

UNC Charlotte's Center for Global Public Relations
To Host Third Annual Global Research Conference

Charlotte, NC, March 27, 2013 – Paper presenters from as far away as Singapore, Macao, Nigeria, Egypt and Poland will join Microsoft's director of corporate communications, Corporate Citizenship, at the Third Annual Global Research Conference at the University of North Carolina at Charlotte April 26.

Microsoft's Tom Murphy will argue that today's youth have lost a line of sight to the future in his keynote address at the all-day event, "The Millennium Generation Communication Challenge," sponsored by UNC Charlotte's Center for Global Public Relations. Microsoft's YouthSpark project is attempting to empower youth to change their world by creating opportunities for millions of young people around the globe to imagine and to realize their full potential.

Murphy's presentation will precede a panel of experts including U.S. Navy Commander Brook DeWalt, whose recent assignments have included serving as personal public affairs adviser to the commanding general of NATO's International Security Assistance Force and U.S. Forces in Afghanistan, as strategic communication director for the U.S. military at the U.S. Embassy in Pakistan and as director of public affairs for Joint Task Force Guantanamo in Cuba. Panelists will also include entrepreneur Henry Doss of T2 Venture Capital and Alma Kadragic, formerly of the University of Wollongong in Dubai and Sheik Zayed University, United Arab Emirates, as well as other senior-level public relations practitioners and scholars from throughout the world.

"This is a hot topic that demands our attention," Dr. Dean Kruckeberg, Executive Director of CGPR, said. "The conference will explore how communicators representing corporations, NGOs and governments worldwide, as well as scholars and educators, can support inspire, support and collaborate with this fastest-growing segment of society."

More than 1 billion people in the world today are ages 15 to 24, the largest youth population ever; by 2035, they will number 1.5 billion. The challenge is global sustainability - in health, education and in employment commensurate with education - that enhances the welfare and potential of this young global population, he said.

Richard Linning, CGPR scholar-in-residence and former president of the International Public Relations Association, added that every country and every region has different problems. "Everyone blames something – globalization, automation, the education system, life and work skills or lack of them. As communicators, we have a role in addressing them all."

Registration materials for the conference are available at <http://cgpr.uncc.edu/about-us/events/registration>. Attendees can also register on-site beginning at 8:30 a.m. for the program that will begin at 9 a.m. in the Barnhardt Student Activity Center Salons A & B. Registration is \$100. Registration for college and university students is \$30.

This conference will be preceded by the Center's Teaching International Public Relations Colloquium from 1 to 3 p.m. April 25 in Cone 111 on the UNC Charlotte campus. The free event will examine how to strategically organize study-abroad experiences. The colloquium will feature Dr. David Remund of Drake University, Des Moines, Iowa, who has developed a travel seminar in Chile, "Public Relations in a Global Society," UNC Charlotte faculty Dr. Diana Rowan, who provides experiential learning for social work students at villages in the African country of Malawi, and public relations professors Dr. Alan Freitag and Dr. Ashli Stokes, who teach UNC Charlotte's London International Public Relations Seminar.

The Center for Global Public Relations (CGPR) is 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 continuing educational programs and its global partnerships. To learn more about the Center for Global Public Relations, and register to receive the bi monthly Blue Book visit <http://cgpr.uncc.edu>.