

2002 Year in Review

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FOUNDED 1956

Original Research Projects

- International Index of Bribery for News Coverage by Dr. Dean Kruckeberg, University of Northern Iowa and Katerina Tsetsura, Purdue University, in cooperation with the International Public Relations Association, and sponsored by Dogan Media Group
- The Magic Communication Machine - Examining the Internet's Impact on Public Relations, Journalism and the Public by Dr. Donald K. Wright, University of South Alabama. Sponsored by The WORLDCOM Public Relations Group

Textbooks

- Primer of Public Relations Research by Dr. Don W. Stacks, University of Miami, published by The Guilford Press

New Research from the Commission on Public Relations Measurement and Evaluation

- Dictionary of Public Relations Measurement and Research, Dr. Don W. Stacks, University of Miami
- Communication and PR: Made to Measure, Fraser Likely, Likely Communication Strategies Ltd.
- How to Measure Your Results in a Crisis, Katharine D. Paine, K.D. Paine & Partners
- Performance Measurement: Can PR/Communication Contribute to the New Bottom Line of Intangible, Non-Financial Indicators, Fraser Likely, Likely Communication Strategies Ltd.
- The Role of Public Relations in Management and Its Contribution to Organizational and Societal Effectiveness, James E. Grunig, Ph.D., University of Maryland at College Park
- Measures of Success in Cyberspace, Katharine D. Paine, K.D. Paine & Partners
- Qualitative Methods for Assessing Relationships between Organizations and Publics, Dr. James E. Grunig, University of Maryland at College Park
- Measurement Tree, a systematic way to approach the design of a measurement system

Professional Development

- Public Relations Executive Forum (high-level training, co-sponsored with Arthur W. Page Society)
- Public Relations Executive Forum Alumni Session
- 41st Annual Distinguished Lecture Series featured David R. Drobis, senior partner and chairman, Ketchum
- Trustees and Commission Members presented sessions at various professional development forums including IABC, IPRA and PRSA conferences

Public Policy Issues

- IPR joined with other professional organizations to file an amicus (friend of the court) brief in support of Nike, Inc.'s appeal to the United State Supreme Court asking it to overturn a California Supreme Court ruling that Nike's discussion of public issues is not protected by the Constitutional guarantee of free speech

Sponsorships

- Co-sponsored a case writing competition for students of business, communications and journalism along with the Arthur W. Page Society and other professional organizations. The competition encourages students to conduct research that demonstrates the critical role of corporate communications and public relations in higher management
- Hosted breakfast and coffee break at Association for Educators in Journalism & Mass Communications (AEJMC) Conference

Awards

- Alexander Hamilton Medal "for years of exceptional leadership in public relations"
Daniel J. Edelman, founder and chairman, Edelman
- Pathfinder Award
Dr. Derina Holtzhausen, assistant professor in mass communications and head of the public relations sequence, University of South Florida, Tampa
Public Relations in U.S. History
- Master's Thesis Award sponsored by the Northwestern Mutual Foundation
Rocky M. Cabagnot, graduate of the University of Florida, Juris Doctor and Master of Arts in Communication
Celebrities and the Right of Publicity: A Study of Economic Damages and Moral Rights, Laurence B. Alexander, student advisor
- Dr. Walter K. Lindenmann Award sponsored by Ketchum
Samsup Jo, Ph.D. student, College of Journalism and Communciations, University of Florida, Gainesville
A Confirmatory Factor Analysis of the Measurement Scale of Public Relations