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○ September & October | ○ 2012

# The Blue Book

*Newsletter of the Center for Global Public Relations*

## The New World 2050

*How Today's Global PR Pros Can Help Solve Tomorrow's Problems*

By KATJA SCHROEDER

Three years ago, the United Nations revealed that the world's population will increase to 9 billion by 2050. When the UN revealed this staggering number, governments, think tanks, NGOs and corporations started addressing the challenges related to managing a rapidly growing population. We have about 38 years to prepare for the societal, environmental and economic transformation brought to us by a world of 9 billion people. Or, not quite that long, because, for some global issues, solutions need to be found sooner rather than later.

Why do those predictions matter to public relations professionals? Those transformations are already happening today and have become part of our daily work as communicators.

Global public relations professionals help organizations prepare and respond to global issues. Many of the Fortune 500 companies have set programs in place to deal with environmental, societal and

economic changes, such as the aging work force, lack of proper health care and resource depletion. Those programs are often part of their sustainability or corporate social responsibility programs and require close collaborations with all departments, from Human Resources to Supply Chain Management and Information Technology. The issues are selected based on their immediate and future impact on the business and also their ability to make changes due to the nature of their products and services.

Obviously, some issues are more prevalent to some companies than others.

In his recent Op-Ed for the Post-Bulletin, Thomas Friedman writes that, if the dream “for China's emerging middle class — 300 million people, expected to grow to 800 million by 2025 — is just like the American Dream (a big car, a big house and Big Macs for all) then we need another planet.”

*The New World, page 2*

## A FRESH LOOK

The staff at the Center for Global Public Relations has unveiled a new nameplate for the Blue Book. This fall, the staff began working on a strict branding policy that was aimed to unite all Center related materials. The culmination of this effort can be seen in the Center's updated Blue Book design.



CENTER for  
GLOBAL PUBLIC RELATIONS

# Manager's Report: Updates and Objectives

By LORA BETH JOHNSON

Taking on a new position is always a little intimidating, if not thoroughly daunting. However, taking on a new position with an entirely new staff in a well-oiled machine, like the Center for Global Public Relations, is downright formidable.

Luckily, I've been blessed with a helpful and accomplished director, Dr. Kruckeberg, and a mind-boggling staff of interns who never cease to amaze me with their motivation, innovative ideas and tireless work ethic.

Within a few weeks, I was already acutely aware of the determination and passion exhibited by each and every staff member. Despite the lack of incumbents, they were able to quickly familiarize themselves with the mission and purpose of the Center and engender a sense of ownership and pride in the organization. It is due to their originality and enthusiasm that I am certain this semester will be an exciting time for the CGPR.

Our interns have been tirelessly working on a creative and effective visibility plan, encouraging

awareness of the Center across campus and throughout the greater Charlotte area. They have also been brainstorming ways to increase our online presence, focusing on social media outlets to encourage traffic through the CGPR, both virtual and actual.

The Center has also been hosting Dr. Gregoria Yudarwati, from the University of Atma Jaya Yogyakarta in Indonesia. We also welcomed Richard Linning, a public relations consultant from the UK, in October. We are honored that these scholars and practitioners are performing research with us and sharing their extensive knowledge.

The Center is continuing to grow. I look forward to the coming months as we strive to expand the scope and distinction of the Center, which is already a formidable presence in the global PR sphere. My initial apprehension has transformed into excitement about the possibilities of the CGPR.

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## The New World, cont.

Already today, 1 billion people have no fresh water, and 2 million more lack basic sanitation. A recent study by the Interaction Council of former leaders stated that, by 2025, the world needs to find the equivalent of the flow of 20 Nile Rivers to grow enough food. The greatest growth in demand for water is expected to be in China, the United States and India, due to population growth and economic growth.

Granted, those are bleak numbers and are not the full picture. Advancements in science and technology will open up new opportunities to millions of consumers and businesses.

The Economist editors Daniel Franklin and John Andrews offer a positive outlook in their book *Megachange - The World in 2050*: "There is every chance that the world in 2050 is richer, healthier, more connected, more sustainable, more productive, more innovative, better educated, with less inequality between rich and poor, men and women, and with more opportunities for billions of people." The *Megachange* authors also foresee the encounter with alien life forms and the rebirth of extinct species, like the mammoth.

