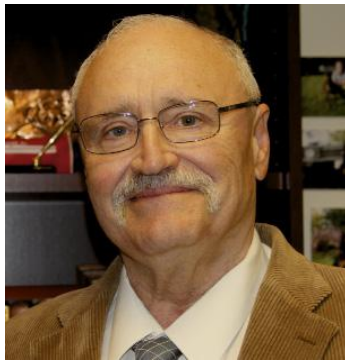




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About Dr. Dean Kruckeberg, APR, Fellow PRSA, Executive Director



Dean Kruckeberg is Executive Director of the Center for Global Public Relations and a professor in the Department of Communication Studies at the University of North Carolina at Charlotte. Kruckeberg is co-author of the book, *Public Relations and Community: A Reconstructed Theory*, and co-author of *This Is PR: The Realities of Public Relations*. He is the author and coauthor of book chapters and articles about international public relations ethics and was co-researcher of a study that ranked 66 countries according to the likelihood that their daily newspaper reporters were seeking or accepting bribery for editorial coverage. Kruckeberg was 1995 national "Outstanding Educator" of PRSA, was awarded the 2006 JJ&W Behavioral Research Prize and the 1997 Institute for PR Pathfinder Award. He was presented the 2011 Infinity Award of Charlotte PRSA and 1997 Iowa Regents Faculty Excellence Award. Since 1997, Kruckeberg has been Co-Chair of the Commission on PR Education. He was chair of the PRSA International Section, was a director on the PRSA national board and was PRSSA National Faculty Advisor. Kruckeberg headed the Public Relations Divisions of AEJMC, ICA, NCA, PRSA Educators Academy, Co-Chair of the PRSA Educational Affairs Committee, U.S. Chair of the Council of IPRA and is a Senior Fellow of SNCR. Kruckeberg is a frequent speaker about public relations ethics in the Middle East, throughout Asia and Western and Eastern Europe.