

# THE BLUE BOOK

THE NEWSLETTER OF THE CENTER FOR GLOBAL PUBLIC RELATIONS

## CGPR OFFICES RECEIVE ADDITIONAL UPGRADES

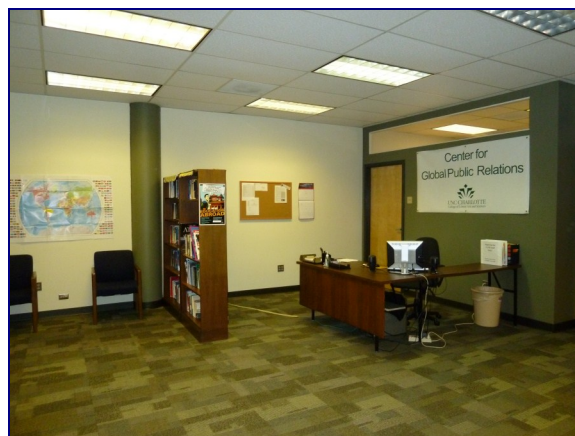
During summer 2010, staff in the Center for Global Public Relations packed up and moved the Center from its original location to Colvard 5043 at the University of North Carolina at Charlotte.

On Aug. 23, CGPR officially re-opened for the fall semester in the large reception area and spacious suite of offices, including offices for Executive Director Dr. Dean Kruckeberg, a scholar-in-residence and the Global Public Relations Resources and Services Unit (Re-Charge Unit).

In the midst of exams and final papers in December, the CGPR staff received a notice that they would have to box everything up once again — this time for renovations. After a whirlwind of packing, unpacking and reconfiguring, the Center's reception area and its offices are now looking better than ever with fresh paint, new carpeting and the upcoming addition of a sleek flat-screen television to display information.



*Following a fresh coat of paint and new carpet, the CGPR offices in Colvard 5043 look warm and inviting*



## GLOBAL RESEARCH CONFERENCE REMINDER

The Center for Global Public Relations Global Research Conference will be held on April 15, 2011, at the University of North Carolina at Charlotte.

This global conference will feature presentations of top research papers from across disciplines that revolve around the conference theme, "Exploring Global Issues and Relationships." Please visit <http://cgpr.uncc.edu> for conference details or email us at [Centergpr@uncc.edu](mailto:Centergpr@uncc.edu).

To access previous editions of *The Blue Book*, please visit CGPR News at <http://cgpr.uncc.edu>

## VOLUME III, ISSUE I

February/March 2011

Reflections on Study Abroad Experience	2
Manager's Report	2
Advisory Board Profile: Frank Ovatt	3
An Update from Dr. Dean Kruckeberg	3
Snapshot of CGPR Accomplishments	4
News from Goodrich	5
Special Recognitions	5

## STAFF MEMBER REFLECTS ON STUDY ABROAD IN ENGLAND

Last semester, I studied International Public Relations in the Business School at Manchester Metropolitan University. This experience was not only academically stimulating, but it was life-changing.

While abroad, I made the most of my time out of class by traveling to nearby places such as Wales, Stockport and Blackpool. To enhance my international experience, I worked as an international public relations volunteer for a local law firm, for which I designed its 20<sup>th</sup> Anniversary Celebration that was successfully held in January 2011.

Although I never got used to the daily rain showers and freezing weather, I was always captivated by the European love for football. Among my most exciting times in the UK was when I visited the Manchester United Stadium—WOW, it was amazing!

While abroad, I also had the pleasure of meeting some influential public relations practitioners who helped shape my ideas and goals for entering the PR profession in May 2011. Not a day goes by that I don't reflect on some part of my international experience, and, as I am in the process of completing job applications and figuring out the next stage of my life, I am reminded of many of the lessons learned during my time abroad.

*By Kiya Ward, CGPR Special Events Manager*



*Top: Kiya visits the beautiful mountains of Wales  
Bottom: Kiya poses with a trophy at the Manchester United stadium*

## MANAGER'S REPORT: WHAT'S HAPPENING IN THE CGPR



The Center for Global Public Relations is off to a busy spring semester! CGPR is blessed again with a fantastic, hardworking staff of eight. We're ecstatic to welcome back Kiya Ward, former CGPR manager and current Special Events Manager.