Considering the plethora of trends and issues, the following are three trends that will impact global PR professionals. Those trends will also create

opportunities for PR practitioners to help shape the agenda of a sustainable future.

**Global Inter-Connectivity.** We will be more connected. According to anthropologist Robin Dunbar, the maximum number of stable relationships that a human being can have is about 148. While we might not have 9 billion personal friends, Mark Pincus, founder and CEO of the online gaming company Zynga, predicts that within a few decades people could have 500 quality friends. That's about three times more than Dunbar's number or today's average number of 130 solid Facebook friends.

Interconnectivity provides a huge opportunity. Social media and cloud technology will allow Global PR professionals to build relationships with larger audiences across continents in their native languages, using their preferred social networks and channels. While corporate communications, such as earnings press releases, will still be an important part of the communications strategy, companies will be engaged in more social conversations. Similar to social media listening exercises and engagement today, communications professionals will be able to engage conversations on specific issues that affect their

## The New World, cont.

company and its stakeholders.

**Economic Power Shifts.** China will surpass the U.S. and will rise to the top as the world's largest economy by 2050, according to HSBC research. A PwC report expects that this economic power shift can happen already by 2025. The United States will be the only Western power to remain in the top five, agrees Goldman Sachs. Citigroup predicts that the economies of China and India will, together, be four times as large as that of the United States. The World Bank predicts that the U.S. dollar will lose its global dominance by 2025 as the dollar, euro, and China's renminbi become co-equals in a "multi-currency" monetary system.

International companies continue to build their presence in the emerging markets. We will get the opportunity to work with more colleagues in China, India, Brazil and South Africa, among others. We will change the way we go about product launches and international roll-outs. It is possible that, in the future, global communications will be led from the country having the largest market, as opposed to the country where a company was founded.

Many consumer technology companies and luxury goods companies are already launching their high-end products in Asia Pacific first, where most of the purchasing power is located. Companies also are expanding R&D centers in a number of emerging markets; innovation can come from everywhere. This will also apply to best practices in global communications, as it will make public relations practitioners' jobs more interesting. There are already great collections of international case studies. An example is the well-known series "*The Evolution of Public Relations: Case Studies from Countries in Transition*," edited by Judy VanSlyke Turk and Linda H. Scanlan.

**Real-Time Data for a Bigger NIMBY.** By 2050, our backyard will have gotten a lot bigger through interconnectivity and social media. Or smaller, depending on how you see it, considering that we will share it with more people. This means issues such as

waste, energy use, water scarcity, youth unemployment, urbanization and lack of health care access won't happen in far away countries; they will take place in our new backyard.

Part of our responsibility as communications professionals has always been to listen to stakeholders and to provide strategic recommendations to the management team. This role will become even more important. As stakeholders are more impacted by global issues, public relations practitioners' role will be to facilitate this discussion with an even larger, and more engaged, audience. Working with the sustainability team, we not only will need to know the immediate impact of the organization, but also the impact of the organization's supply chain, its network of suppliers and business partners. This will require getting different types of information than before.

Similar to other corporate functions, in the future global communications professionals will benefit from analytics and will have data at their fingertips that will replace monthly dashboards.

There will be new ways to integrate data streams to measure communications output, channels and outcomes globally. Engagement will become an increasingly decisive factor.

By 2050, most PR professionals from large companies will have a continuous feedback mechanism in place that analyzes stakeholder sentiments whether or not they see the company making progress in reaching its triple bottom line goal. This will help to identify and close potential gaps in a company's global communications strategy faster and to focus on the topics that matter the most.

Making a difference starts with communication. So, despite some tough global challenges, the world in 2050 will be an exciting place for global PR professionals. We will have more data and more ways to engage with stakeholders on the topics that matter to our society. With sustainability on top of the CEO agenda, more than ever we will have the opportunity to guide the conversations around issues that shape our future.

