



THE BRIDGE

PROGRAM & ITINERARY

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

#IPRBridge18



INSTITUTE FOR
PUBLIC REFORM

Scarfthwaite



GEORGETOWN UNIVERSITY

THURSDAY
APRIL 12



9:00 AM- 9:45 AM

The Future of Storytelling — Powerful, Personal and Just in Time

INTRODUCTION: Tina McCorkindale

President and CEO, Institute for Public Relations

KEYNOTE: Jeremy Gilbert

Director of Strategic Initiatives, The Washington Post

LOCATION: SCS Auditorium

9:45 am- 10:30 am

Looking Ahead: Communicating in a Technology-driven, Fast-paced Society

SPEAKERS: Linda Rutherford

*Senior Vice President, Chief Communications Officer
Southwest Airlines*

Carolyn Kim

Assistant Professor, Biola University

Bill Chandler

President and Founder, Chandler Public Affairs

MODERATOR: Marcia DiStaso

Chair and Associate Professor, University of Florida

LOCATION: SCS Auditorium

Sponsored by IPR Digital Media Research Center

10:30 AM - 11:00 AM NETWORKING BREAK

11:00 AM - 11:45 AM

SESSION A: Why the Fight for Diversity in Communications Is Far from Over

SPEAKERS: Anya Alexander Harrington

Director, Public Relations, Communities in Schools

Elizabeth Rojas Levi

Director, Public Affairs & Govt. Relations, Nokia, Americas

Elizabeth Toth

Professor, University of Maryland

Wendy Zajack
Faculty Director, Georgetown University

LOCATION: C103 A/B

SESSION B: *Gateway to Better Leadership: Innovative Strategic Communication Curriculum for MBA Students and Others in Non-Traditional Graduate Degree Programs*

SPEAKERS: Kathleen Rennie
Associate Professor, New Jersey City University

Kristie Byrum
Assistant Professor, University of Pennsylvania

Lynn P. Costantini
*Manager, Cybersecurity Compliance and Oversight,
New Jersey Board of Public Utilities*

MODERATOR: Reed Bolton Byrum
Chairman, Byrum Innovation Group

LOCATION: C204

11:45 AM - 12:30 PM

SESSION A: *Psychology and Public Relations – Toward a New, Interdisciplinary Approach to Human Communication, Behavioural Insights, and PR*

SPEAKERS: Renee Carr
Political & Corporate Advisor, Carr Advisory Group

Thomas Stoeckle
Co-founder, Small Data Forum

Terry Flynn
Associate Professor, McMaster University

Moderator: Sarab Kochhar
Director of Research, Institute for Public Relations

LOCATION: C103 A/B

SESSION B: *Public Relations and Intellectual Property: How International IP Laws Affect PR Practice in the Digital Age*

SPEAKER: Cayce Myers,
Assistant Professor, Virginia Tech University

LOCATION: C204

12:30 PM – 1:30 PM **LUNCH**

1:30 PM- 2:15 PM

Unconventional Wisdom: How Polling Analytics Drive Public Affairs

SPEAKERS: Doug Pinkham

President, Public Affairs Council

Kyle Dropp

Co-founder & Chief Research Officer, Morning Consult

MODERATOR: Jennifer Swint

President, North America, Porter Novelli

LOCATION: SCS Auditorium

2:15 PM- 3:00 PM

Corporate Activism: The Business-Politics-Public Dynamic

SPEAKERS: Melissa D. Dodd

Assistant Professor, University of Central Florida

Roger Bolton

President, Arthur W. Page Society

Julie Hootkin

Partner, Global Strategy Group

LOCATION: SCS Auditorium

3:00 PM – 3:05 PM

Removing Barriers, Providing Access, and Building Value in Diversity Beyond the Bottom Line