Included in this edition (see page four) is a brief overview of CGPR's accomplishments from January 2010 to the present. This update presents just a snapshot of what our staff has been working on throughout the past 14 months.

Have you paid a visit to our social media sites lately? If so, you've most likely noticed some slight changes in format, thanks to staff member Jennifer Hambric, who has been busy with a social media relaunch. Jennifer has been updating the sites to make them more accessible, informational and beneficial. Be sure to check them out.

Re-Charge Unit Manager Morgan Smalls has her hands full working on a sponsorship program through which CGPR can earn revenue and become self-supporting. During the process, Morgan has been in constant contact with legal and accounting services at UNC Charlotte to ensure that the program is fully functional and that all components are in order.

I would also like to remind all Advisory Board members about the upcoming meeting from 3 to 5 p.m. April 14 at UNC Charlotte. CGPR staff will provide an in-depth update of accomplishments and plans and look forward to your input.

Also, please remember our research conference Friday, April 15, that focuses on "Exploring Global Issues and Relationships." It's not too late to register to attend, and while doing so, please bookmark our website, join our group on Facebook and follow us on Twitter for more details and the most recent CGPR developments!

## CGPR WELCOMES OVAITT TO ADVISORY BOARD



**Executive Vice President,  
Makovsky + Company;  
CEO Emeritus, Institute  
for Public Relations;  
Professor, Applied Public  
Relations Research, the  
George Washington  
University**

New Advisory Board member Frank Ovaitt, APR, is executive vice president of Makovsky + Company, CEO Emeritus of the Institute for Public Relations and adjunct professor of PR research at the George Washington University Graduate School of Political Management.

Frank provides senior counsel and expertise in three areas: integrating research into public relations practice; employee engagement and communications; and international public relations. He served as president and CEO of the Institute from 2004 to 2009, founded Crossover International Inc. and has held senior positions at AT&T, Monsanto and MCI.

Frank holds a Bachelor of Journalism degree from the University of Missouri and an MBA from New York University. Current and former affiliations include:

Founding Chair, Commission on Global Public Relations Research

Co-Chair, Commission on Public Relations Education

Accredited by the Public Relations Society of America; former Chair of the International Section

Member, Arthur W. Page Society for chief communications officers; on stakeholder engagement research task force

Member, Commission on Public Relations Measurement & Evaluation

Co-Chair, Campaign for Media Transparency, International Public Relations Association

*Information and photograph provided by Frank Ovaitt*

## AN UPDATE FROM CGPR DIRECTOR DR. DEAN KRUCKEBERG



The Center for Global Public Relations continues to reach out worldwide in fulfilling its mission, most recently in Dubai, United Arab Emirates, and at North Carolina State University.

I had the wonderful experience of being the keynote speaker, making

an additional presentation and moderating a program at the First Conference of the Middle East Public Relations Association Jan. 20 in Dubai, United Arab Emirates. This was my fourth trip to the Middle East since 1993, and the growth and maturation of public relations practice and scholarship/education and the quality of students make me highly optimistic about public relations in that region. While in Dubai, I also had the opportunity to visit Zayed University and to learn from administrators, faculty and students there about that university's high-quality public relations education. I learned from those at other public relations education programs in the United Arab Emirates about equally exciting initiatives to assure the highest quality public relations education to prepare tomorrow's public relations professionals.

In my keynote address, "Benefits of Collaboration Between Academia and Industry—The Perfect PR World," I called for a seamless and integrated professional community of professional practitioners, scholar/educators and students working together, and I especially emphasized the need for Arab practitioners, scholar/educators and students to join the global discussion, sharing their experiences and insights to contribute to a global body of knowledge and best practices.

Feb. 25, three public relations faculty associated with the Center presented their "Traveling Road Show" at North Carolina State University, speaking to students and faculty about global public relations. Dr. Alan Freitag, APR, Fellow PRSA, discussed public relations leadership, Dr. Ashli Stokes discussed the BP oil spill and its international implications, and I talked about communication technology as an intervening variable that is creating globalism, but also its obverse, multiculturalism with its accompanying tensions globally.