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### Spotlight: Richard Linning



Richard Linning, FIPRA FCIPR, has joined the Center for Global Public Relations as a Scholar-in-Residence. During his career in international PR, Australia-born Linning has been responsible for public and corporate affairs, marketing campaigns, crisis management, international media and PR program coordination and mentoring on every continent. As President of the International Public Relations Association in 2011, he campaigned for individual PR practitioners to accept their moral responsibility for the highest standards of ethical practice. Now living in Europe, he has lectured and written extensively on the potential and pitfalls of the use of new media by PR practitioners, as well as providing training in its ethical applications.

# Teaching PR in Four Countries: Reflections of an Australian Educator

By KATE FITCH

The growth of public relations in Australian higher education is fueled by the success in marketing to international students and delivering those courses in other countries. As a result, I have more students in Singapore than in Australia. I chair a program that is taught in four countries: Australia, Singapore, Malaysia and the United Arab Emirates, and international students make up a significant portion of Australian classes. The driver for exporting public relations education is economic as my university, like many others, seeks alternative revenue sources.

However, academic perspectives have been marginalized in this export of public relations education. What are the curricular and disciplinary implications? Should existing courses simply be “packaged” for delivery in multiple countries? While accreditation demands engagement with the Australian public relations industry, is this sufficient for international teaching? Despite the challenges, teaching public relations in different cultural, social, economic, political and legal contexts offers unique opportunities to revise the public relations curriculum.

Initially, as an educator, I was interested in the rich and diverse experiences students could share in the classroom. And, fortunately, strong and globally dispersed alumni, opportunities to engage with public relations industries in several countries, insights of affiliate lecturers in our various teaching locations and opportunities to research public relations in the countries we teach have significantly enriched the curriculum for all students, regardless of where they study.

U.S. scholar John Hudzik

describes “comprehensive internationalization as “a commitment, confirmed through action, to infuse international and comparative perspectives throughout the teaching, research, and service missions of higher education.” Internationalization of the public relations curriculum demands that educators engage with local, national and global public relations activity and scholarship. However, a survey of curricula in 39 countries found internationalization meant Westernization or Americanization, suggesting the need to interrogate the disciplinary foundations and values of public relations education.

I have researched the public relations industries in Singapore and Malaysia in several small studies, and I have participated in their industry events. I learn

from our students and affiliate lecturers, attending student-run conferences.

Recently, I investigated industry perceptions of intercultural competence in Singapore and Perth, the two cities where we have the largest numbers of students, confirming the need for cultural and global competence in public relations graduates. The curricular implications for educators are significant: incorporating global perspectives necessitates the introduction of culture and context-sensitive approaches and diverse understandings of public relations to develop students as global citizens and global practitioners.

An internationalized curriculum allows public relations to be reconceptualised as a global practice, but only if educators can embrace a reflexive and critical approach to the origins of the public relations discipline.

**“Despite the challenges, teaching public relations in different cultural, social, economic, political and legal contexts offers unique opportunities to revise the public relations curriculum.”**

**KATE FITCH**

## ABOUT THE AUTHORS



**Katja Schroeder** started her PR career in Germany and since then has worked on PR

campaigns in France, China and the United States. She is the founder and president of Expedition PR.



**Kate Fitch** chairs the public relations program at Murdoch

University in Perth, Australia. In 2011, she was awarded the Citation for Outstanding Contribution to Student Learning by the Australian Learning and Teaching Council.



**Dr. Dean Kruckeberg, APR,** Fellow PRSA, is a professor in the department of

communication studies at UNC Charlotte. He is co-author of *This Is PR: The Realities of Public Relations and of Public Relations and Community: A Reconstructed Theory*. Kruckeberg is former co-chair of the Commission on Public Relations Education and is a past member of PRSA's national board.



**Lora Beth Johnson** received her BA in Psychology and Church

Administration from Southwest Baptist University. After graduating in 2005, she spent several years touring with a performance arts group, traveling throughout the United States and 13 other countries. She is a first-year graduate student in the Master of Arts program in Communication Studies at UNC Charlotte.

