

# THE BLUE BOOK

The CGPR Newsletter



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## 2010 Spring Scholar-In-Residence *CGPR welcomes Dr. Chiara Valentini*



**C**GPR welcomes Dr. Chiara Valentini as the second Scholar-In-Residence. Dr. Valentini is an Assistant Professor in the Department of Language and Business Communication at the University of Aarhus, Denmark.

Her Ph.D. is in Organizational Communication and Public Relations, earned at the University of Jyväskylä, Finland. Dr. Valentini's scholarly interests are in Public Relations & Relationship Management, International & Intercultural Communication, Institutional & Political Communication, Public Affairs & Public Diplomacy, and The European Union. She is proficient in Italian, English, French, German, Spanish, Finnish and Danish. Soon after her arrival, she conducted an informal roundtable for faculty and students. 

## Note from the Director

**L**ess than one month remains before the Center's spring seminar, yet we still have many other projects over the coming weeks and months. The Center's visibility is increasing daily as we generate more interest through both traditional and new methods of information sharing. We have generated interest both on-campus and outside the university. More students are taking an interest in internship opportunities and local news outlets are beginning to turn attention toward us. Our activities through social media have built a following we hope to continue to make larger. The Center will host the spring seminar titled "Public Relations Frontiers: Strategically Positioning Your Company for



*Dr. Dean Krukeberg  
Executive Director*

Global Success." We have an all-star lineup of panelists who will help further the goal of the Center 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. Special Events

Manager Henrique Viana has been the point person for the seminar and the rest of the team has taken an active role in ensuring the success of the event. The Traveling Roadshow is also ready to roll out to area universities. We have already been contacted by parties interested in hosting us. We will also hold our Advisory Board dinner this month. I am looking forward to hearing the insights our board members can provide and will be proud to update them on the accomplishments we have made.

As we continue to grow, I encourage you and your colleagues to follow us on Twitter and Facebook and visit our Wikipedia and blog sites for real-time updates on the Center's activities. 

## Manager's Report: A look into CGPR



Kiya Ward  
Center Manger

The Center for Global Public Relations has many projects underway. With the arrival of our Scholar-In-Residence, Dr. Chiara Valentini, CGPR is ready to launch the Traveling Road Show! In addition to the road show, the Center is preparing for the Global Seminar on April 23 as well as the Advisory Board Dinner on April 22.

With preparations for the summer term and fall semester underway, CGPR is identifying potential interns and volunteers. There have been promising applicants and several interviews over the past few weeks.

There are still positions for summer internships available in the Center. If you or someone you know is interested in interning at the Center for Global Public Relations, please send an email to [Centergpr@uncc.edu](mailto:Centergpr@uncc.edu) or Kiya Ward at [Kward14@uncc.edu](mailto:Kward14@uncc.edu). 🌍

## CGPR Director takes students to London



Twenty students from the U.S. have been selected to attend the 2010 session of the United Kingdom Public Relations Seminar. The course is held at Regent's College in London. Students attending will receive first-hand experience in International Public Relations. The class will have professionals visit the classroom to speak about the public relations industry from an international stand point. The class will also venture off campus to visit sites such as Ketchum PR and the U.S. Embassy. Here they will tour and listen to top leadership talk about their careers. The international experience is beneficial for students pursuing this path to see what their future may hold.

[www.edabroad.uncc.edu/pr1](http://www.edabroad.uncc.edu/pr1). 🌍

## CGPR hosts first annual Global Seminar

On April 23, 2010 the Center for Global Public Relations will host a global seminar in the beautiful new Harris Alumni House at UNC-Charlotte. This year's theme is "Public Relations Frontiers: Strategically Positioning Your Company for Global Success." Speakers include:

**John Paluszek**, senior counsel for Ketchum PR and president of the Global Alliance for Public Relations and Communication Management.

**Ray Crockett**, director of communications for Coca-Cola North America.

**Peter Debreceny**, strategy execution consultant for Gagen MacDonald.

**Temple Black**, spokesperson for Immigration and Customs Enforcement.

**Dr. Katerina Tsetsura**, University of Oklahoma, specialist in global strategic communication, public affairs and issues management in countries with transitional economies.

