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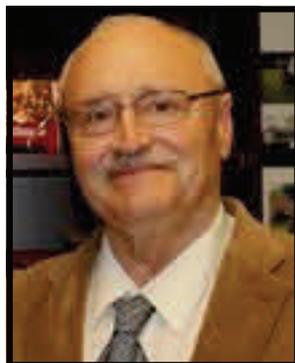
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Executive Director's Remarks:

A Word from Dean Kruckeberg, Ph.D.



Carolina at Charlotte.

The Center for Global Public Relations has completed its fifth year as a service unit of the Department of Communication Studies at the University of North Carolina at Charlotte. First proposed by the Department of Communication Studies in August 2006, the Center began formal operation in fall 2008 and was formally dedicated Feb. 21, 2009, with a ceremony that featured speakers including the Director of Communications for Lockheed-Martin; the Immediate Past President of the International Public Relations Association; two former Presidents of the Association for Education in Journalism and Mass Communication; and three former PRSA CEOs. Among those attending was the 2009 CEO-Elect of the Public Relations Society of America (PRSA).

Since its beginning in fall 2008, the Center has been staffed by seven graduate assistants who have served as managers of the Center and of its Global Public Relations

Resources and Services Unit. In addition, 33 undergraduate interns as well as many student volunteers have staffed the Center during the past five years.

The Center's scholars-in-residence have included researchers from Australia, Denmark, Indonesia, South Korea, China and the United Kingdom. Its global affiliates have included practitioners and educators worldwide who have wanted to participate in the Center, often by writing articles for the bi-monthly *Blue Book* and the Center's blogs. Center associates have been students from other institutions who have wanted to learn about global public relations. The Center's advisory board have included high-level public relations executives and senior scholars from throughout the United States and other countries who have volunteered to meet semi-annually with Center staff to prioritize the Center's goals, to make programming recommendations and to advise staff in Center initiatives.

The mission of the Center for Global Public Relations has been to encourage and to support the evolution of global public relations as a specialization of professional practice that encourages global understanding and relationship-

Global Research Conference and Teaching International PR Colloquium Feature Experts in Global PR Education

By **Kenechukwu Onwugbolu**

The Center for Global Public Relations' two signature events for 2013, both held in April, featured a wide range of experts who explored the implications of the global youth population and related issues of critical importance in global public relations scholarship, education and practice.

The second annual Teaching International Public Relations Colloquium April 25 focused on study abroad experiences, examining how experienced professors have strategically designed such courses. The colloquium featured professors who had first-hand experience in organizing and teaching these courses at international sites. Speakers included Dr. David Remund of Drake University, Des Moines, Iowa, who had developed a travel seminar in Chile called *Public Relations in a Global Society*; Dr. Diana Rowan of UNC Charlotte, who provides experiential learning for social work students at villages in the African country of Malawi; and Dr. Alan Freitag and Dr. Ashli Stokes of UNC Charlotte, public relations professors who have taught the

London International Public Relations Seminar. That UNC Charlotte course, taught at Regent's College in London, provides opportunities for students from several universities who are enrolled in the course each summer to interact with and learn from U.K.-based PR and marketing managers who are involved in international communication activities. The colloquium was attended by professors, public relations professionals and students, all of whom participated in a lively discussion after the presentations.

CGPR hosted its third annual Global Research Conference April 26. The theme was, "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." Tom Murphy, Director of Communications at Microsoft Corp., was the keynote speaker. He spoke about Microsoft's YouthSpark project, which attempts to empower youths to change their world by creating opportunities for millions of young people around the globe to image and to

realize their full potential. A panel of experts included U.S. Navy Commander Brook DeWalt, entrepreneur Henry Doss, United Arab Emirates-based educator Alma Kadragic and John Paluszek, Ketchum. Scholars from throughout the United States and several foreign countries presented research papers in roundtable format. Participants judged the conference as a huge success, with rave reviews from 100% of attendees.



