

Global Affiliates

The Center for Global Public Relations is a resource for worldwide public relations discourse and relationship-building and maintains close relationships and communication with organizations and their international units such as the Public Relations Society of America Global Affairs Committee; the Global Alliance for Public Relations and Communication Management; the International Public Relations Association; and the Institute for Public Relations, to name a few. The Center has access to highly qualified, internationally focused public relations practitioners and scholars from throughout the world, many of whom serve as consultants for the Center's Global Public Relations Resources and Services Unit.



The Center invites qualified practitioners and scholars worldwide to become Global Affiliates of the Center for Global Public Relations and to become consultants of the Center's Global Public Relations Resources and Services Unit. These consultants share their knowledge about global public relations practices within their specialized areas of expertise, including, but not restricted, to:

- ❖ Transnational corporations and other multinational businesses
- ❖ Global NGOs and other worldwide nonprofit organizations
- ❖ Governments at all levels
- ❖ Public Relations education globally

Executive Director

Dr. Dean Kruckeberg (APR, Fellow PRSA), *Executive Director of the Center for Global Public Relations* and communication studies professor. Co-chairs the Commission on Public Relations Education and serves as U.S. chair of the Council of the International Public Relations Association. He is also a charter member of the Institute for Public Relations' Commission on Global Public Relations Research.

Advisory Board Members

Since 2008, the Advisory Board has played a key role in structuring and developing the Center for Global Public Relations and in continually refining its mission. Currently, 20 members meet semi-annually with Center staff to prioritize the Center's goals each year, to make programming recommendations and to advise staff in the Center's initiatives such as the Global Public Relations Resources and Services Unit. Advisory Board members provide informal advice and counsel to the Center on a continuing basis.

To learn more about the Center for Global Public Relations and to learn how its Global Public Relations Resources and Services Unit can tailor its services to your organization's specific needs, please contact:

E-mail: CenterGPR@uncc.edu

Telephone: (704) 687-0770

Also, please visit our website: <http://cgpr.uncc.edu>

The Center for Global
Public Relations



Global Public
Relations Resources
and Services Unit



The Center for Global Public Relations

The University of North Carolina at Charlotte
Colvard 5043
9201 University City Blvd.
Charlotte, NC 28223-0001

CGPR Connection



Global Public Relations Services

The **Global Public Relation Resources and Services Unit** (GPRRS) provides corporations, nongovernmental and governmental organizations with a range of global public relations services, including:

Expert Consultation. Through the Center's Global Public Relations Resources and Services Unit, global affiliates and other consultants use their specialized knowledge about global public relations to advise organizations in their strategic planning.

Workshops. Center staff and affiliates teach on-site public relations workshops internationally, providing global public relations training to practitioners, educators/scholars and students.

Seminars. Global public relations experts present their specialized knowledge about global public relations practice.

Speakers Bureau. Center staff members visit universities and colleges worldwide to present public relations forums about contemporary issues in global public relations practice.

Global Barriers Consultations. Center consultants prepare organizations and their employees to address specific global public relations issues that may inhibit an organization's ability to fulfill its mission and to achieve its goals.

Intercultural Communication Audits. CGPR staff makes recommendations to improve organizational communication in a global environment.

Curriculum Consultation. CGPR staff provides course-development consultation to improve global public relations education at universities and colleges.



Global Public Relations Resources

Analysis. The Center's **International PR Library** and **Abstract Archive** capture a growing collection of more than 500 books and other publications covering topics about global communication, globalism concepts and multicultural public relations practices. The archive provides detailed abstracts from an expanding database of leading public relations journals.

CGPR Advisory

Scholar-in-Residence Program. The Center hosts scholar/educators and public relations practitioners yearly. Participants spend their midterm breaks, professional development leaves and sabbaticals at the Center to perform intensive international public relations research.

Global Public Relations Specialist

The GPRRS Unit's goal is to equip practitioners with the appropriate tools to be effective global public relations professionals, including:

- ❖ Global knowledge and communication skills to practice public relations in a range of social, political, economic and cultural environments
- ❖ Knowledge about universal professional values and best practices and issues related to them
- ❖ Ability to perform as interpreters, ethicists and social policy makers in guiding organizational behavior in a global environment
- ❖ Strategic responsibility for influencing and reconciling public perceptions of their organizations within a global context

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