SPEAKER: Dean Mundy

Assistant Professor, University of Oregon

LOCATION: SCS Auditorium

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

3:30 PM – 4:15 PM

SESSION A: Corporate Relevance: Uncovering Reputation in the Network Economy

SPEAKERS: Gary Grates

Principal, W2O Group

Rob Jekielek

Senior Vice President, W2O Group

LOCATION: C103 A/B

Sponsored by the IPR Organizational Communication Research Center

SESSION B: Trends in Research 1

MODERATOR: Su Lin Yeo

Assistant Professor, Singapore Management University

The Official Pizza of the Alt Right – Brandjacking, Neo-Nazis and How Companies in 2018 are Responding to Savvy Social Media Strategies Employed by Political Extremists

SPEAKER: Nathan Gilkerson

Assistant Professor, Marquette University

Use of Social Network Analysis and Visualization for Public Relations and Social Media Analysis

SPEAKER: Juliana Trammel

Associate Professor, Savannah State University

Does It Require Flash? Revising the Mobile Readiness and Implementation of the Dialogic Principles on the Mobile Websites of the Fortune 500

SPEAKERS: Meredith L. Morgoch

Doctoral Student, University of Oregon

Tugce Ertem Eray

University of Oregon

LOCATION: C204

4:15 PM – 5 PM

SESSION A: Fast Forward: Bridging from Campus to Entry-Level Findings from the 2017 CPRE Study and Report on Undergraduate Education

SPEAKERS: Kathy Lewton
Principal, Lewton, Seekins & Trester
Elizabeth Toth
Professor, University of Maryland

LOCATION: C103 A/B

SESSION B: Press Spokespeople: An Exploration of How Societal Narratives about Women Impact Their Effectiveness in Dealing with the Media

SPEAKER: Tia C. M. Tyree
Professor, Howard University
Stacy Hope
Director of Communications, U.S. Helsinki Commission
Judy Kurtz
Reporter and Columnist, The Hill

MODERATOR: Claudia Keith
Chief Communications Officer, City of Palo Alto

LOCATION: C204



6 PM – 8 PM

**IPR BRIDGE
SOCIAL**

The National Press Club

529 14th St NW
Washington, D.C. 20045

A modern dining room with a white table and mustard yellow chairs. The room has a white ceiling with exposed beams and a white wall. The floor is a light-colored, reflective material. The text "FRIDAY APRIL 13" is centered in a black rectangular box.

FRIDAY
APRIL 13

9:00 AM- 9:45 AM

The Future of Communication: What You Need to Know for 2018 and Beyond

INTRODUCTION : Bey-Ling Sha

Professor and Director of the School of Journalism and Media Studies, San Diego State University

KEYNOTE: Robert Moran

Partner & Head of Brunswick Insight, Brunswick Group

LOCATION: SCS Auditorium

9:45 AM- 10:30 AM

Communicating a Vision

INTRODUCTION: Doug Pinkham

President, Public Affairs Council

KEYNOTE: Dana W. White

Assistant to the Secretary of Defense for Public Affairs, U.S. Department of Defense

LOCATION: SCS Auditorium

10:30 AM- 10:45 AM NETWORKING BREAK

10:45 AM- 11:30 AM

SESSION A: Trends in Research 2

MODERATOR: Dean Mundy

Assistant Professor, University of Oregon

What About Social Care: Exploring the Bridge Between Practice and Application

SPEAKERS: Carolyn Kim

Associate Professor, Biola University

Karen Freberg

Associate Professor, University of Louisville

Value-added CSR Communication: Testing the Moderating Effects of CSR Values in the CSR Communication-Reputation-Attitude Relationship

SPEAKER: Alan Abitbol, *University of Dayton*

Skills Needed for Entry-Level Public Relations Positions: An Analysis of Job Listings

SPEAKER: Jeanine Guidry
Virginia Commonwealth University

Shana Meganck
James Madison University

Joshua Smith
Virginia Commonwealth University

Leadership Utilization of Research to Cultivate Relationships with Community Members

SPEAKERS: Ann D. Jabro
Professor, Robert Morris University

Randall Andrews
Plant Manager, Albemarle Corporation

LOCATION: C103 A/B

SESSION B: Brands with Purpose: Embedding Diversity and Inclusion into Everything We Do