Kenechukwu Onwugbolu was the Center's 2012-2013 development and conference manager.

Kene is graduate student at UNC Charlotte who is earning a Master of Arts degree in Communication Studies with a focus on public relations. Originally from Nigeria, Kene has lived in the United States since he was 8. He earned his Bachelor of Science degree in Business Administration with a concentration in Marketing from UNC Charlotte.

Public Relations and Emiratisation in the UAE

By **May Al Khaja, Ph.D., and Pam Creedon**

It is estimated that there are more than 100 public relations agencies in the 51-year-old United Arab Emirates. Edelman, which describes itself as the "world's largest PR firm," now has 50 staff members in Abu Dhabi and Dubai. The firm's website notes that its employees represent 17 nationalities: American, Canadian, British, Russian, Australian, Filipino, Indian, Eritrean, Pakistani, Malaysian, Egyptian, Lebanese, Bahraini, Irish, Jordanian, Palestinian and Italian.

What nationality is missing? Emirati. In 2005, the UAE Ministry of Labour declared to be a government priority the employment of nationals, i.e., Emiratisation, in private industry public relations. Currently, there are about four million UAE private sector jobs, but the percentage of Emiratis

employed has been cited as between 1 to 2 percent. And in 2013, the "Year of Emiratisation," the goal is that 15 percent of all private industry staff be Emiratis. Although UAE higher education is only 37 years old, today there are 75 colleges and universities in the seven Emirates. Thirteen—including all three national universities—offer a bachelor's degree either in public relations, strategic communication or corporate communication.

While all universities are addressing Emiratisation, the three national universities—United Arab Emirates University, the Higher Colleges of Technology and Zayed University—play a critical role in meeting this goal of employing nationals in public relations.

The Communication Department of United Arab Emirates University, which opened in 1976, offers a major in Public Relations. PR students are expected to be graduated with writing and speaking skills in Arabic and English, as well as to complete a full semester practicum to gain professional experience.

The major is designed for students to understand the professional relationship of journalism and public relations, the role of the media in public relations, the need for technology, writing and creativity skills and the process of public relations research, planning, communication and evaluation.

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Embracing the Uncertainty and Experiencing Peru

By Jillian A. Tullis, Ph.D.

Traveling, especially traveling alone to a place you've never visited, a place where your native language is not widely spoken, provokes anxiety. Sometimes our response to this anxiety that comes from uncertainty is to seek out familiar things, such as food or people. Another common response is to draw comparisons—positive or negative, but usually negative—between your home and your host country. Sticking too close to what's familiar, comfortable or perceived as good serves to undermine the wonders that come from traveling to a place as captivating as Peru.

So in May, as Charlotte, N.C., was beginning to enjoy spring, I boarded an airplane destined for Lima, Peru, where fall—or the “dry season” as Peruvians call it—was starting. Developing a study abroad course for students at the University of North Carolina at Charlotte (UNCC) includes several steps, and for me visiting Peru was just one.

As a qualitative researcher who uses ethnographic methods, such as observations and interviewing, I rely on these techniques in my day-to-day life, but especially when I travel. My attitude about traveling is also influenced by a scholarly concept known as the culture-centered approach, which encourages researchers (and, in this case, visitors) to let your hosts teach you.

Equipped with my “When in Peru, do as the Peruvians do” attitude, a suitcase, passport and limited Spanish skills, I landed in Lima prepared to learn. Navigating immigration, retrieving my luggage and passing through customs offered the first critical lesson of my trip. I was beginning to wonder if my Spanish-speaking skills were going to sustain me. I told myself it was too early to tell and settled into my hotel room in the Miraflores District of Lima for the night.

Having only been in the country 12 hours, however, it had become clear that the Spanish I knew was failing me. Upon my arrival at the Universidad San Ignacio de Loyola (USIL), our university partner for the study abroad course, I was confident that I was at the correct location for my meetings. However, none of the security staff at the gated entrance to the university seemed to know Keith, my contact in the International Programs office.

