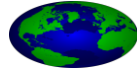


# THE BLUE BOOK

The CGPR Newsletter




Volume 1 • Issue 1

## CGPR Introduces THE BLUE BOOK

### Inaugural newsletter of the Center for Global Public Relations

The Center for Global Public Relations is ecstatic to debut our inaugural newsletter, **THE BLUE BOOK**. The name was chosen because a "Blue Book" is looked upon as a trusted industry reference. CGPR strives to be at the center of public relations practice, scholarship and

education within a global context. In addition, the earth is two-thirds water (or blue), thus tying into "global" public relations. **THE BLUE BOOK** will be a trustworthy source that will contain relevant information about global public relations. Public relations practitioners will want to check **THE BLUE**

**BOOK** for guidance in beginning a project or campaign. We appreciate your continued support of the Center and are certain that you will find this, our newest resource, helpful in your quests in the global PR world. 


## From the Director

### Dr. Dean Kruckeberg shares his thoughts about the progress of CGPR

The Center for Global Public Relations has come a long way since it was dedicated Feb. 21, 2009. The Center was envisioned by former UNC-Charlotte faculty member Dr. Barbara DeSanto, and I was enthused to become its director fall 2008 because I shared her vision. The formal organization of the Center began a year and a half ago, not only through the participation of Department of Communication Studies public relations faculty and through the guidance of distinguished Charlotte-area public relations practitioners who served as an advisory committee, and through the generous support of the Dean of the College of Liberal Arts and Sciences, but particularly through the energetic enterprise of the remarkable students of UNC-Charlotte who have served as the Center's staff. In 2008-2009, Brazilian graduate



Student Henrique Viana was the Center's manager, and assistant managers were undergraduate students Lyana Othman from Aruba, Lomuthi Mgomezulu from Malawi and Rossano Fore from Greece. We enjoyed the satisfaction of building a Center that has a unique mission of global significance. The 2009-2010 staff has included the Center's manager, graduate student Kiya Ward; assistant

managers Tehreem Chaudhry and Christy Hooks, both undergraduate interns; and undergraduate volunteers Kia Moore, Abby Cole and Alicia Adler. We also are building a corps of faculty affiliates and student associates worldwide who will contribute to the mission of the Center, which is to encourage and support the evolution of global public relations as a specialization of professional practice that can help people and organizations worldwide through communication and understanding. Please join our fan club on Facebook, follow us on Twitter and check our Web site frequently for continually updated resources to practice global public relations. 

## Manager's Report

### Projects completed during the past semester

Since the dedication of the CGPR Feb. 21, 2009, the Center has experienced extreme growth and productivity. A new staff of six in the Center started the fall 2009 semester under the direction of Dr. Dean Kruckeberg, director. In addition to the staff members who focused on event-planning and CGPR visibility, the Center's Advisory Board helped with programming. During the fall 2009 semester, the Advisory Board welcomed four new members: Jeremy Dreier, EPRI; Bill Guerrant, Guerrant Communications; Blair Stanford, Charlotte Chamber of Commerce; and Denise Hill, Food Lion. In addition to welcoming new members to the Advisory Board, the Center also welcomed the inaugural "Scholar-In-Residence," Dr. Richard Stanton from the University of Sydney, Australia. While in residence, Dr. Stanton worked on his latest book and assisted the Center with programming, working hands-on with the staff.




To meet the global demands in public relations, CGPR created a new unit of the Center, Global Affiliates. These are scholars/educators who work with the Center from other institutions worldwide. Their contributions to the Center will be focused on a live Wiki that will be launched spring 2010 and will serve as an interactive medium for global discourse on the CGPR Web site. Look for more information about this Wiki in coming newsletters! With the rapid growth in its activities the

Center has experienced during the past year, productivity is at an all-time high. The CGPR Web site is a new means of keeping up with the Center. If you want to know about CGPR events or how to get involved, the Web site is a great place to start! On our Web site, you will find links to our Twitter and Facebook accounts, both which are updated daily. Other developments of the Center include a brochure that will identify specific services of the Center, multiple publications, additional partnerships in the UNC-Charlotte and greater Charlotte community and the implementation of a Re-Charge Unit to manage our services. The goal of the Center is to be self-sustaining within the next 2 years, and, with productivity on the rise, we are confident that we can reach our goal. 

