



2012 Annual Report

The University of North Carolina at Charlotte

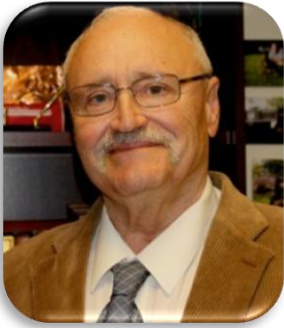


2012 Annual Report

Since its February 21, 2009 dedication ceremony held at the University of the North Carolina at Charlotte, the Center for Global Public Relations has earned worldwide recognition as a beacon for the globalized practice of the public relations profession by generating benefits and services for scholars/educators, practitioners and students worldwide. By proactively pursuing programs to benefit these key stakeholder groups, which range from global research conferences that further academic discussion to hosting local practitioners that spark an interest in the minds of students and educate area practitioners, and despite challenges that have been imposed by economic difficulties that have resulted in university and statewide budget cuts, the Center is actively and aggressively seeking to establish initiatives and to refine its existing programs to further solidify its role in the complex and stimulating world of global public relations.



Executive Director's Remarks: Dr. Dean Kruckeberg



Since its dedication February 21, 2009, the Center for Global Public Relations has evolved as a unique resource for practitioners, scholars/educators and students worldwide who recognize the need in the 21st Century for specialists in global public relations.

Global public relations professionals have particular knowledge and skills to practice public relations in a range of social, political, economic and cultural environments while adhering to universal professional values and best practices. They include practitioners whose organizations have relationships with global publics, scholars/educators who teach, research and build theory in global public relations and today's students who want to learn the strategic, tactical and technical knowledge and skills required of the global practitioner.

This 2012 annual report provides an overview of the Center's initiatives and activities during the past year; however, it is not comprehensive in describing all of the services that the Center for Global Public Relations has provided to its stakeholders worldwide. To learn more about the Center's research and education opportunities, its continuing education programs and its global partnerships, readers are encouraged to visit the Center's website (<http://cgpr.uncc.edu>) that provides additional information about the Center and its mission to encourage and support the evolution of global public relations.

About Us



The Center for Global Public Relations is a service unit of the Department of Communication Studies at the University of North Carolina at Charlotte. Founded in 2009, the Center serves as a resource for practitioners, scholars/educators and students worldwide who want to increase their knowledge about global public relations through the Center's on-site research and educational opportunities, its education programs and its partnerships worldwide. CGPR believes that the need exists within 21st Century global society for specialists who have particular knowledge and skills to practice public relations in a range of social, political, economic and cultural environments while adhering to universal professional values and best practices.



Staff

The Center for Global Public Relations has a dedicated and hard-working staff, consisting of graduate and undergraduate students at the University of North Carolina at Charlotte, who plan, implement and evaluate programs under the direction of Executive Director Dr. Dean Kruckeberg.

The Center welcomed Richard Linning as the scholar in residence for Fall 2012:



Richard Linning is from Canterbury, U.K. Richard and is the former International Public Relations Association (IPRA) President (2011), Founder/Senior partner of The Stable House Partnership, and has more than 25 years experience in global issues advocacy.

The Center also welcomed two new scholars in residence for Spring 2012:



Dr. Dong-Jin Park is an Associate Professor, School of Communications, Hallym University, Korea. His primary research interests are in new communication and information technologies from a strategic communication management perspective and the constitution, positioning and promotion of organizations to form a public image.



Mao Dauquon, M.S., is Associate Professor of Journalism and Communication at Nanjing University of Aeronautics and Astronautics, Nanjing, China. He has taught at Nanjing University of Aeronautics and Astronautics since 2001 and was appointed to associate professor in 2009. His current research interests focus on the effects of global crisis communication and global crises.