For payment information and to find out more about this seminar, visit the CGPR website at <http://cgpr.uncc.edu> or email the CGPR Special Events manager, Henrique Viana at [hviana@uncc.edu](mailto:hviana@uncc.edu). 

Public Relations Frontiers:  
Strategically Positioning Your Company for Global Success.  
A Professional Seminar for Public Relations Practitioners



Presented by the Center for Global Public Relations  
and the International Section of PRSA

Featuring senior-level public relations executives discussing successful global strategies,  
public relations practice and initiatives.

Speakers include:

- **John Paluszek**, senior counsel for Ketchum PR and president of the Global Alliance for Public Relations and Communication Management.
- **Ray Crockett**, director of communications for Coca-Cola North America.
- **Peter Debreceny**, strategy execution consultant for Gagen MacDonald.
- **Temple Black**, spokesperson for Immigration and Customs Enforcement.
- **Dr. Katerina Tsetsura**, University of Oklahoma, specialist in global strategic communication, public affairs and issues management in countries with transitional economies.

The seminar will be from 9 a.m. to 5 p.m. at the UNC-Charlotte Harris  
Alumni Center Friday, April 23, with sign-in beginning at 8 a.m.

For ticket information, log onto <http://cgpr.uncc.edu> and click on "Events," then "Global Public  
Relations Seminar" on the middle left side of your screen.

For more information, please contact:  
Henrique Viana at [hviana@uncc.edu](mailto:hviana@uncc.edu)



## CGPR Scholar-In-Residence Roundtable

In March, the Center for Global Public Relations welcomed spring Scholar-In-Residence Dr. Chiara Valentini from the University of Aarhus, Denmark. Dr. Valentini was introduced to the UNC-Charlotte community through an informal roundtable. At this event Dr. Valentini discussed her past research on social media, her work with the European Union, global travel and current academic scholarship she is leading. Present at the roundtable were academics as well as graduate and undergraduate students. Dr. Valentini will speak to various communication classes this semester as well as serve as a speaker in the CGPR Traveling Road Show. 

## CGPR goes on the road: Traveling Road Show

CGPR has prepared a “Traveling Road Show” aimed at addressing the new challenges associated with Public Relations on a global scale in the 21<sup>st</sup> century. The road show will be facilitated by

Dr. Dean Kruckerberg,

Dr. Alan Freitag and CGPR Scholar-In-Residence Dr. Chiara Valentini.

Their experiences past and present will allow them to turn the road show into a truly stimulating academic experience. Considering the proximity to the majority of the schools in the UNC system, CGPR is targeting the following institutions for visits:

- Appalachian State University
- North Carolina A&T State University

- East Carolina University
- UNC- Chapel Hill
- UNC-Pembroke
- Western Carolina University
- \*Elon University

*\*Not part of the UNC system but hosts a program in PR.*

Although there are other schools, we will be targeting, these institutions have Communications departments that have designated a Public Relations track. All visits coordinated on behalf of Universities will be charged for the traveling expenses of the speakers. We have considered the possibility of expanding the road show to target corporations within and near North Carolina. If the road show were to reach out to these businesses, it would be for a reasonable fee. All monies from these visits will be channeled back to the Center.

Not only will this expand revenue sources for the Center, but it will also build relationships with corporations in the State that could benefit the center in the future.

The road show will achieve several goals of the Center such as:

- Serving as a source of new knowledge regarding PR practice for the next generation of PR practitioners .
- Expanding the overall visibility of the Center in the state, professional and academic communities.
- Generate revenue to fund future projects and endeavors of CGPR. 

## Advisory Board Spotlight: *Mrs. Blair Stanford*



Blair Stanford is working on updating the strategic plan for the Charlotte Chamber of Commerce and developing an annual communication plan to support. She is also working to expand the Chamber’s presence in the sustainability movement by adopting internal practices and communicating to both internal and external audiences (staff and members) the benefits of lessening companies’ carbon footprint. She and her communications team are also launching market research regarding how the Chamber communicates with its members and the broader community. Mrs Stanford is also expanding the Chamber’s efforts in social media. 