To make matters worse, their English was about as good as was my Spanish. The security guard found someone who spoke more English, and I was eventually escorted to the correct office.

Keith later explained that, because there is no TH sound in the language, there is no Spanish equivalent of his name. Llave— which I actually knew— Spanish for “key,” is as close as you can get. The CDs I had listened to in an effort to survive a week in a Spanish-speaking country just didn't prepare me for this. Moreover, I had overestimated how much English many Peruvians, including taxi drivers and police officers, could speak; perhaps I needed to complete more than three of the language discs. The feelings of inadequacy and helplessness I was experiencing strengthened my commitment to improve my Spanish skills during the next year.

The meetings with the USIL staff helped hone in on the structure for the course I am proposing, and the tour of the campus, which included a visit to the Communication Department's television broadcast studio and radio station, provided a frame for understanding the type of learning experience USIL students have.

Walking the campus, I noticed students looked younger than those I see on college campuses in the United States; however, I couldn't determine if this was because I am getting older every year, while most college students remain about the same age: 18-22. Keith (an American) must have read my mind because he offered the missing piece of my mental puzzle, explaining that, in Peru, children live at home until they marry. Going to college, then, is not the same type of rite-of-passage involving lots of autonomy that many university students in the United States experience. The halls at USIL are more reminiscent of a high school than of a college. This difference, however, should not leave readers with the impression that USIL's program of study is any less rigorous than are those in the United States. All students participate in the university's social responsibility program by volunteering their time in the community. They must also take 30 percent of their courses in English, and they must study abroad before graduation.

Jillian A. Tullis, Ph.D. (University of South Florida), teaches graduate and undergraduate courses in health communication and the role of culture and spirituality in shaping how we understand and talk about health. In addition to her teaching and service in the Department of Communication Studies, Dr. Tullis maintains faculty affiliations at UNC Charlotte in the Gerontology Program, the Center for Professional and Applied Ethics and the Interdisciplinary Health Psychology doctoral program at UNC Charlotte.



Outside of meeting with university officials and visiting possible field sites for student projects, I traveled to some of the ancient Incan ruins and historical locations in Lima and eventually in Cusco. Huana Pacllana and Convento de San Francisco (St. Francis Monastery) offer a glimpse into Lima's fascinating combination of a large metropolitan city with links to the ancient past. The monastery, cathedral and the underground crypts illuminate the influence of the Catholic Church. My time in Cusco, a 90-minute flight from the Southern Pacific Coast of Lima, over the Andes, would leave the most indelible mark on me.

In Cusco, the mantra is “walk slowly, eat light, and sleep lots” to adjust to and to tolerate the 11,200-foot (3,400-meter) altitude. Sipping cocoa tea also helps. While I had several more meetings, this time with staff at the USIL extension campus and a series of visits to community organizations, I also had more time to explore. I visited the Pisac Market in The Sacred Valley, traveled to three Incan ruins and journeyed to Machu Picchu during my final full day of travel. Pictures and videos cannot capture the magnificence of Machu Picchu— to grasp how remarkable this place is, you must experience it for yourself.

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Embracing the uncertainty continued from Page 4

Visiting Lima and Cusco was an essential first step toward preparing a study abroad course. The trip not only helped me understand my own limitations (mostly as a Spanish speaker), but it helped me anticipate challenges and envision how I might create a program of study for UNC Charlotte students that is theoretically and practically sound. I have a much firmer grasp on the health and social services available to Peruvians, but especially for children with disabilities and at-risk youth. The very organizations that provide these services will serve as field sites for students, allowing them to better understand and apply communication concepts.

While I'm confident the time in the classroom and field experiences will offer important pedagogical lessons, I hope students will embrace their own uncertainties, because Peru will prove a wonderful teacher if they are open to the lessons.

Dr. Tullis in Machu Picchu, Peru



Setting the Inter-Asia Media Activism Research Agenda in Beirut with Social Science Research Council (SSRC)

By Min Jiang, Ph.D.

In the wake of the Arab Spring and Occupy Wall Street, much research has been directed to understanding the social, cultural, political and historical conditions leading to these watershed events. Asia, as a geographical region and a historical imagination, is still very much in the process of comprehending the transformative impact of such tumultuous events. The ensuing conflicts in Egypt, Syria and, recently, Turkey point to the ongoing negotiations, not only in MENA (Middle East and Northern Africa) or Asia, but also between geopolitical powers globally.

It is within such contexts that the Social Science Research Council (SSRC) is directing particular attention to media activism research in the Asian region. Under the Inter-Asia Initiative, SSRC is funding research programs to explore new linkages between media activism in different parts of Asia.

In an initial group meeting in Beirut, three teams from MENA, India and China regions, discussed and debated media activism research agenda in the pan-Asia region. The three research teams are led by Dr. Tarik Sabry (University of Westminster, London), Dr. Paula Chakravarty (New York University) and Dr. Guobin Yang (University of Pennsylvania), respectively.

In the meeting *Media, Activism, and the New Political: Inter-Asian Perspectives*, participants collectively identified several research topics regarding the role of information and communication technology, as well as media in a broader sense, i.e., in social movements. We highlighted the role of historical and structural factors of media activism, as well as various forms, styles and processes of media activism. Attention was given to the nature of and ways that demands, stakes and claims are articulated.

In particular, three areas of research were identified as precursor to further media activism research:

- 1) Historical linkages of mediated activism;
- 2) Contemporary overview of mediated activism; and
- 3) Literature review and assessment of "state of the field" of scholarship on mediated activism.

We also acknowledged that it is critically important to:

- 1) Develop a network-based infrastructure to mobilize and leverage each other's resources;
- 2) Ensure circulation of communication and discussion;
- 3) Collectively and intellectually frame the questions as inherently transnational/regional and grounded in empirical research;
- 4) Deal with the inequality of resources and academic environments;
- 5) Ensure the circulation of scholars through the nodes of the Inter-Asia Initiative; and
- 6) Reproduce the approaches and perspectives through teaching and training and help produce a new generation of transnational/regional scholars.

SSRC is an independent, nonprofit international organization that was founded in 1923 and is headquartered in New York. The SSRC aims to nurture new generations of social scientists, foster innovative research and mobilize necessary knowledge on important public issues on a global scale. A concern for the public well-being and public good and a commitment to knowledge and action lie at the heart of SSRC's mission.



Min Jiang, Ph.D. (Purdue University) is Associate Professor of Communication Studies at UNC Charlotte and is an Affiliate Researcher at the Center for Global Communication Studies, University of Pennsylvania.

Her research focuses on Chinese Internet politics, media policies and international relations. She is writing a book on the Chinese Internet tentatively titled *China vs. Information*.

Dr. Kruckeberg's Remarks continued from Page 1

building. 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. The Center has dedicated itself to helping these practitioners, scholar/educators and students worldwide to coalesce into a global professional community that shares universal values and best practices.

The past five years, the Center has provided a wide range of resources to its stakeholders, who have been public relations practitioners, scholar/educators and students worldwide who have wanted to increase their knowledge, skills and abilities in global practice. Many of the Center's resources have been available on its website (<http://cgpr.uncc.edu>). The Center also has posted news and other information about global public relations on its Facebook, Twitter and LinkedIn accounts, as well as on other social media. The *Blue Book*, all of which issues are available on the Center's website, has been distributed on public relations scholarly and practitioner listservs worldwide. To illustrate, the April-May 2013 *Blue Book* reached 1,134 Facebook users, and a recent weekly reach of the Center's Facebook postings was 1,453 users. The Center's Twitter account has 624 followers from throughout the world. The Center has provided many on-site resources available to its stakeholders, including the Center's library. The Center's Global Public Relations Resources and Services Unit (GPRRS) has made available fee-based consultation to corporations, governments and nongovernmental organizations wanting specifically designed research and training.