## CGPR on the Web: Details of the CGPR Web site



The CGPR Web site has undergone major revisions. With over a dozen links that provide full access to CGPR, consumers and supporters alike are able to keep up with the happenings of the Center. A breakdown of our services enables our site visitors to learn about what we can offer them. Whether you are a practitioner, scholar/educator or student, the site has something that will be of interest to you. There are photos and brief bios of the CGPR leadership team, including the Director, staff, Advisory Board, Global Affiliates and Scholars-In-Residence. In the Events section of the Web site, guests can take a look at previous CGPR events, including agendas and photographs. This part of the Web site is also updated with upcoming events and ways in which to participate. After reviewing CGPR events, you might decide to browse

our abstract archive. This is a database that identifies hundreds of PR articles. No matter how broad or specific your research needs, the abstract archive can identify articles to support your research. Because of the high demand of CGPR resources, the Web site also informs visitors about our contact information and office hours. The Web site provides updated contact information for public relations practitioners, scholars or students who want to come by our office, send an email or follow us on Twitter. In addition to the personal resources and information from the Center, the CGPR recognizes the interdependency between our services and the services of other public relations units. From the Center's Links page on its Web site, they can access other PR websites to further their exploration of the global PR world. 

### Travel Time: Details of Dr. Dean Kruckeberg's CGPR travel


Dr. Dean Kruckeberg, APR, Fellow PRSA, has had a busy year representing the Center as a guest speaker, including at four international venues. In January, he was a guest speaker at the Waxhaw-Weddington Rotary Club; he taught a weekend Global Public Relations class at Southeast Missouri State University in February; was on WFAE FM radio station's "Charlotte Talks" in March; was the guest speaker at the Tar Heel PRSA Chapter and at the Charlotte PRSA Chapter and was a panelist discussing the Center at the Southern States Communication Association in Norfolk, Va., in April; in June, he was the guest speaker at

several sessions of the "PR Hunting," a conference of seven Siberian universities' public relations students and their professors at Barnaul, Siberia, and presented a workshop for the Government Relations section of the Russian Public Relations Association; was a keynote speaker at the Baltic PR Weekend International Conference in St. Petersburg, Russia, in September; was the guest speaker at a meeting of the Miami University of Ohio PRSSA Chapter in October; in November organized and moderated a program, "Mexico and the United States: Public Relations Realities, Pitfalls and Opportunities," at the PRSA International Conference in San

Diego and was a keynote speaker at the International Conference Celebrating the 20<sup>th</sup> Anniversary of the University of Bucharest College of Journalism and Communication Studies in November, in Bucharest, Romania. As a professor in the Department of Communication Studies, he presented papers or had other scholarly/professional service responsibilities at the International Public Relations Research Conference in Miami in March; the International Communication Association in Chicago in May; the Association for Education in Journalism and Mass Communication in Boston in August; and the National Communication Association in Chicago in November. 

### Advisory Board Spot Light 2009 publications by Advisory Board member, Dr. Ashli Stokes



Dr. Stokes has been working on several projects, including beginning research for writing a book about public relations and health. She has recently published several articles. One titled, "Living the Sweet (d)Life: Public Relations, IMC, and Diabetes," is in the current issue of the *Journal of Communication Management*. Another, titled, "Activism and the Limits of Symmetry: The Public Relations Battle Between Colorado GASP and Philip Morris," will be published in the next issue of the *Journal of Public Relations Research*. 

## Professionally Speaking: A look into Dr. Alan Freitag's fall 2009 travels

I was delighted this semester to speak with international public relations students at two great universities. In August, I spoke via Skype with students of colleague Dr. Juan Carlos Molleda at the University of Florida. Skype permitted me to see the students in the class and them to see me – a great way for me to learn more about what students are thinking and talking about from the comfort of my office. Dr. Molleda is using our textbook, [\*Global Public Relations: Spanning Borders, Spanning Cultures\*](#) (co-authored with Dr. Ashli Stokes). I had been asked to speak about the events and issues that led me to write the book, and students had a host of

excellent questions; they were a motivated and deeply curious group. In November, Georgia Southern University invited me to travel to their beautiful campus in Statesboro where I spoke one evening to a gathering of students and faculty about international areas of concern I feel strongly public relations professionals and scholars should embrace: public diplomacy, development communication and corporate social responsibility. Georgia Southern University is also using our textbook. The following morning, I met with two public relations classes to present a case study drawn from my former career with the U.S. Air Force. Again, the students were delightful,

reinforcing my conviction that the great public relations students being generated by outstanding programs are going to have a significant and positive impact on our globe in the years ahead. I was pleased to learn last week, too, that the University of Minnesota will be using our book during the spring semester; it's gratifying to know that the principles of global public relations we espouse here at the Center are finding appreciative audiences in more and more venues. 🌍


## A Look at CGPR: Photographs of the CGPR main office



### What's happening in 2010! Goals for spring 2010 semester

The Center for Global Public Relations is looking forward to 2010! With a global infrastructure established, the Center is prepared to implement several programs and to gain partnerships throughout the course of next year. A few of the upcoming programs include a "Traveling Road Show" of guest speakers affiliated with the Center, a Spring Seminar and an Advisory Board Luncheon. The "Traveling Road Show" will include Dr. Dean Kruckeberg, Dr. Alan Freitag and the Scholar-In-Residence.

Dr. Chiara Valentini from Italy. These three PR scholars will speak about global public relations issues at North Carolina universities. These speaking engagements will be posted on the CGPR Web site during spring semester. The Center will host an on-site seminar in April. This seminar will bring together public relations practitioners, scholars/educators and students to discuss issues facing global public relations in the coming decade. More information about this event will be available in January. The Center will also host its annual CGPR Advisory

Luncheon in the spring. This luncheon gives Advisory Board members the opportunity to join with the CGPR staff and leadership to discuss programming and global initiatives. In addition to these programs, continuing efforts will be made to increase the Center's service to its constituents, including the activation of a live Wiki on our Web site, monthly issues of *THE BLUE BOOK*, as well as further publications that discuss global public relations. 



CGPR wishes a  
farewell to our  
fall 2009 Interns!



Tehreem Chaudrey served as a CGPR intern during the Fall 2009 semester. Tehreem constructed a Wikipedia page for

the Center, developed CGPR manuals, did event-planning and assisted the Scholar-In-Residence, Dr. Richard Stanton. Upon Graduating in December, Tehreem hopes to obtain a job teaching in Japan.



Christy Hooks was an intern during the Fall 2009 semester. Christy performed project analyses of CGPR events, constructed staff

manuals, headed the Re-Charge Unit and was in charge of all journal submissions at the Center. Upon graduation in December, Christy hopes to find a job in South Carolina practicing public relations.

## Upcoming Events/ News

- The CGPR Spring Seminar will be in April 2010. Watch for details coming soon!

- In Spring 2010, the Center will welcome our newest Scholar-In-Residence, Dr. Chiara Valentini, an Italian scholar who is now teaching at the University of Aarhus, Denmark.

- A "Traveling Road show" in spring 2010 will consist of Dr. Dean Kruckeberg, Dr. Alan Freitag and Dr. Chiara Valentini. Details will be available in January!

If there are any events related to global public relations that you would like to publicize in *THE CGPR BLUE BOOK*, send an email to [Centergpr@unc.edu](mailto:Centergpr@unc.edu)