

# THE BLUE BOOK

THE CENTER FOR GLOBAL PUBLIC RELATIONS

## OFFICIALLY OPEN AND READY FOR BUSINESS

Following a whirlwind Summer relocation, the Center for Global Public Relations is officially open in a new spacious office fully equipped with an enthusiastic staff who bring a variety of cultural backgrounds and experience.

Under the leadership of Dr. Dean Kruckeberg, the Center's staff is led by Manager Chelsea Wilde and Re-Charge Unit Manager Morgan Smalls, both graduate students in the Communication Studies program. UNC Charlotte seniors Whitney Allder and May Kam serve as the Center's interns alongside volunteers Gina Conley and Jeff Henry. Both May and Jeff have previously held staff positions in the Center. Also returning to the CGPR is Henrique Viana, who received his master of arts degree in Communication Studies from the UNC Charlotte in May and will be serving as CGPR Consultant.



In addition, the Center also boasts fourteen Advisory Board members and five Global Affiliates. Photos and brief bios of the CGPR leadership team, including the Director, staff, Advisory Board and Global Affiliates are located on the Center's website at <http://cgpr.uncc.edu>.

## INSIGHTS FROM A GLOBAL PR PRACTITIONER

Lisa Mabe, 26, owns her own multicultural marketing communications consultancy in Washington, D.C., focusing on helping brands reach Muslim and Middle Eastern consumers.

"During my time at UNC Charlotte, I became intrigued with Muslim culture and religion...and I knew before I even attended the university that I wanted to focus on PR. Then I realized one day, why can't I combine them?" Although now a successful business owner, Mabe underwent a journey of education and experience before she found her perfect niche.

Her interest in public relations began in her senior year of high school while visiting potential universities. Mabe spoke with Dr. Leeman, chair of UNC Charlotte's

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SEPTEMBER /  
OCTOBER 2010

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## MANAGER'S REPORT: UPDATES AND UPCOMING PLANS



Beginning in August, the phrase “hit the ground running” took on an entirely new meaning for me and the rest of the staff at the Center for Global Public Relations. The past few weeks have been filled with making the new office both functional and welcoming while developing the Center’s goals for the semester.

One of the Center’s primary goals is increasing visibility on campus. To promote our program to students, an official CGPR information session is in production and will be presented to PR classes and groups on campus in the coming weeks. We have also extended our social media resources to include a Skype account, providing video conference capabilities, and a Flickr page to display photographs of events and—coming soon—additional images of our new office space ([www.flickr.com/people/cgpr](http://www.flickr.com/people/cgpr)).

The Center recently welcomed three new Global Affiliates: Kate A. Mirandilla and Gregoria A. Yudarwati, Ph.D. candidates in the School of Communication, Information and New Media at the University of South Australia, and Dr. Chiara Valentini of Aarhus University, Denmark.

Coming soon, the *Traveling Road Show* featuring Dr. Alan Freitag, Dr. Dean Kruckeberg, Dr. Maria Oliveira and Dr. Ashli Stokes, will be available regionally. The tour, focusing on global public relations, will include visits to area universities, including Appalachian State University and Elon University.

In addition to contributing new ideas and working diligently, staff members are also working on an event to celebrate the Center’s new space and to promote our resources at our Open House on Oct. 20. The Annual Advisory Board Luncheon will be held on Wednesday, Oct. 27, which will bring together our highly distinguished CGPR advisory board to discuss Center initiatives and programming.

With the combination of our ambitious staff and of the distinguished leadership of Dr. Kruckeberg and our Advisory Board, the Center continues high-quality services while establishing our place in the world of public relations.

### ADVISORY BOARD MEMBER TO RECEIVE RECOGNITION

Congratulations to John Paluszek, APR, Fellow PRSA, senior counsel, Ketchum, who will receive the 2010 Atlas Award for Lifetime Achievement in International Public Relations during PRSA’s 2010 International Conference Oct. 16-19 in Washington D.C.

The PRSA International Section will recognize his achievements during the International Reception and Dinner Sunday, Oct. 17, during which Paluszek will present the 2010 Atlas Award Paper.

### ADVISORY BOARD MEMBER SPOTLIGHT

**Lisa Bottle**  
*Vice President Corporate Communications*  
*Goodrich Corporation*

Lisa leads corporate communications at Goodrich Corporation, a global aerospace and defense supplier with U.S. headquarters in Charlotte, N.C. The company employs 24,000 people at 80 locations in 17 countries and has annual sales of around \$7 billion. Originally a rubber and tire company, Goodrich sold its tire business to Michelin in the late 1980s and is now entirely focused on aerospace and defense, making everything from airplane landing gear to lights, ejection seats and surveillance and reconnaissance systems.

Lisa is currently working on a project to assess the company’s reputation with key stakeholders in China. China’s commercial aerospace market is the fastest-growing in the world and will provide significant long-term business opportunities for Goodrich and other aerospace suppliers.



## AN UPDATE ON DR. DEAN KRUCKEBERG



Dr. Dean Kruckeberg, executive director of the Center for Global Public Relations, and Dr. Chiara Valentini of Aarhus University, Denmark, the Center's 2010 scholar-in-residence, were guest speakers

in the program, "Global Strategic Thinking—Managing Public Relations in a 21<sup>st</sup> Century Global Society," June 22 at Singapore Management University, Singapore.