The Center's 2013 Global Research Conference examined the role of public relations in helping society to inspire, support and collaborate with today's global youth population. With an impressive range of highly credentialed speakers and paper presenters, including the Immediate Past Chair of the Global Alliance for Public Relations and Communication Management and the former public affairs advisor to the Commanding General of NATO's International Security Assistance Force and U.S. Forces in Afghanistan and Director of Public Affairs for Joint Task Force Guantanamo, the conference drew scholars from Nigeria, Egypt, United Arab Emirates, Poland, Singapore, Macau and South Korea.

The 2013 conference continued the Center's tradition of bringing scholars and practitioners worldwide to UNC Charlotte to explore the role of public relations in addressing contemporary global issues. The 2012 conference, "Communicating Beyond Borders: Building Relationships among Corporations, NGO's and Governments," featured keynote speaker Marco Herrera, President of Grupo Public, Mexico City, as well as experts who explored public relations practice in Russia, the Middle East, Western Europe and Latin America. In 2011, "Global Issues and Relationships" featured keynote speaker Dr. Jay DeFrank, Vice President of Communications for Pratt & Whitney. Speakers at the Center's conference for practitioners in 2010, "Public Relations Frontiers: Strategically Positioning Your Company for Global Success," included the Chair of the Global Alliance

for Public Relations and Communication Management, the Director of Communications of Coca-Cola North America and the senior spokesperson for U.S. Immigration and Customs Enforcement.

The Center also has hosted its annual "Teaching International Public Relations Colloquium," which this year featured U.S. educators who are providing their students with global experiences in Europe, Africa and South America.

The Center is proud to have uniquely served its stakeholders worldwide the past five years, while providing an exciting educational experience to the public relations graduate and undergraduate students who have served on its staff.

News and Information about Global Public Relations via Social Media	LinkedIn, Facebook and Twitter (@CGPR)
Global Affiliate Program	The Global Affiliate Program has allowed practitioners and scholar/educators to participate in the Center by writing blogs, providing news and information for the Center to share and have otherwise contribute to the Center's mission.
Abstract Archives	The CGPR Abstract Archives have been a valuable resource for practitioners, scholar/educators and students.
Blue Book	The <i>Blue Book</i> is a bi-monthly e-newsletter on the CGPR website and has been distributed on scholarly and practitioner listservs throughout the world.
Center Blogs	The Center's blogs have examined contemporary issues related to the practice, scholarship and education of global public relations.
Wiki	Public relations practitioners and scholars/educators have contributed to the Center's global wiki.

Educating for Nuke: Cooperation with an University as a Tool of CSR In the Process of Building the First Nuclear Plant in Poland

By: **Monika Bogdal**

The recent financial crisis has brought significant changes to the labor market, with the rising unemployment rate as a problem of top priority. Labor supply is much higher than is the demand, so, to get a job, people must meet a strict market requirement.

It is nothing new that companies cooperate with universities and vocational schools to look for new talent at an early stage of these students' professional development. In Poland, where public education still dominates, the government decides how to spend the funds. In the past few years, there have been established "sponsored fields of studies," according to governmental goals, concerning market needs that we can try to begin to understand as employers' needs. At the same time, it is new for a company to establish a partnership with a university that educates specialists when it is not certain these specializations will be needed.

The Polish nuclear program is still in progress, but, because of shale gas, many people are questioning the need for nuclear power. Also, the main constructor is still undecided, with the highest chances given for GE Hitachi, Areva and Westinghouse.

The main goal behind companies' activities for Polish education can be seen from two perspectives. On one hand, they want to become more visible for public opinion, especially close to the people responsible for decisions in the energy sector. Conferences, especially those organized in the capital (Warsaw), are a good opportunity to meet public officials and experts. Therefore, involvement in educational projects can help in establishing better relations with potential stakeholders and can improve these companies' image. On the other hand, there is a marketing goal hidden behind it. People accustomed to one technology are more willing to implement it in the future. Also, the government's responsibility of implementing policy and PGE (main investor and future owner of the facility) help with educating the staff for a nuclear program.