MODERATOR: Angela Chitkara
PR Track Director, City University of New York

SPEAKERS: Natalie Boden
Founder & President, BODEN Agency

Soon Mee Kim
Global Diversity and Inclusion Leader, Porter Novelli

Lisa Ross
President, Edelman, Washington D.C. Office

Matt Neale
CEO, Golin

LOCATION: C204

11:30 AM- 12:15 PM

SESSION A: Trends in Research 3

MODERATOR: Bey-Ling Sha
Professor & Director of the School of Journalism and Media Studies, San Diego State University

What Public Relations Practitioners Really Think: A (Dis) Connection Between Practice and Scholarship

SPEAKER: Stephanie L. Mahin,
Assistant Professor, University of Indianapolis

Major League Baseball's (MLB) and its Franchise's Digital Strategy Through the Expectancy Violation Theory (EVT) Lens

SPEAKERS: Alisa Agozzino
Associate Professor, Ohio Northern University

Brian Hofman
Associate Professor, Ohio Northern University

The Millennial Entrepreneur: Reflections on Three Years in the Public Relations Profession

SPEAKER: M. Todd Felts
Assistant Professor, University of Nevada

LOCATION: C103 A/B

SESSION B: Methods for the Madness: Expanding Research Methods for Better Insights

SPEAKERS: Julie O'Neil
Professor, Texas Christian University

Mark Weiner
CEO, PRIME Research

Hilary Fussell Sisco
Associate Professor, Quinnipiac University

Nicole Moreo
Vice President, Global Research & Analytics, Ketchum

LOCATION: C204

12:15 PM - 1:00 PM **LUNCH**

1:00 PM- 1:45 PM

The Nine Rules of Crisis Communications

INTRODUCTION: Andy Whitehouse
Copperfield Advisory, Founder and Chairman

KEYNOTE: Matt McKenna
Co-founder and Managing Partner, Greenbrier

LOCATION: SCS Auditorium

1:45 PM- 2:30 PM

Battling False News in an Ailing State of Global Trust

SPEAKER: Hemant Gaule

Associate Director & Deputy Dean, Indian School of Communications and Reputation

Alan Kelly

Founder & Chief Executive, Playmaker Strategy & Simulations

Leela Hauser

Global Marketing Director, LexisNexis

Tina McCorkindale

President and CEO, Institute for Public Relations

MODERATOR: Pat Ford

Worldwide Vice Chairman/Chief Client Officer and Visiting Professor, Burson-Marsteller and University of Florida

LOCATION: SCS Auditorium

2:30 PM – 3:15 PM

Does Social Media Really Influence Relationships? The Challenges of Using Social Media to Build Relationships in a Global Context

SPEAKERS: Terry Flynn

Associate Professor, McMaster University

Sara Goldvine

Director, External Relations & Corporate Comm., TVO

Aislinn Mosher

International Editor, Global Corporate Affairs, Bristol-Myers Squibb

Josie Cassano Rizzuti

Marketing & Comm. Professional, ArcelorMittal Dofasco

LOCATION: SCS Auditorium

3:15 PM CONCLUSION

OUR **SPEAKERS**



Carolyn Kim



Claudia Keith



Dana W. White



Doug Pinkham



Elizabeth Toth



Gary Grates



Hilary Fussell Sisco



Jeremy Gilbert



Julie O'Neil



Karen Freeberg



Kyle Dropp



Linda Rutherford



Tia C. M. Tyree



Lisa Ross



Lynn P. Constantini



Mark Weiner



Matt McKenna



Nicole Moreo



Pat Ford



Robert Moran



Roger Bolton

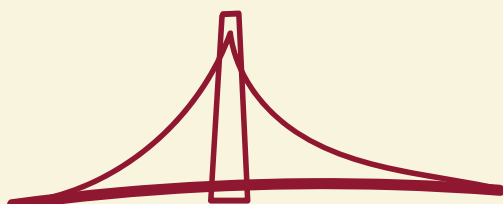


Terry Flynn



THANK YOU
FOR JOINING US

SEE YOU NEXT TIME



THE BRIDGE

<https://instituteforpr.org/>