Staff Members (January 2012 – December 2012):

Lora Beth Johnson , Manager – Fall 2012	Amber Clark, Social Media Manager – Fall 2012
Chelsea Wilde, Manager – Spring 2012	Adam Russell, Scholar in Residence Manager – Fall 2012
Kenechukwu Onwugbolu, Global Public Relations Resources and Services Unit Manager - Fall 2012	Dan Berei, Visibility Manager – Fall 2012
Irene Tang, Global Public Relations Resources and Services Unit Manager – Summer 2012	Caitlin Weiss, Associate Manager – Summer 2012
Morgan Smalls, Global Public Relations Resources and Services Unit Manager – Spring 2012	Kate Brissenden, Associate Manager – Spring 2012
Brittany Bryant, Special Events Manager – Fall 2012	Jaelyn Harris, Associate Manager - Summer 2012
	Meliha Krvavac, Associate Manager – Spring 2012



Situation Analysis

Staff at the Center for Global Public Relations routinely perform SWOT analyses to examine the position of the Center. Highlights of recent analyses are presented below.

Strengths

An exceptionally strong and relatively large faculty who collectively are highly, perhaps uniquely, credentialed as scholars/educators and as former practitioners who have a primary interest in global public relations.

Support of the Center's mission by other units at the University of North Carolina at Charlotte with which opportunities exist to partner to achieve mutual goals.

Location in Charlotte, the nation's 17th largest city, which has a large community of public relations practitioners who are recognized, not only for their professional excellence, but also for their dedication to public relations professionalism.

The Department of Communication Studies' Master of Arts graduate-level **exchange program in which students can take public relations and related courses at Zeppelin University in Germany**; a well-conceived **undergraduate certificate** in international public relations; and the department's **London International PR Seminar**.

A suite of offices that provides a comfortable and spacious physical location for the Center for Global Public Relations, together with a global public relations library that is an important resource for the Center's stakeholders.

A diverse student body at the University of North Carolina at Charlotte, with 1,200 international students representing over 100 countries.

Interest in the Center for Global Public Relations and its mission by leading public relations scholars/educators and practitioners worldwide as well as an excellent board of advisors for the Center who are leading public relations practitioners and scholars. The Center also has global affiliates



In summer 2010, the Center relocated to a spacious suite in the Department of Communication Studies, providing ample room for offices and research.



and associates, who are scholars and students from around the globe who contribute to the Center's mission, including its *Blue Book* newsletter and its global blog.

Weaknesses

Limited (except for a relatively small college budget) sustained funding for the Center for Global Public Relations in support of its mission and goals.

Limited and part-time support staff.

Varying degrees of awareness of the Center, its mission and goals by stakeholders.

Opportunities

Need for a **dedicated Center for Global Public Relations**, together with its mission and goals, in the 21st Century as well as an increasing interest in this specialization of public relations practice worldwide.

Need to **satisfy an increasing interest in global public relations** by students at the University of North Carolina at Charlotte, elsewhere in the United States and worldwide as well as an international need for public relations practitioners who have education and credentials in global public relations.



Participants discuss global topics at the 2011 research conference

Need for seminars and workshops that deal primarily and specifically with topics that are related to global public relations, together with opportunities through the Internet to offer these educational programs worldwide.

Opportunity to **become part of a constellation of public relations centers** such as the Institute for Public Relations, the Plank Center for Leadership in Public Relations and the Arthur W. Page Center for Integrity in Public Communication, among others.

Need for **educational programs for government officials worldwide** that the University of North Carolina at Charlotte may be uniquely qualified to sponsor and present.

Need for **major corporations to fulfill their corporate social responsibility goals** and the opportunity for the Center to position itself as being worthy of financial and other support by these corporations.



Need for **scholarly and educational leadership** and credentialing in global public relations

Need for a **website that is accessible worldwide to provide resources for the practice of global public relations**. This website is not redundant with that of the Institute for Public Relations at the University of Florida, Gainesville, or others because it is focused primarily on global public relations.

Threats

The **present global economic crisis**, which has had particular implications for Charlotte, could make fund-raising difficult in the immediate future.

