



UNC CHARLOTTE

College of Liberal Arts & Sciences

Center for Global Public Relations

9201 University City Blvd., Charlotte, NC 28223-0001
t/ 704-687-3183 <http://cgpr.uncc.edu>

News Release

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FOR MORE INFORMATION CONTACT:
Kate Brissenden
Associate Manager
828.551.2563
Kbrissen@uncc.edu

The Center for Global Public Relations Launches PR Power Hour

Professional speakers will describe global public relations for area students and practitioners

CHARLOTTE. – The Center for Global Public Relations will introduce “PR Power Hour,” a professional speaker series for area students and practitioners in spring 2012.

Joe Carleo, APR, will be first to speak in the series from 11 a.m. to noon Jan. 28 in room 266 of UNC Charlotte’s Student Union. He is an accredited public relations practitioner as well as a TV/mass media producer. He is owner of Advanced Language and Media Services, a firm that specializes in international public relations. Carleo will speak to students and practitioners about diversity in the Charlotte area and how practitioners must account for such diversity in public relations campaigns.

“This monthly series is designed, not only to increase students’ understanding of public relations at the global level, but also will to facilitate a comfortable environment in which students can network with area practitioners,” said Dr. Dean Kruckeberg, executive director of the Center.

UNC Charlotte’s Center for Global Public Relations is dedicated to helping public relations practitioners, scholars/educators and students coalesce into a global community that shares universal professional values and best practices. The Center is a resource that provides onsite research and educational opportunities, continuing education programs and global partnerships for those who want to increase their knowledge about global public relations.



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Media Contact: Kate Brissenden
mobile: 828.551.2563 email: kbrissen@uncc.edu

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