph.D. Student, University of Florida

Eve Rosemarie Heffron, Ph.D. Student, University of Florida

Bhakti Sharma, Ph.D. Student, University of Florida

★ *Marcia DiStaso*, Ph.D., Public Relations Department Chair, University of Florida

Breakout B

2:00 p.m. to 2:45 p.m.

IS IT TIME FOR A PARADIGM SHIFT IN PR MEASUREMENT?

Joseph Michael Cabosky, Ph.D., J.D., Assistant Professor, University of North Carolina at Chapel Hill

KEYNOTE

2:45 p.m. to 3:30 p.m.

RACE, ETHNICITY, AND THE U.S. CENSUS: WHY NATIONAL IDENTITY MATTERS TO PUBLIC RELATIONS

Bey-Ling Sha, Ph.D., APR, Dean, California State Fullerton College of Communications

Closing

3:30 p.m. to 3:45 p.m.

CLOSING REMARKS

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

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