

# THE BLUE BOOK

The CGPR Newsletter



Volume 1 • Issue 2

## CGPR Welcomes Spring 2010 Staff

The Center for Global Public Relations began the 2010 spring semester with its largest staff ever. Under the leadership of Dr. Dean Kruckeberg, the Center is led by Manager Kiya Ward and Special Events Manager Henrique Viana. In addition to these

managers, the Center has two new interns, Abby Cole and Jeff Henry. Kia Moore and Alicia Adler returned as volunteers, and new volunteers are Steven Johnson and Joe Shields. The Center also has 15 Advisory Board Members and three Global Affiliates.

With this dynamic team working together, the Center has been able to increase its activities this year in fulfillment of its mission! To learn more about the CGPR staff, visit our website at <http://cgpr.uncc.edu/who-we-are/current-staff.html>. 

## From the Director:

### Dr. Dean Kruckeberg gives a one-year anniversary report of the Center

Midway into its second year and one year since its formal dedication Feb. 21, 2009, the Center for Global Public Relations has become an important resource for practitioners, scholars/educators and students worldwide who want to increase their knowledge about global public relations.

The January issue of *The Blue Book* provided a detailed account of projects that were completed and services that were provided fall 2009. In spring 2010, even more projects and activities are being planned—most notably, the conference on how to practice public relations in emerging world markets. Watch for information about this one-day program that



will be from 9 a.m. to 5 p.m. Friday, April 23, in the Harris Alumni House at the University of North Carolina at Charlotte. This conference, which will be restricted to 60 registrants, will be of immense value to practitioners whose organizations are expanding their businesses globally, who want to refine their existing worldwide practice or who

simply want this knowledge for their own professional development. Three keynote speakers in the morning will address the most critical contemporary issues related to global public relations practice, and afternoon roundtable discussions will examine public relations practice in specific regions of the world. The Center has many other projects and activities planned for spring 2010. Dr. Chiara Valentini, an Italian scholar who most recently taught at Aarhus University in Denmark, will arrive at UNC-Charlotte in March to perform research and be a guest speaker at the university and regionally.

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A “Traveling Road Show,” i.e., a program featuring Dr. Valentini and Professors Alan Freitag and Dean Kruckeberg, will be available regionally in late spring. The “London International Public Relations Seminar” at Regents College, taught by Dr. Kruckeberg May 17 through

June 11, already has met its quota of enrolled students from universities throughout the United States. Many other projects and initiatives are in the works at the Center for Global Public Relations, and you can learn about them easily. The Center has an active Facebook fan

page and twitter account, a Wiki and a blog, all of which are updated frequently, and shortly the Center will have a YouTube presence. Center staff members are using these channels of communication to provide knowledge and news of value to those who are interested in global public relations. 



**Manager’s Report:  
An overview of  
current CGPR  
projects and  
upcoming events**

It is with much excitement that I give an update and account of the progress of the Center this semester. With a staff ranging in ethnicity and culture, in their public relations experience and their collegiate classification, the dynamics of the CGPR this semester has been amazing. With ideas constantly flowing from the staff, there is no doubt that we will be able to provide the highest-quality events and services for those we serve. Some of our upcoming events include the semi-annual Advisory Board Luncheon, which will bring together our highly distinguished CGPR advisory board to discuss Center initiatives and programming. The Center will host a

conference April 23 that will feature leading experts in global public relations. Registration information about this conference will be available shortly. In addition to these events, Center staff are working on a host of other projects, including preparing a CGPR visibility plan; welcoming our spring Scholar-In-Residence, Dr. Chiara Valentini from Italy; a new brochure that describes our services; formalizing “Re-Charge Unit” status at UNC-Charlotte; a CGPR bookmark; new case studies in the Global Blog; additions to the Web site; and new partnerships. The Center is well on its way to achieving its goal of serving practitioners, scholars/educators and students worldwide who are interested in global public relations. 

## CGPR introduces Global Blog



In January, the Center launched a blog from its website <http://cgpr.uncc.edu>. This global resource provides case studies written by CGPR Global Affiliates pertaining to public relations issues and practices throughout the world. The case studies encourage global discourse about the practice of public relations. CGPR intends for this Global Blog to serve as a catalyst for further research in the field of global public relations. 🌐

## Advisory Board Spotlight: Mr. James Donnelly



In addition to focusing on client work at Ketchum, James has recently launched his blog / Web site – [www.jamesdonnelly.com](http://www.jamesdonnelly.com) – as a place for dialogue and resources on crisis management and communications coaching. In addition, he's currently working on creating a second edition of Ketchum's "Executive Crisis Management Academy" (ECMA) – which is the most comprehensive training program ever offered on crisis management. Later this year, James is also scheduled to be a guest speaker on Web 2.0 Communications, organized by The Conference Board. 🌐

Spending a semester in Denmark was a fantastic experience. There, I finally decided which topic I would choose for my research in the master's program in the Department of Communication Studies at UNC-Charlotte. Having worked as Manager of the Center for a year influenced my decision completely. Working with many different audiences and being part of the Center's Dedication Ceremony made me realize how much I would like to improve

## To Denmark and Back



*CGPR Special Events Manager, Henrique Viana, gives an account of his time abroad.*

the field by researching intercultural competence and how it can be useful for practitioners working with global public relations. If it were not for the experience I had gained working at the Center, today I would probably still be debating which topic to choose and would have had a much harder time researching sporadic topics while in Denmark. However, my semester was extremely rewarding and productive." 🌍

# **CGPR WELCOME!**



CGPR welcomes the newest members of the Advisory Board. These members include Blair Stanford, the 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; and Prof. Katerina Tsetsura, Gaylord College, University of Oklahoma. CGPR also welcomes Prof. Sen Abhijit from Winston-Salem State University as the newest Global Affiliate. These additions to the Center will help fulfill the Center's mission 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. 🌍

# Come to Stockholm June 14-15 to Help Shape the Future of Public Relations

(And if you can stay for the royal wedding, bring a bag of rice.)

Public relations leaders from around the world.

A program to enhance and affirm the role of public relations in organizational success.

Provocative speakers addressing the new

## CGPR promotes Global Alliance Conference

CGPR is an avid supporter of the Global Alliance. In June the Global Alliance will host a public relations forum in Stockholm, Sweden. This forum is guaranteed to unite public relations leaders from around the world in an interactive effort to address and enhance the value of public relations in organizational success.

## Upcoming Events/ News

- On April 23, CGPR will host an international conference on the campus of UNC-Charlotte
- In March, CGPR will begin offering a "Traveling Road Show". Visit our website for more details
- On April 22, CGPR will hold the 3<sup>rd</sup> annual Advisory Board Luncheon

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