Stakeholders in other parts of the world may not recognize the legitimacy and validity of a U.S.-based center, and other public relations professional associations may view the mission of the Center for Global Public Relations to overlap to some extent their missions.

Until the Center is financially self-sufficient, **it is at the mercy of the vagaries of state and university budgets and competing demands for resources**.

Multiple competing responsibilities of the University of North Carolina at Charlotte's public relations faculty who participate in Center programs and activities, e.g., teaching, research and professional service obligations.



Current Projects

To address as many of the above opportunities and threats as possible, given staff and budgetary restraints, the Center has implemented, revised and evaluated various projects throughout the semester. The projects are overseen by the managers, associate managers and volunteers. Projects also receive feedback from Advisory Board members at the semi-annual meeting.

Visibility Plan

One of the Center for Global Public Relations' primary goals is to increase awareness of the Center – from the campus of the University of North Carolina at Charlotte to globally – while targeting its primary stakeholders: practitioners, scholars/educators, and students worldwide who wish to learn about global public relations.



The visibility plan was generated in fall 2010, with improvements and additions made following its evaluation throughout the following semesters. The goal of this strategy is to generate initial interest and curiosity in CGPR by exposing the community to general information regarding the Center through the use of promotional materials, presentations and an online presence.

Additionally, the Center has generated a media relations initiative, complete with ideas for media releases and blog ideas to distribute to local, national and international organizations.

On Campus Visibility

To increase its visibility on the UNC Charlotte campus, the Center for Global Public Relations has implemented the following steps to target relevant audiences:

- T-shirts for staff members to wear
- In-class presentations about the Center for relevant courses
 - o Introduction to Communication Theory
 - o Principles of Public Relations
 - o Public Relations Writing
 - o Communication and Mass Media
- Presentations to relevant on-campus groups
 - o Public Relations Student Society of America
- An information sheet given to communication majors with an overview of International Public Relations opportunities in the department, including the Center
- Partnerships with on-campus groups to coordinate and promote future events
 - o Public Relations Student Society of America
- Revised bulletin boards in the Department of Communication Studies to promote the Center, the research conference and the London International PR Seminar
- A revised brochure for the Center.



Bulletin boards in the Department of Communication Studies provide information to students

Regional Visibility

To increase visibility in the Charlotte area and its surrounding region, staff of the Center for Global Public Relations have attended events supporting the following organizations to establish and maintain relationships with external organizations:



- Public Relations Society of America – Charlotte Chapter
- Charlotte International Cabinet
- World Affairs Council
- NASCAR Hall of Fame
- NASCAR Drive for Diversity Program

In spring 2012, under the auspices of the Center’s Global Public Relations Resources and Services Unit, Dr. Kruckeberg was a consultant for Continental Tire—The Americas, LLC.

National and International Visibility

In March 2012, Charlotte hosted the PRSSA National Assembly; at this event, CGPR made a presence with the use of a kiosk and other initiatives to attract potential global associates and affiliates.

In addition to gaining national and international visibility through our social media outlets, the Center has been promoted through the efforts of Executive Director Dr. Dean Kruckeberg at international conferences.

Online Presence

Social Media

Due to their ever-increasing popularity and capabilities to reach audiences worldwide (at no cost to the Center), social media are an important part of the Center’s publicity and education efforts. As evidenced in the data below, the Center’s social media messages have seen a dramatic increase in traffic as it continues to bring substantive and highly useful information to its stakeholders worldwide, including Facebook and Twitter.

Global Blog (centergpr-globalwiki.blogspot.com)

To generate discussion about issues in global public relations, the Center makes a conscious effort to regularly update its blog with entries from its staff as well as from the Center’s global associates/affiliates.

Linked In

In spring 2011, the Center established a LinkedIn account. LinkedIn is a professional network service that allows the Center to connect virtually with public relations professionals, both in academia and in practice.



Other

Other social media sites include Picassa (photo display), Issuu (document display), YouTube (video publishing), and Instagram (photo sharing).