The "Traveling Road Show" is available to universities in the region, and public relations education programs are encouraged to contact the Center if they would like a presentation by Center staff.

## LOOKING BACK: CGPR ACCOMPLISHMENTS

The following provides an overview of the accomplishments of the CGPR staff from January 2010 through February 2011.

### Spring 2010:

- Launched CGPR Global Blog
- Sponsorship project initiated
- Second scholar-in-residence, Dr. Chiara Valentini, arrived from the University of Aarhus, Denmark
- “Traveling Road Show” launched
- Inaugural Global Seminar held
- Internship Abroad Program launched
- Welcomed New Advisory Board Members:
  - Blair Stanford, Chief Operating Officer for the Charlotte Chamber of Commerce
  - Denise Hill, APR, vice president of Corporate Communications and Public Relations of Food Lion
  - John Paluszek, senior counsel, Ketchum
  - Prof. Katerina Tsetsura, Gaylord College, University of Oklahoma
- Welcomed A Global Affiliate:
  - Prof. Sen Abhijit from Winston-Salem State University



London Seminar students with Dr. Dean Kruckeberg



Fall 2010 Advisory Board Meeting

### Summer 2010:

- Dr. Dean Kruckeberg leads 20 students on an International Public Relations seminar in London
- CGPR relocates to a more spacious suite of offices

### Fall 2010:

- Visibility Plan implemented to increase general awareness about CGPR, including t-shirts and bookmarks
- Welcomed three members to our advisory board:
  - Joe Carleo, Owner, Advanced Language and Media Services
  - Frank Ovatt, Executive Vice President, Makovsky + Company
  - Linda Welter Cohen, Founder and CEO, The Caliber Group

- First Open House held in October to educate stakeholders about our programs and resources
- Student Outreach Presentation instituted to discuss CGPR opportunities with UNC Charlotte undergraduate students
- Implemented use of Flickr as a social media tool
- Continued progression on the Re-Charge Unit

- Implementation of Google Analytics to monitor website activity

- Welcomed three new global affiliates:

- Gregoria Yudarwati, Ph.D. candidate from the School of Media and Communication, RMIT (Royal Melbourne Institute of Technology) Australia

- Kate Mirandilla, Ph.D. candidate at the School of Communication, Information and New Media at the University of South Australia

- Chiara Valentini, Aarhus University, Denmark, and former Scholar in Residence.

### Spring Semester 2011:

- CGPR office suite receives renovations

- Re-launch of social media sites Facebook, Twitter and our blog

- Formation of a sponsorship packet, pending approval
- Promotion of upcoming Global Research Conference, including a special section on the website
- Students chosen to participate in the London PR seminar with Dr. Alan Freitag
- A 197% increase in website hits, including:
  - 1,895 page views in over 500 visits, including multiple visits from countries such as the United States, Indonesia, the United Kingdom, Turkey, South Korea, Germany, Brazil, Russia, Iran, China and Finland, among others
  - Referrals from websites such as IPRA.org, ICAPR, the Institute for PR, and AEJMC

## NEWS FROM GOODRICH

Goodrich is pleased to announce the hiring of May Kam, former Center for Global Public Relations Associate Manager, as an intern for the Goodrich Communications Department.

Kam began her internship on March 1 and will report to CGPR Advisory Board Member Jean-Michel Jannière, Employee Communications Manager.

"I'm very excited about the opportunity Goodrich is giving me. It is really an honor to be a part of their team," said Kam.

Jannière noted the benefits of Kam's multicultural background and bilingual ability, "Her knowledge of Chinese culture and the fact that she's fluent in Cantonese will be an asset for our team, and we are placing a strong emphasis on China this year, both from a communications and PR perspective."

Kam reflected on her time spent at CGPR and the preparation her internship provided.

"CGPR is a great opportunity for those who want to advance their knowledge in global public relations," explained Kam.