Companies competing for the contract to provide nuclear technology for the first Polish nuclear power plant are using different PR tools and continue to influence the education system, but it is not a part of their CSR strategy. According to global trends, such companies invest more money and effort in ecological and ethical projects than in human resources in the latter's economic meaning of the term (i.e., to influence the labor market). The need for such actions is also not generated by stakeholders who are rather passive in this field and who wait for declarations from companies. The reason behind this is that the demand side of the market is much smaller than is the supply, so, instead, potential employees become applicants rather than partners in this game.

The only chance to make labor market problems interesting for CSR strategies is from closer collaboration between all three players that are creating conditions in the labor market—education institutions, employers and government (or public bodies). The last one is especially important in a sector of political factors. This can be easily observed in actions taken by energy companies in Poland. Areva and Westinghouse are focused on strong universities, with close relations to public bodies such as Warsaw University of Technology. GE Hitachi cooperates more with academic centers, but its activities are also limited by its current situation, and improving the image is still of key importance in its strategy. This is understandable because being too active can backfire. A company can be accused of aggressive marketing practices and, thus, lose support.

However, the prospect of hiring local subcontractors generates positive feedback, not only on the local level, but also on the central level, and can be counted as one of the factors that determines who wins and who loses the contract. Thus, to strengthen relations with publics, it is essential to support the education system by offering advice about some of the desired directions the market should follow.

Financial support is important, but more attention should be paid to projects rather than technical areas such as communication, management or human resources. Young people must relate their future to a comprehensive process with certain inputs and outputs. Nevertheless, without appropriate guidance, this is impossible for them to achieve.

Further analysis is dependent on empirical data about the efficiency of CSR activities and the economic consequences of suggested actions on micro and macro levels. Such analysis must take under consideration both the internal and external factors determining the success of a strategy. Investing in the development of a labor market in the long term can be a source of profits and competitive advantage for an energy company.

(This article is based on a full paper presented during 2013 Global Research Conference at UNCC that can be found at: http://kpr.ue.poznan.pl/wp-content/uploads/2011/06/Bogdal-Monika_Educating-for-nuke_CSR.pdf)

Monika Bogdal

Monika is a Ph.D. student at Poznan University of Economics, where in 2005 she earned her first master degree in economics. She gained professional experience beginning as an active member of Student Research Clubs. Since then, Monika has been involved in many PR projects, working as a freelancer for companies and for PR Agencies. The main area of her studies is government communication in the energy sector, with a strong orientation in the economic and legal aspects of nuclear and renewable energy. She is also interested in international M&A, European and corporate law.



UAE continued from page 2

Opened in 1988, UAE's Higher Colleges of Technology offer a Bachelor of Applied Science in Media with a specialization in Corporate Communication on the Dubai campus. According to HCT's website, the "focus is large organizations as Corporate Communication and PR Managers— who can produce well considered, effective solutions which are truly representative in promoting the cultural and social values of the United Arab Emirates."

Zayed University opened in 1998. The College of Communication and Media Sciences now offers a bachelor's degree in Integrated Strategic Communication. ZU's commitment to educating nationals for public relations careers includes a master's degree in Strategic Public Relations. The master's courses include: Organizational Communication, Principles of Strategic Communication, Communication Strategy in Advertising, Writing for PR, Communication and Diplomacy, Integrated Communication Campaign and PR Case Studies. Private

industry employment in public relations is a key Emiratisation priority in the UAE today. And, the three national universities are trying to do all they can to help meet the Ministry of Labour's mandate.



Dr. May Al Khaja, Associate Professor in the Mass Communication Department of United Arab Emirates University, holds Doctoral, Master and Bachelor degrees (1990, 1985 and 1981 respectively) in Public Relations and Advertising from Cairo University. Dr. Al-Khaja has participated in many activities within and beyond the UAE, including specialized academic conferences, TV production and studying the Public Relations programs in eight US universities to establish a similar program at the UAE University.



