

**The Center for Global Public Relations**

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**Moving On Up**

The Center for Global Public Relations has relocated to a spacious new facility in Colvard 5043 at the University of North Carolina at Charlotte. The official move-in date will be Monday, Aug. 23.

This relocation will provide the Center with considerably more room to better serve its stakeholders, i.e., practitioners, scholars/educators and students worldwide as the Center continues to evolve and expand its services. CGPR Executive Director Dr. Dean Kruckeberg said the relocation will allow a professional, but pleasant and comfortable, environment for the Center’s visitors, who may want consultations or just want to visit the Center’s library and to talk to its staff about global public relations.

“After two years of operation, this is the next step towards the Center’s evolution,” Kruckeberg said. “The Center’s glass door and front wall offer increased visibility of the Center, which is inviting to visitors. The office suite’s design offers a comfortable office for scholars-in-residence as well as for the planned Global Public Relations Resources and Services Unit that will serve clients seeking specialized and unique services.

Watch for photographs and additional information about the Center’s new facilities in the fall 2010 BLUE BOOK and at the Center’s website: [www.cgpr.uncc.edu](http://www.cgpr.uncc.edu)

**Global Public Relations and Resource Unit**

The Center for Global Public Relations (CGPR) has expanded tremendously since 2008, providing a wide range of complimentary resources and services to clients who want to learn more about global public relations. As an extension of CGPR’s services, Center staff this summer has begun work to initiative a Global Public Relations Resources and Services Unit (GPRRS) under the auspices of the Center for Global Public Relations.

Center staff hopes to introduce the GPRRS Unit to clients worldwide in fall 2010. The GPRRS Unit will provide individualized charged resources related to clients’ specific needs in global public relations. Please watch for more information about the Global Public Relations Resources and Services Unit in the fall 2010 BLUE BOOK and on the Center for Global Public Relations website: [www.cgpr.uncc.edu](http://www.cgpr.uncc.edu)

## CGPR Reaches Out



*The Center for Global Public Relations (CGPR) reaches out to companies to become Center sponsors for 2010-11.*

During fall 2010, the Center for Global Public Relations will begin seeking support from public relations counselors, corporations and others who share the Center's mission to encourage and support the evolution of global public relations as a specialization of professional practice. The Center fulfills its mission through its many services to practitioners, scholars/educators and students worldwide, ranging from its research and education programs, consultation services and a resource-rich website.

The Center's new sponsorship program is designed for organizations and individuals who respect the Center's mission and share its values. Revenues from the sponsorship program will be invested in initiatives such as education programs and continuing research about global public relations as well as for the general operation of the Center. Sponsors' logos will be displayed on the Center's website, identifying them as organizations and individuals who support the Center's mission to help people and organizations worldwide by advancing global public relations knowledge and best practices, strengthening worldwide communication and understanding.

## The London Look

The Center for Global Public Relations Executive Director Dean Kruckeberg taught the University of North Carolina at Charlotte's London International Public Relations Seminar at Regent's College from May 18 through June 11. Twenty students from six universities had enrolled in the course that met from 9 a.m. until noon Mondays through Thursdays, allowing the students three-day weekends to thoroughly know London as well as to visit other areas of Europe.

Upon the students' first day of arrival, Dr. Kruckeberg accompanied the students to the London Eye, where they were able to see the landscape of their new home for four weeks. Afterward, the students were able to roam about and get a feel of the city. Students worked hard performing the rigorous coursework, but balanced their academic requirements with fun and relaxation in another global environment.

The program provided students with new understandings and also a glimpse of the professional world with site visits and professionals speaking in the classes, Dr. Kruckeberg said.



Students at the 2010 London UK PR Seminar had the opportunity to visit The Times newspaper, London's oldest print publication.

Sites students visited during field trips included Ketchum Pleon, The London Times, the U.S Embassy and Edelman, where they were able to see the day-to-day activities at each organization and also to ask questions of the many professionals.

Two guest speakers in the classes were Dr. Peter Habermann, a well-known international PR practitioner from Germany, and Crispin Manners, from Kaizo PR. This is the fifth year of the London International Public Relations Seminar.

## The 2010 Advisory Board



*The Center for Global Public Relations relies on its Advisory Board, which consists of senior-level public relations executives who share the Center's vision and mission and provide guidance and advice continually throughout the year.*

*The Advisory Board volunteers its expertise to help 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.*

### The 14 public relations professionals on the Advisory Board are:

- **Lisa Bottle** - Vice President, Communications at Goodrich
- **Peter Debreceeny** - 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
- **Tom Eppes** - Chair, PRSA Board of Ethics and Professional Standards - Public and Media Relations, IMC Counselor
- **Terry Francisco** - Senior Vice President, Bank of America
- **Bill Guerrant** - President, Guerrant Communication
- **Denise Hill** - Vice President, Corporate Communications and Public Relations at Food Lion LLC
- **Jean-Michel Janniere** - Employee Communications Manager at Goodrich Corporation
- **John Paluszek** - Senior Counsel at Ketchum Public Relations
- **Christy Phillips-Brown** - Director, External Communications, Corporate Communications at Food Lion LLC
- **Blair Stanford** - COO at Charlotte Chamber of Commerce
- **Katerina Tsetsura** - Associate professor of strategic communication/public relations in the Gaylord College of Journalism and Mass Communication at the University of Oklahoma

## Stay Connected



**The Center for Global Public Relations**  
The University of North Carolina at Charlotte  
Colvard 5043  
9201 University City Blvd.  
Charlotte, NC 28223-0001

### GO ONLINE:

