Final Report

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Project Title: Dialogue in a Difficult Setting: Exploring the Application of Organization-Public Dialogue in the Oil and Gas Industry

1.1 Project Summary

Twenty-one semi-structured interviews were conducted with public relations practitioners working in various Canadian oil and gas companies to understand their perceptions, evaluations and practices of dialogic public relations(PR). Findings reveal that although participants highly valued dialogic PR, they encountered various challenges. Both theoretical and practical implications of dialogic PR were yielded from this study.

1.2 Project Outcomes and Impacts

The preliminary results of this project were presented at the Sixteenth Conference of Interdisciplinary Social Science (online conference due to COVID-19) with undergraduate RAs (Leah Pottinger, Emily Conley) as the co-presenter. The completed research report of this project was accepted by the 25th annual International Public Relations Research Conference (IPRRC), to be held in person in Orlando, Florida, USA. The CI of this project will present the paper. The manuscript based on the research results is currently under development and will be submitted to Public Relations Review (impact factor=3.49) journal when it is completed. The PI also plans to share the information of this project at the Brains for Breakfast section in the Faculty of Communication and Communication Studies