Website

One of the main goals of the Center has been to update its website (cgpr.uncc.edu) to ensure that the Center provides the most comprehensive and current information available to its site visitors. In November 2010, the Center registered with Google Analytics, a free website analytics service. Google Analytics not only tracks the number of visitors to each page, but informs Center staff how long visitors have stayed on the site and how they found the site (direct, search engine, referral from another site). In addition to helping the Center learn more about its audience, this service also provides statistics to show the Center's visibility to sponsorship partners.

The Center is not only attracting more people, but also is attracting new audiences; additionally, all visitors appear to be finding the website to be an increasingly valuable resource based on, the increased amount of time visitors are spending on the site and the increased number of pages that are being viewed.

Other countries include Germany, Australia, Canada, Malaysia, Taiwan, Indonesia, Nigeria, South Africa and the Philippines. Additionally, the website also received a 13 percent increase in hits from Charlotte, a 2 percent increase in New York City and a 1 percent increase in Washington, D.C.

Based on data, not only is the Center's website attracting a wider audience, but visitors are also more interested in the services and resources of the Center as well as in the staff who are contributing to the website. Additionally, visitors show more interest in how they can get involved, including participating in the special events, such as the 2013 Global Research Conference.

Events

Throughout the year, the Center hosts various events, keeping with its mission, to provide opportunities for practitioners, scholars/educators and students worldwide to increase their knowledge of global public relations.

Hosting and promoting these events also helps the Center to exploit several opportunities to fulfill its mission (listed under Situation Analysis), including:

1. Need to satisfy the apparent increasing interest in global public relations



2. Need for seminars and workshops that deal primarily and specifically with topics that are related to global public relations
3. Need for educational programs for government officials worldwide that the University of North Carolina at Charlotte may be uniquely qualified to sponsor and present.
4. Need for scholarly and educational leadership and credentialing in global public relations

London International PR Seminar

The Center takes an active role in promoting and planning the London International PR Seminar that is available to students nationwide through the Department of Communication Studies and the International Programs Office at the University of North Carolina at Charlotte.



In 2012, 18 graduate and undergraduate students from universities throughout the United States joined Assistant Professor, Dr. Ashli Stokes for a three-week course to learn about public relations in an international setting. During the spring 2012 semester, Center staff assisted with locating and contacting practitioners to speak to the class and organizations for site visits, including Ketchum Pleon, Bank of America, The Times and the U.S. Embassy.

Global Research Conference

On April 20, 2012, the Center hosted its second annual global research conference, “Communicating Beyond Borders: Building Relationships Among Corporations, NGO’s and Governments,” in the Student Activities Center on the UNC Charlotte campus. The conference earned positive reviews from presenters and attendees, who consisting of practitioners, scholars/educators and students from throughout the United States and as far away as Indonesia.

Marco V. Herrera, founder and CEO of Grupo Public, was the keynote speaker, and top scholars who presented included Drake University’s Dr. Kelly Bruhn and Hankuk University of Foreign Studies’ Dr. Joo-Yeun Park. Several public relations practitioners, including those from Ketchum PR and Fusion



Communications also participated. The format was highly successful, and the Center hopes that the 2013 conference will be an even greater success. It is hoped that the conference April 26 will be self-sustaining or may even generate a modest profit.

The 2013 conference will focus on “The Millennium Generation Communication Challenge: The Role of Public Relations in Helping Society to Inspire, Support and Collaborate With the Global Youth Population of 1.2 Billion.” Registration for the Conference begins in February 2013.

PR Power Hour

To actively reach out to students, faculty and practitioners in the Charlotte region, the Center for Global Public Relations collaborated with the UNC Charlotte chapter of PRSSA to host a speaker series in spring 2012.

PR Power Hour featured a different speaker once a month, beginning on Jan. 31, presenting on a topic in global public relations in which he/she has experience.

The event was promoted to the UNC Charlotte community, local practitioners and educators and students from regional colleges and universities.

