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APRIL 22-24

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Jerry Swirling
Professor and Director of Public Relations Studies
Director, Strategic Public Relations Center
USC Annenberg School for Communication

Jerry Swirling, who was named "Public Relations Person of the Year 2000" by the Los Angeles Chapter of the Public Relations Society of America, has more than 37 years of experience as a communications educator and professional. He is a frequent speaker on trends in public relations and the state of the profession.

At USC, where he serves as Professor of Professional Practice and Director of Public Relations Studies, he is responsible for the management of the undergraduate and graduate programs in public relations, including curriculum design, faculty organization, and student mentoring. He also teaches at the graduate and undergraduate levels.

In addition, he serves as Director of the USC Annenberg Strategic Public Relations Center, the mission of which is to "advance the study, practice and value of public relations by means of practical, applied research." The Center's best-known project is the annual PR Generally Accepted Practices (GAP) Study, which is widely recognized as one of the most important sources of PR management-related information for the profession.

At the professional level, Jerry serves as Principal of **Swirling & Associates**, a PR management consultancy he formed in 1998 to help corporate clients solve a wide variety of organizational and strategic communications challenges. His consulting clients have included (among others) General Motors, Cisco Systems, Home Depot, Toshiba America Information Systems, Honda, Michelin, State Farm Insurance, The American Cancer Society National Office, Hyundai, Dairy Management, Inc., Computer Sciences Corp, Toyota, and Remy Martin.

Jerry previously headed the Southern California operations of Porter/Novelli, a leading, global public relations agency. Under his eight-year leadership, P/N's organization grew from a small, little known presence in Los Angeles to one of the strongest and most respected firms in California, with a staff of 60 serving in offices in Los Angeles, San Francisco and Irvine. While he was with Porter/Novelli the agency consistently won industry accolades, including being named 1994/95 "Public Relations Agency of the Year" by Inside PR magazine.

Among the clients won and served by Porter/Novelli under Jerry's stewardship were McDonald's, Oral-B Labs, Nissan Motors North America, Iomega, Hewlett Packard, Baskin-Robbins USA, Kia Motors America, Allergan, Inc., the California Department of Health Services Breast Cancer Early Detection

Program, Southern California Gas Company, Household Credit Services, the California Kiwifruit Commission, Motel 6, Kubota Tractor Company, ICS Communications and Sun-Maid Growers.

Before moving to Los Angeles from Boston to join Porter/Novelli, Jerry served as Senior Vice President/Director of the Public Relations Division of Ingalls, Quinn & Johnson. At IQ&J, which at that time was one of the largest integrated marketing firms in New England, he built a highly regarded PR agency virtually from scratch. Clients served under his leadership included NEC Information Systems (US introduction), Steinway Pianos, T.J. Maxx Stores (national introduction and roll-out), the Massachusetts Department of Tourism, BayBanks, Bank of Boston, Friendly Family Restaurants and the Wm. Cabot Children's Apparel Company.

Jerry holds a BA in English from the University of Massachusetts and an MS in Communication from Boston University. He is past president of the Counselors Section of PRSA-LA and is currently a member of the Arthur W. Page Society, the European Public Relations Research and Education Association (EUPRERA), PRSA, the Educators and Counselors sections of PRSA, the Association for Education in Journalism and Mass Communication (AEJMC), and the Public Relations Section of AEJMC.