

Title:	International Public Relations Group of Companies/Worldcom Fonds, 1977-1997 (non-inclusive)		
Creator:	Ontario Editorial Bureau		
Dates of Material:	1987-1997 (non-inclusive)	Record Group Number:	RG 75-60
Summary of Contents:	<p>Correspondence, Clippings, Bulletins, Minutes and Blue Book Data, 1977-1989</p> <p>1.1-1.2 Operations manual and comments on (group) new business developments are included, as well as <i>Improving Motivation and Performance and Regional Structure with Proposed Commission System and 1978 Regional Goals</i>. There is also a paper by Jim Strenski (Regional Vice-President) promoting the IPRGOC (International Public Relations Group of Companies) member challenge, 1977</p> <p>1.3-1.8 Included is information on the Americas Pilot Project and information from conclusions from the Chicago seminar indicating that International Public Relations Europe is quite weak. A possible joint venture between the IPR group and Saudi Arabia interests is mentioned. Eight new offices in the Americas are announced by the IPR, bringing the regional total to 30 and the worldwide total to 74 offices in 40 countries. The Robert C. Brixius & Associates Office in Guatemala was eliminated as part of the IPR Group because of their non-cooperative attitude, 1978</p> <p>1.9-1.12 Jim Strenski travels to Tokyo to meet with Taiji Kohara to discuss his withdrawal from the group. An IPR/Americas Six-Month Pilot Project Progress Report is included. An effort to cultivate Japanese accounts in Canada is spearheaded by John Francis. A membership list of IPR companies is provided. Also included is a year-end status report on the IPRGOC Business Development Pilot Project, 1979</p> <p>1.13-1.14 Recession is not slowing Public Relations in Asia. The IPR held its 12th annual stockholders meeting in Hong Kong and results from a survey asking “what I want from the IPR group of companies” are included, 1980</p> <p>1.15 Correspondence and IPR case histories, 1981</p> <p>1.16-1.18 Included is a list of United States members of the IPR and a fact sheet about the IPR, 1982</p> <p>1.19-1.21 IPR lists more than 90 offices located in over 40 countries on 6 continents and having 1,127 full-time staff. A presentation is made to Taiji Kohara who founded the IPR Group 25 years ago, 1983</p> <p>1.22-1.25 IPR plans to contact potential investors in Thailand. An IPR fact sheet is included. A talk by Kaiji Kohara, President of IPR entitled <i>The</i></p>		

Coming Shape of Global Competition and the Challenges and Opportunities to International Public Relations Group of Companies which was given at the 17th annual meeting is included. Dean Miller resigns as Vice-President of IPR Group's North/Central/South America region, 1984

1.26-1.28 Davis Young becomes the vice president of the Americas Group of the IPR. IPR New York case histories are included. International Public Relations Co. Ltd., headquartered in Tokyo has purchased majority control of the International Public Relations Group of Companies Inc., 1985

2.1-2.3 Contains annual reports of regional vice presidents of the IPR Group. Two public relation groups form a merger. Lang, Fisher & Stashower Advertising Inc. and Carr Liggett Inc. merged to become Liggett – Stashower Inc. Eric Cunningham makes a proposal to form International Public Relations-Toronto. United States IPR Partners agree to form IPR – USA. Golin/Harris Communications Inc. reaches an agreement to acquire Continental Public Relations and Public Relations Services Limited from the Sherwood Communications Group of Toronto, 1986

2.4-2.7 Joe Epley accepts the IPR – USA vice presidency replacing Davis Young. IPR New York case histories are included as well as information on the free trade agreement with the U.S and notes for a speech by Eric G. Cunningham, President of the OEB International, Toronto to the International Public Relations Group of Companies, 1987

2.8-2.10 There is a paper entitled *Value Billing* by Louis J. Cahill and background information on Dorothy Dearborn of the Dearborn Group. Dearborn applied for partnership admission into IPR Canada. The sale of Public and Industrial Relations of Canada to Shandwick P.L.C. of Great Britain is discussed. The relationship of IPR Tokyo is also discussed, Jan.-Feb. 1988