# Simple Translation is a Denial of Cultural Self Expression

*The Time Has Come for New PR Expressions in the Vernacular*

By Richard Linning

Check out the word *khadi* or *khaddar* in an English-language dictionary. With luck you will find it, and probably a simple meaning *n. Indian homespun cloth*. What the dictionary does not and cannot provide is the full visceral impact of this word on those familiar with the Hindi words and works of *Bapu Gandhiji*. It cannot invoke the same emotional response to what the father of the Indian nation, Mahatma Gandhi, assassinated on 30 January 1948, called the “khadi spirit,” “simplicity in every walk of life ... illimitable patience.”

There is a depth of meaning to words and to the responses they provoke in every language and culture that as professional communicators we ignore at our peril. Words alone mean different things to different people. The then President of the United States, George W. Bush, learned this to his cost when he used the word “crusade” in the aftermath of 9/11. Seeking to evoke the spirit of General Dwight D. Eisenhower’s D-Day invasion of Europe, “The Great Crusade,” Bush only succeeded in attracting criticism from Europe and the Arab-speaking world. Particularly in predominantly Muslim parts of the world, the word *crusade* produces the same sort of negative reaction as the word *jihād* does in much of the West.

As the Greek philosopher Plato wrote: “It is only when all these things, names and definitions, visual and other sensations, are rubbed together and subjected to tests in which questions and answers are exchanged in good faith and without malice that finally, when human capacity is stretched to its limit, a spark of understanding an intelligence flashes out and illuminates the subject at issue.”

Although primarily economic, the process of globalisation has also facilitated the transnational circulation of ideas, languages and popular culture. And public relations. Particularly the global spread of the marketing notion, expressed in 1921 by Roger Babson, that “The war taught us the power of propaganda. Now when we have anything to sell ... we have the know-how to sell it.”

Just as other aspects of globalisation are being questioned, it is time for public relations to step out of Plato’s cave: to stop looking at the shadows that mere translation casts and explore the alternatives.

The language of the global penetration of the concept of public relations as an aid to marketing has been English. The dominant language of practice and rising academic interest was and still is English, particularly American English. Translating this “know how” has too often been literal, often without respect for local culture or practice. Audience research (for example) became *recherche publicimétrique* (French), *estudio de audiencia* (Spanish), *publieksonderzoek* (Netherlands) and *ricerca sui livelli di ascolto* (Italian). Think global, translate local.

The increasing sophistication and maturity of public relations practice across the world, however, in its audience segmentation and targeting, has exposed the limitations of much of this “know how.” Translate Coca Cola literally into Chinese and you get “bite the wax tadpole.” Commercial communication in all its forms has also had to respond to the demands of clients who, unlike John Wanamaker, will no longer accept that “Half the money I spend on advertising is wasted; the trouble is I don’t know which half.” ROI (Return on Investment) demands a guarantee of reaching the consumer and delivering measurable results.

This is particularly so with the targeting of those we now call stakeholders; less shotgun today, more sniper rifle. No longer is the socio-economic classification system used by the National Readership Survey (NRS) for market research— the six social grades of A, B, C1, C2, D and E – sufficient. Even the traditional focus group now falls short as a window into the mind of the consumer, often because participants aim to please rather than offer critical opinions or evaluations, frequently because discussion is led and data cherry-picked to support a desired outcome. The launch and failure of *New Coke* is cited as an example of this.

To the arsenal of tools now available to ensure that a message punches the right buttons we must add neuromarketing.

## Translation, cont.

It is possible to lie to a market researcher – and we often do – but by getting inside our skull, neuro-marketers can more accurately predict how we will react to stimuli in the marketplace. By measuring brain impulses, it is possible to measure all parts of the brain continuously: what we like or dislike, our level of concentration and even how much information we have retained. Our brain is now an open book to the marketer.

And so it seems are our private lives. The currency of the 2012 market place is people. Facebook has a billion users and counting. But, while the value of Facebook will be determined by a calculation of the commercial value of mining the data we willingly provide, there are real questions about whether on Facebook – as with market researchers - we are completely honest. The award winning documentary *talhotblond* about the true story internet love triangle in which online lies led to a real life murder is part of a growing genre of artistic works exploring this disconnect between the real and virtual worlds of the internet.