This all-day pre-conference event of the International Communication Association, which featured leading public relations scholars worldwide, was attended by practitioners and scholars from throughout the Southeast Pacific region.

## GLOBAL PUBLIC RELATIONS PRACTITIONER

### *Story continued from page one*

Communication Studies Department at the time. "I was already considering PR, but after learning more from Dr. Leeman, I was completely sold!" Mabe said. In college, Mabe's public relations classes, combined with her numerous internships, showed her early on that she wanted to help companies tell their stories to their various audiences.

Mabe also dedicated significant time to learning more about Islamic and Middle Eastern cultures. She had grown up in a small town in Winston-Salem and had not been exposed to many different cultures growing up. During her time at UNC Charlotte, she came in contact with many new cultures and took a special interest in Muslim culture. "They had many of the same values I did... I felt connected to them," Mabe said. She began learning more about their culture and religion, focusing all of her international projects on the Middle East. She also attended many interfaith dialogues at Charlotte-area mosques and was involved with campus Muslim Student Association events.

After graduating, Mabe followed her plan to work with an integrated agency. She spent several years at Mullen Communications in Winston-Salem, managing several high-profile public relations, online media and marketing-to-women initiatives for leading brands such as Sara Lee, Nestle's and Kimberly Clark. Most recently, Mabe worked at the Washington, D.C., office of Proof Digital Media, Burson-Marsteller's digital communications practice. At Proof, she focused almost exclusively on enhancing, extending and increasing the efficiency and effectiveness of the digital public relations practice for clients, including the U. S. Department of the Treasury.

Using her professional and intercultural experience as a guide, Mabe decided to team her passion for public relations with her love for the Middle East. Last March, she founded Hewan Social Communications in Washington, D.C. "I saw an opportunity in a unique and growing marketplace that enables me to use my marketing communications experience with my knowledge of Middle Eastern and Islamic cultures, and I went for it!" said Mabe.

Mabe has created a niche for herself and her consultancy as the go-to agency for marketing to Muslims and Middle Easterners, being frequently cited as an expert in this area. Recently, Mabe was quoted on the growth of the \$2 trillion dollar global Halal industry featured in the Arabian Business Magazine. "Slowly, but surely, Halal is going mainstream," she said. Brands are waking up to the fact that this is a whole other consumer segment at a time when other markets are tapped out." She said that being commercially targeted by mainstream companies was a major validation for Muslim consumers.

Mabe offered this advice for students of public relations. "Consider investing your time into becoming a subject-matter expert on a topic that you're passionate about. One of the great things about working in communications is our flexibility to work in any industry and to even focus on a particular segment of people as I do. Ask yourself, 'what am I passionate about?' and explore working in PR within that field."

*Article by Whitney Alder, CGPR Associate Manager*



**THE CENTER FOR  
GLOBAL PUBLIC  
RELATIONS**

The University of North  
Carolina at Charlotte

Colvard 5043  
9201 University City Blvd  
Charlotte, NC 28223-0001

CenterGPR@uncc.edu

**We're Online!**



**ADRIAN WOOLDRIDGE TALKS GLOBALIZATION**

Adrian Wooldridge, management editor and the Schumpeter Columnist for *The Economist*, spoke to students and faculty at the University of North Carolina at Charlotte Oct. 20 about his expertise on culture, politics and business for a discussion on "The New Face of Globalization."

Wooldridge mentioned two faces of globalization, beginning with the dramatic shift of balance of economic power. Wooldridge said that "the rules are no longer in the hands of the United States." Because of the large amount of debt, Americans can no longer spend so high and still have low taxes. "That is not possible anymore, and taxes will continue to rise," Wooldridge said.

He additionally acknowledged innovation as a factor in globalization. Wooldridge then complimented how global companies are changing innovatively, such as KFC and Pizza Hut campaigns outside of the United States.

Wooldridge is the co-author of five books. His most recent work examines the role of religion around the world in political and social change.

*Article and photograph by May Kam, CGPR Associate Manager*



**CGPR 2010 ADVISORY BOARD**

*The Center for Global Public Relations relies on its Advisory Board, which consists of senior-level public relations executives who share the Center's vision and mission and provide guidance.*

*The Advisory Board volunteers its expertise to help 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 14 public relations professionals on the Advisory Board are:**

- **Lisa Bottle** - Vice President, Communications at Goodrich
- **Peter Debreceny** - 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
- **Bill Guarrant** - President, Guarrant Communication
- **Denise Hill** - Vice President, Corporate Communications and Public Relations at Food Lion LLC
- **Jean-Michel Janniere** - Employee Communications Manager at Goodrich Corporation
- **John Paluszek** - Senior Counsel at Ketchum Public Relations
- **Christy Phillips-Brown** - Director, External Communications, Corporate Communications at Food Lion LLC
- **Blair Stanford** - COO at Charlotte Chamber of Commerce
- **Katerina Tsetsura** - Associate professor of strategic communication/public relations in the Gaylord College of Journalism and Mass Communication at the University of Oklahoma