Pam Creedon, M.A., University of Oregon

Professor Pamela J. Creedon began her academic career in 1984 at The Ohio State University, where she taught journalism, advertising and public relations courses for a decade. She then served 13 years as a professor and as the Director of the School of Journalism and Mass Communication at both Kent State University and The University of Iowa. Most recently, she served as an editor and author of *The Edge of Change: Women in the 21st Century Press*, published by the University of Illinois Press (2009).

Congratulations to this Summer's Interns and 2013 Graduates

Khiara McMillin



Khiara is an International Public Relations major who will be graduated summer 2013. In addition to earning her Bachelor of Arts degree in Communication Studies, Khiara will also be awarded the Epley Certificate of International PR upon graduation. In 2012, she enrolled in UNC Charlotte's London International Public Relations Seminar at Regent's College. Originally from Cornwall, N.Y., she intends to use her acquired public relations skills and experience to pursue a law degree in New York.

Ashley Heath



Ashley is a senior at UNC Charlotte majoring in Communication Studies with a concentration in public relations. In summer 2012, Ashley was a student in UNC Charlotte's London International Public Relations Seminar. Ashley is from Hillsborough, N.C. and plans to move back there to begin her career in Raleigh after being graduated this summer. After working a few years, Ashley hopes to return to school to further her education.

Global Affiliates and Associates

Global affiliates are scholars and practitioners who contribute to the Center's initiatives and activities from other institutions; global associates are students who participate in the Center from other institutions. These practitioners, scholar/educators and students contribute to the Center's global PR blog, assist the Center with its initiatives, contribute articles to the *Blue Book* and the Center's website and enhance the global PR research curriculum.

- **Gina Conley**, Kent State University
- **Marcello Coppa**, Anteprial
- **Dr. Yi Luo**, Montclair State University
- **Mazen Nahwahi**, President, News Group, Dubai, U.A.E.
- **Kate A. Mirandilla**, University of Technology, Sydney, Australia
- **Jeffrey Quinones-Diaz**, US Customs and Border Protection
- **Oliver S. Schmidt**, C4CS, LLC
- **Dr. Abhijit Sen**, Winston-Salem University
- **Dr. Chiara Valentini**, Aarhus University, Denmark.
- **Dr. Gregoria A. Yudarwati**, Communications and Public Relations Lecturer at University of Atma Jaya Yogyakarta

The Advisory Board

The Center for Global Public Relations relies on its Advisory Board, which consists of senior-level public relations executives and scholar/educators 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.

-**Joe Carleo**, Owner/Executive Producer, Advanced Language and Media Services

-**Linda Welter Cohen**, Founder and Chief Executive Officer, The Caliber Group

-**Peter Debreceny**, Gagen MacDonald

-**James Donnelly**, Senior Vice President, Crisis Management, Ketchum

-**Jeremy Dreier**, Corporate Communications Senior Manager at EPRI (Electric Power Research Institute)

-**Joe Epley**, Public Relations Consultant

-**Natalia Flores**, Director, Fusion Communications

-**Dr. Alan Freitag**, Professor, Communication Studies, The University of North Carolina at Charlotte

-**Marco Herrera**, CEO and President, Grupo Publico

-**John Paluszek**, Senior Counsel, Ketchum Public Relations

-**Christy Phillips-Brown**, Director, External Communications, Delhaize America

-**Robin Rothberg**, APR, Lecturer, Communication Studies, University of North Carolina at Charlotte

-**Dr. Ashli Q Stokes**, Associate Professor, Communication Studies, University of North Carolina at Charlotte

-**Philip Tate**, APR, Vice President, Luquire George Andrews

-**Dr. Katerina Tsetsura**, Associate Professor and Gaylord Family Professor, Media Arts and Strategic Communication, University of Oklahoma



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