How do these developments impact on the real world of public relations practice when the individual is increasingly valued in the marketplace? Individuality, however, is not a surface difference. It is born, nurtured and deeply engrained within each of us according to the geographic, social and religious environment in which we are raised. And of course in the language, references and gestures that we use to communicate. It determines how we respond to external stimuli, for example to words such as *khadi* and *crusade*.

Recognizing that each culture is different is the first step in improving communication. Expressing what we, as communicators, do and how we go about it in the vernacular is one way of acknowledging that. The current lexicon of public relations terms represents another time and another, predominately Anglo/American, experience. It is time for a raft of new vernacular languages of public relations that reflect and respect the new reality. There is no remedy against the truth of language.

<sup>1</sup>Young India, 22- 9-1927

<sup>2</sup>Plato Seventh Letter , 341, in Walter Hamilton translation Plato: Phaedrus and Letters VII and VIII London 1973

<sup>3</sup>Quoted in Are American Teachers Free Howard K Beale New York 1936

<sup>4</sup>Glossary of Public Relations Terms in 7 Languages CERP Consultants 2<sup>nd</sup> Edition Editor Margaret Nally

<sup>5</sup>Diary of Victor Klemperer quoted in The Age of the Warrior p 144 Robert Fisk Fourth Estate London 2008

## Welcome: The New CGPR Staff



**Lora Beth Johnson** received her Bachelor of Arts degree in Psychology and Church Administration from Southwest Baptist University. After graduating

in 2005, she spent several years touring with a performance arts group, traveling throughout the United States and to 13 other countries. She is a first-year graduate student in the Master of Arts program in Communication Studies at



**Brittany Bryant** will graduate spring 2013, earning her Bachelor's degree in Communication Studies with a concentration in PR. She also will be awarded the Epley Certificate

in International Public Relations. Originally from Charlotte, N.C., Bryant aspires to pursue a progressive career path in foreign affairs and to continue her education using the globe as her international classroom.



**Dan Berei**, A veteran of the U.S. Army, is a student at UNC Charlotte.

After choosing to leave the U.S. Army, Berei decided to transfer his military training in psychological operations to the civilian life; this led him to study international PR at UNC Charlotte.

He has maintained a 3.9 GPA and will graduate in December 2012.



**Kenechukwu Onwugbolu** is a first-year graduate student at UNC Charlotte who is earning a Master of Arts degree in Communication Studies with a focus on PR.

Originally from Nigeria, Kenechukwu has lived in the U.S. since he was 8. He received his Bachelor of Science degree in Business Administration with a concentration in Marketing from UNC Charlotte. He aspires to work in entertainment public relations.



**Amber Clark**, a Senior at UNC Charlotte, is a Communication Studies major who is pursuing the Epley Certificate in International Public Relations. She is fluent in Spanish and is a member of PRSSA. Upon her graduation in

December, Amber hopes to land a job in PR that will allow her to travel and to learn other languages.



**Adam Russell** is a senior at UNC Charlotte studying public relations. He is from Salisbury, N.C., and enjoys traveling, music and reading.

# A Note from Dr. Dean Kruckeberg

*“The millennium generation communication challenge—The role of public relations in helping society inspire, support and collaborate with the global youth population of 1.2 billion—the largest ever in history—and still growing.”*

The thought-provoking articles by the guest authors in this issue of *The Blue Book* illustrate the critical need for “global public relations practitioners” who will be capable of helping to resolve the myriad of problems of a fast-changing and increasingly complex world. These global issues will be explored in-depth at the Center for Global Public Relations’ Third Annual Global Research Conference Friday, April 26, 2013.

The Global Conference will feature expert speakers from across disciplines and public relations practitioners who will discuss the unprecedented challenges that are facing the world’s governments, nongovernmental organizations and corporations.

This all-day program will once again be preceded by a half-day “Teaching International Public Relations Colloquium” Thursday, April 25, and it will be followed by a PRSSA Regional Conference hosted by UNC Charlotte’s PRSSA Chapter Saturday, April 27.

Addressing these global phenomena is sometimes referred to as “sustainability,” a label that is used to address everything from global warming to extinction of species to the possibility of worldwide economic collapse. The Third Annual Global Research Conference will explore how public relations can contribute to sustainability through communication and problem resolution on multiple levels. In particular, the conference will examine the “global youth bulge.”