"CGPR has helped me prepare for my Goodrich internship tremendously. While multi-tasking is critical at the Center, it has trained me to prioritize different projects assigned," she elaborated. "The Center gave me hands-on experience in writing for its Blue Books as well as creating an annual event."

*May Kam is currently a UNC Charlotte student pursuing a degree in Communication Studies with a focus in International Public Relations. During her internship at CGPR in Fall 2010, she planned and executed the first annual Open House event.*

On February 17, Jean-Michel Jannière visited fellow CGPR Advisory Board Member Dr. Ashli Stokes' International Public Relations class for an interactive discussion regarding his experiences and perspective from being French and working in the United States.

## SPECIAL RECOGNITIONS

Congratulations to Advisory Board Member Linda Welter Cohen, Founder and CEO, The Caliber Group, a Tucson, Ariz. based public relations and marketing firm.

The Caliber Group was recently recognized by the Southern Chapter of PRSA with multiple IMPACT awards, including:

- Best in Show—Tactics: Therapeutic Ranch for Animals and Kids, Brochure Development for Tucson Non-Profit
- Websites: Radiology, Ltd., ScreeningsForLife.com
- Campaign—Image or Brand Identity: Eurofresh Farms, Arizona Grown Campaign

Advisory Board Member Joe Carleo, APR, Executive Producer of Advanced Language and Media Services delivered a guest lecture at UNC-Charlotte to Dr. Ashli Stokes' class 3:30-4:45 March 3.

The title of his presentation is "Latino PR in the US". The lecture will include deep analysis of the RACE model with special emphasis on the role of language and culture in the Hispanic/Latino community.

If you have relevant information you would like included in the April/May edition of *The Blue Book*, please email [CenterGPR@unc.edu](mailto:CenterGPR@unc.edu) by April 18.

## CGPR SPRING 2011 STAFF

Dr. Dean Kruckeberg	Director
Dr. Alan Freitag	Center Faculty
Chelsea Wilde	Manager
Morgan Smalls	Re-Charge Manager
Kiya Ward	Special Events Manager
April Hogan	Associate Manager
Jennifer Hambric	Associate Manager
Jeff Henry	Volunteer
Kia Moore	Volunteer
Tetsuro Otsuka	Volunteer
Gina Conley	Global Associate
Henrique Viana	Consultant

## 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.*

*The 16 public relations professionals on the Advisory Board are:*

- **Lisa Bottle** - Vice President, Communications, Goodrich
- **Joe Carleo** - Owner, Advanced Language and Media Services
- **Linda Welter Cohen** - Founder and CEO, The Caliber Group
- **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
- **Denise Hill** - Vice President, Corporate Communications and Public Relations, Food Lion LLC
- **Jean-Michel Janniere** - Employee Communications Manager, Goodrich Corporation
- **Frank Ovaïtt** - Executive Vice President, Makovsky + Company; Adjunct Professor, the George Washington University Graduate School of Political Management
- **John Paluszek** - Senior Counsel, Ketchum Public Relations
- **Christy Phillips-Brown** - Vice President, Public Relations, East Region, Time Warner Cable
- **Blair Stanford** - COO, Charlotte Chamber of Commerce
- **Katerina Tsetsura** Associate Professor of Strategic Communication/Public Relations in the Gaylord College of Journalism, Media Arts and Strategic Communication at the University of Oklahoma

## GLOBAL AFFILIATES

**Dr. Yi Luo**, Montclair State University

**Mazen Nahwahi**, President, News Group, Dubai, U.A.E.

**Kate A. Mirandilla**, Ph.D. candidate, University of South Australia

**Dr. Abhijit Sen**, Winston-Salem University

**Dr. Chiara Valentini**, Aarhus University, Denmark

**Gregoria A. Yudarwati**, Ph.D. candidate at the school of Media and Communication, Royal Melbourne Institute of Technology, Australia



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**Blog:** <http://centergpr-globalwiki.blogspot.com>

**Wikipedia:** [wikipedia.org/wiki/Center\\_for\\_Global\\_Public\\_Relations](http://wikipedia.org/wiki/Center_for_Global_Public_Relations)

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