2.11-2.12 Mr. Kohara negotiates with the United Kingdom public relations firms including Shandwick. IPR and Shandwick form a powerful new force. This file also includes a paper entitled *Canada in Washington* written by the IPR Group, March 1988

2.13-2.15 Included are discussions with the Shandwick Group and an announcement that Volker Stoltz has joined the Shandwick Group. Mr. Taiji Kohara passed away, April-June 1988

2.16 International Public Relations Group of Companies was incorporated in the District of Columbia as the Worldcom Group Inc., July 1988

2.17-2.18 A survey was sent out regarding Canadian views on touristic attractiveness on Montreal. The forms for the incorporation for Worldcom Canada Inc. are also included. *Canada in Washington* prepared by IPR Canada is also within this file, July-August 1988

2.19-2.20 Information on Worldcom and results of the “Attractiveness of Montreal” survey. A Worldcom member list is also included, Sept. 1988

2.21 Projects are planned for the 75th anniversary of the Quebec and Ontario Paper Company which is an OEB client and one of their largest accounts. More information on Worldcom is contained in this file, Oct. 1988

2.22 Four new firms were added to the Worldcom network. A list of Worldcom U.S.A. offices is enclosed. Worldcom constitution and by-laws are included and the new corporate name is officially registered in Ottawa, Nov. 1988

2.23 Worldcom advertising and marketing, Dec. 1988

3.1 The IPRGOC Central Office is transferred to Tokyo and the new executive vice president is Takeo Nishitani. Prince Yuri Galitzine resigns as President of IPRGOC. A proactive pre-crisis management address is delivered by Michel Dumas, President of Worldcom, Jan. 1989

3.2 A first draft of the by-laws, regulations and guidelines for Worldcom is included, Feb. 1989

3.3 Contains a backgrounder on client presentations. Lou Cahill resigns from his post at Worldcom, Mar.-Apr., 1989

3.4-3.5 Second draft of by-laws, regulations and guidelines for Worldcom is included, May-Aug., 1989

3.6-3.7 The Americas section of the Worldcom Group elected Eric G. Cunningham as chairman., Sept.- Nov., 1989

3.8 A by-laws and operations manual is included. The relationship with Worldcom and the Saga Company is discussed, Dec. 1989

Publications, 1981-1997 (non-inclusive)

3.9 IPR Annual reports from the 14th, 17th and 21st years, *Circuit* published by the Worldcom Group and flyers and pamphlets. Also included is the July 1997 directory, 1981-1982, 1985-1986, 1988-1989, 1997

Physical Description / Condition:	85 cm. (2 1/2boxes) containing correspondence, clippings, minutes and promotional material
Administrative/ Biographical Sketch	<p>The International Public Relations Group of Companies Inc. was a world-wide consortium of public relations firms spanning 6 continents and 36 countries. The group was developed in 1968 in Delaware, U.S.A. The members consisted of well-established firms who would work independently but they would follow the billing, ethical and business practices subscribed to by the group, while the local office would be responsible for the program that it was working on. It would also report to the referring member office so that a client's global PR program would be in one place.</p> <p>The Worldcom Group Inc. was incorporated in Washington, D.C. on July 28, 1988 as a for-profit corporation with the option of becoming non-profit at a later date. All 21 members of IPR/USA agreed to join – the total number of U.S. firms was 23, as well as the 9 members of IPR/Canada, 6 firms in the Pacific and 6 in Europe. Neither Shandwick nor IPR Tokyo is involved with Worldcom. A. John Adams, president of John Adams Associates was the chairman of the executive committee of Worldcom.</p>
Location:	Brock University Archives
Source Information:	This collection is part of the Ontario Editorial Bureau fonds, donated by Lou Cahill in November 1997.
Subject Headings: Added Entries:	Cahill, Louis Ontario Editorial Bureau WorldCom (Firm) Public Relations

Related material held at other repositories:			
Described by:	Anne Adams	Date:	May 20, 2016