Richard Linning, a scholar-in-residence at the Center and the immediate past president of the International Public Relations Association, warns that more than 1 billion people in the world today are from ages 15 to 24, the largest youth population ever. By 2035, they are expected to number 1.5 billion. While

some are succeeding, millions of others are not because they don’t have access to the necessary education, skills and opportunities. Furthermore, nearly all future population growth will be in the world’s lesser developed countries, and the poorest of these countries will see the greatest percentage increase. Certainly, sustainability includes the welfare and future of this young global population, e.g., issues related to their health, education and employment commensurate with their education that may limit the potential of today’s youth. It has been predicted that if we don’t educate,

train, provide skills and otherwise develop this young population, the world is heading for a disaster.

As was the case the past two years, keynote speakers and panelists

will be joined by scholars/educators and students from across disciplines and practitioners from all professional occupations, who will be invited to submit competitive abstracts for paper presentations and case studies/position papers. Authors of accepted abstracts will be invited to compete for top paper awards and will be given the opportunity to have their submissions included in the non-copyrighted conference proceedings that will be published on the CGPR website following the conference.

The Global Research Conference will provide a unique opportunity for scholar/educators and students from across disciplines and public relations practitioners and other professionals to increase their knowledge about global issues.

Please mark Friday, April 26, 2013 as the date for the Third Annual Global Research Conference, and watch for the paper call, which will be announced shortly.

Mark your calendars

**April 26, 2013**

**Global Research Conference**



## Congratulations

Congratulations to Chelsea Wilde, 2012 graduate, who won the graduate school’s Outstanding Thesis in Humanities Award. Chelsea was manager of the Center for Global Public Relations from 2010 to 2012. Congratulations also to her thesis advisor, Dr. Ashli Stokes.

# CGPR Advisory Board

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

- **Lisa Bottle**, Vice President, Communications at Goodrich
- **Joe Carleo**, Owner/Executive Producer, Advanced Language and Media Services
- **Linda Welter Cohen**, Founder and Chief Executive Officer, The Caliber Group
- **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
- **Natalia Flores**, Director, Fusion Communications
- **Dr. Alan Freitag**, Professor, Communication Studies, The University of North Carolina at Charlotte
- **Marco Herrera**, CEO and President, Grupo Publico
- **Denise Hill**, Vice President, Corporate Communications and Public Relations, Delhaize America
- **Jean-Michel Janniere**, Employee Communications Manager, Goodrich Corporation
- **Frank Ovaitt**, President and CEO, Institute for Public Relations
- **John Paluszek**, Senior Counsel, Ketchum Public Relations
- **Christy Phillips-Brown**, Director, External Communications, Delhaize America
- **Robin Rothberg**, APR, Lecturer, Communication Studies, University of North Carolina at Charlotte
- **Dr. Ashli Q Stokes**, Associate Professor, Communication Studies, University of North Carolina at Charlotte
- **Philip Tate**, APR, Vice President, Luquire George Andrews
- **Dr. Katerina Tsetsura**, Associate Professor, Media Arts and Strategic Communication, University of Oklahoma

## Global Affiliates and Associates

Global affiliates are scholars and practitioners who contribute to the Center's initiatives and activities from other institutions; global associates are students who participate in the Center from other institutions. These practitioners, scholar/educators and students contribute to the Center's global PR blog, assist the Center with its initiatives, contribute articles to the Blue Book and the website and enhance the global PR research curriculum.

- **Gina Conley**, Kent State University
- **Marcello Coppa**, Antepriam
- **Dr. Yi Luo**, Montclair State University
- **Mazen Nahwahi**, President, News Group, Dubai, U.A.E.
- **Kate A. Mirandilla**, University of Technology, Sydney, Australia
- **Jeffrey Quinones-Diaz**, US Customs and Border Protection
- **Oliver S. Schmidt**, C4CS, LLC
- **Dr. Abhijit Sen**, Winston-Salem University
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- **Dr. Gregoria A. Yudarwati**,

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