Speakers for spring 2012 semester represented a variety of backgrounds:

- January 31, 2012: Joe Carleo, *Owner/Executive Producer, Advanced Language and Media Services*
- February 28, 2012: Natalia Flores, *Director, Fusion Communications*
- March 29, 2012: Joe Epley, *Public Relations Consultant*
- April 24, 2012: Jeremy Drier, *Corporate Communications Senior Manager, Electric Power Research Institute*

Teaching International Public Relations Colloquium

For the second time, the Center hosted a Teaching International Public Relations Colloquium from 1 p.m. to 3 p.m. April 25 in the Cone 111.

Held in conjunction with the Center’s Advisory Board meeting and Global Research Conference, this event was open at no cost to all educators who currently teach international public relations or are interested in offering such a course at their colleges and universities.

As one of the leading universities with an established and renowned International Public Relations certificate, the Department of Communication Studies faculty is well-versed in teaching the course at both undergraduate and graduate levels in face-to-face, online and study abroad course formats.

In hosting the event, the Center will provide leadership in the area of International Public Relations education, a growing area in both practice and academia.



Semi-Annual Advisory Board Meeting

Each October and April, the Center meets with the 16 senior-level public relations practitioners and four public relations faculty who share the Center's vision and mission and who provide the Center with their counsel and guidance. The Advisory Board helps the Center identify goals and opportunities for service to the Center's stakeholders and is called upon by Center staff for feedback on its many initiatives.

Sponsorships

To accommodate state and university wide budget cuts, as well as to become self-sufficient in the near future, the Center is actively pursuing potential sponsorships from international organizations located throughout the region. Sponsorships facilitate the Center in fulfilling its mission and sponsors are given benefits in return.

Levels of recognition exist based on the sponsors' levels of support. Sponsors will receive recognition on the Center's website with their logos displayed in a designated area for sponsorships. Such recognition has been approved by the university, and the University legal counsel, David Broome, has reviewed the letter and campaign.

Global Public Relations Resources and Services Unit

The Center for Global Public Relations, within the UNC Charlotte's Department of Communication Studies, was approved by the Umstead Review Panel on March 30, 2011, to initiate a recharge unit called the Global Public Relations Resources and Services (GPRRS). GPRRS would be a component that would serve the Center's stakeholders through a unique combination of university resources, faculty and students and the Center's global affiliates.

The mission of the GPRRS (Recharge Unit) is to:

- help prepare undergraduate and graduate students to become better communicators and problem-solvers in an increasingly information-driven world by participating with faculty and global affiliates in services to clients worldwide;
- provide students and faculty with a broader experience in global public relations by consulting, learning and collaborating with global affiliates in international services;
- utilize the University's faculty and staff expertise for the benefits of students, industry, government, and society throughout the Charlotte metropolitan area, and beyond.



The approval of the GPRRS comes after many months of preparation, dedication and hard work by the staff. The CGPR is excited to be able to pursue this new endeavor and looks forward to providing the community, both local and global, with the skills and expertise of our faculty, staff and interns.

Staff members have been searching for clients, which presently include one possibility in Egypt and another through a public relations and marketing firm in Tucson, Ariz. It is hoped this Re-Charge Unit will be revenue-generating, helping to sustain the Center.

Global Affiliates and Associates

Global Affiliates are scholars and practitioners from other institutions who work with the Center; global associate are students from other institutions. Global Affiliates and Associates also use the Center to assist with their research, to contribute scholarly articles as well as to enhance a growing global education curriculum. These global affiliates and associates are actively strengthening the Center's global stance and are providing insights to serve global public relations practitioners, scholars/educators and students from throughout the world:

The Global Affiliates help staff expand knowledge about global public relations through an online forum that allows for the circulation, challenge and growth of ideas through scholarly discussion. Beginning in January 2012, the Center hopes to utilize its Global Affiliates more thoroughly by increasing online discussion about global topics.



Acknowledgements

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