



Don Stacks Gainesville, FL – The Institute for Public Relations will award Don W. Stacks, Ph.D., Professor Emeritus of Strategic Communication at the University of Miami, the prestigious [Jack Felton Medal for Lifetime Achievement](#), an award made for lifetime contributions in the advancement of research, measurement and

evaluation in public relations and corporate communication.

This medal, given under the guidance of a special committee that includes select members of the IPR Measurement Commission, honors those individuals who epitomize the philosophic perspectives of Jack Felton, a former CEO of the Institute for Public Relations who passed away in 2013 who valued research and measurement in the advancement of public relations as a profession. Dr. Stacks will receive the award at the [IPR Annual Distinguished Lecture and Awards Dinner](#) on November 29, 2017 at the Roosevelt Hotel in New York City.

Dr. Stacks has written more than 200 scholarly articles, chapters, and papers. His awards include the IPR Pathfinder Award, the University of Miami Provost's Award for Outstanding Research and Theory, the Public Relations Society of America Outstanding Educator of the Year Award, the University of Miami Outstanding Professor Award, and the PRSA Jackson, Jackson & Wagner Behavioral Science Prize.

“I am beyond honored to be named the winner of the Jack Felton Medal for Lifetime Achievement,” Dr. Stacks said. “Jack was both a mentor and a friend who worked hard to bring the academe and the profession together with a better understanding of research and measurement.”

Dr. Stacks has authored and coauthored numerous books on communication topics, to include the Primer of Public Relations Research, and he has received the National Communication Association’s PRIDE award. He and co-author David Michaelson received a second PRIDE award for A Practitioner’s Guide to Public Relations Research, Measurement, and Evaluation, in 2011. He edited and co-edited three editions of the IPR Dictionary of Public Relations Research and Measurement. He was inducted into the PRNews Measurement Hall of Fame in 2012.

“Jack Felton supported the creation of the Institute’s Commission on Research and Measurement and represented a high standard of enthusiasm, curiosity and professional integrity as related to research in public relations,” said IPR Measurement Commission Director and PRIME Research CEO Mark Weiner. “The Commission is pleased to recognize Don Stacks whose determination to elevate the importance of data and science within the profession remains unmatched.”

Tickets and tables to the [IPR Annual Distinguished Lecture and Awards Dinner](#) are still available.

About the Institute for Public Relations

The Institute for Public Relations is an independent, nonprofit research foundation dedicated to fostering greater use of research and research-based knowledge in corporate communication and the public relations practice. IPR is dedicated to *the science beneath the art of public relations™*. IPR provides timely insights and applied intelligence that professionals can put to immediate use. All research, including a weekly research letter, is available for free at www.instituteforpr.org.