

CENTER FOR GLOBAL PUBLIC RELATIONS HAS SUCCESSFUL ADVISORY BOARD MEETING

The Center for Global Public Relations' fall 2010 Advisory Board meeting was held from 2 to 4 p.m. Wednesday, Oct. 27, followed by a presentation on the Stockholm Accords by Advisory Board Member John Paluszek at the offices of Luguire George Andrews, Charlotte. Paluszek is chair of the Global Alliance for Public Relations and Communication Management, which developed the Stockholm Accords.



Left to right: May Kam, John Paluszek, Gina Conley, Tom Eppes, Jeff Henry, Dr. Ashli Stokes, Chelsea Wilde, Joe Epley, Whitney Allder, Dr. Alan Freitag, Morgan Smalls, Dr. Dean Kruckeberg; not pictured: Henrique Viana.

The goal of the meeting was for Center Advisory Board members to contribute new perspectives in global public relations and to offer recommendations for additional ways in which the Center can achieve its mission. Each staff member reported to the Advisory Board members about the accomplishments of the Center during the fall semester.

Topics included the global partnerships program, means in which to generate revenue to support Center initiatives and ways to increase visibility for the Center. Seven Advisory Board members attended and gave valuable feedback on current and future projects.

“The advice from these senior practitioners was extremely valuable to the Center,” said Dr. Dean Kruckeberg, executive director of the Center for Global Public Relations. The Center’s next Advisory Board meeting will be April 14, 2011.

Article by May Kam, CGPR Associate Manager

CENTER HOSTS FIRST OPEN HOUSE

With a fresh new look in its new location, the Center for Global Public Relations (CGPR) hosted its first Open House on Oct. 20 as a part of the Center’s visibility plan. The Center invited faculty and staff of the Communication Studies Department, specifically targeting students in the public relations track.

Staff promoted the Open House through emails to department faculty, asking them to announce the event to their students and to take advantage of this great opportunity to learn more about the Center for Global Public Relations. In addition to the Open House, a PowerPoint presentation about the Center was

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MANAGER'S REPORT



Since the publication of the last edition of THE BLUE BOOK, the CGPR staff has been incredibly busy and productive hosting events, ex-

panding our network and gearing up for the coming months.

On Wednesday, Oct. 20, the CGPR hosted its first Open House to attract students, faculty and area practitioners to the Center's new suite of offices and to learn about the services we offer. A week later, Center hosted its semi-annual Advisory Board Meeting. For a more detailed report on both of these events, please see "Advisory Board Meeting" and "Open House" articles in this edition of THE BLUE BOOK.

The Center also welcomed new Advisory Board members Joe Carleo, Linda Welter Cohen and Frank Ovatt, and it looks forward to their guidance and input. We also welcomed new Global Affiliates: Mazen Nahawi, president of News Group, based in Dubai. In the coming months, the Center hopes to use our Global Affiliates to initiate discussions about global public relations through an online forum.

The Center is also pleased to announce the date for our Spring Conference: April 15. Please mark this event on your calendar and plan to join us, inviting others to participate as well. Learn more about this event in the Executive Director's column in this issue of THE BLUE BOOK.

Last, but certainly not least, the Center is hoping to initiate a sponsorship program in 2011. This program would help the Center to achieve its mission and to accomplish its goals.

CARLEO JOINS ADVISORY BOARD



Joseph Carleo, APR
*Advanced Language and Media Services
Owner/Executive Producer*

Joe Carleo, APR, is an accredited public relations practitioner as well as a TV/Mass Media Producer. His firm, Advanced Language and Media Services, specializes in International public relations. Carleo was also the executive producer of "PRSA Diversity Today", an audio podcast series for PRSA. He is trilingual with high-level skills in English, Spanish and

French, and he brings almost 25 years of combined experience in public relations, TV/Radio and International Communications. Social media strategy and tactics also are part of Advanced Language and Media Services' offerings. Mr. Carleo is also a Telly award-winning TV producer and works with many clients in crisis communications and media training.

During his career, he has worked with Derek Jeter of the New York Yankees, Microsoft, Compass Group, National Gypsum, Blythe Construction, Allen Tate, PBS affiliate WTVI, the U.S. government and many local nonprofits.

WELTER COHEN JOINS ADVISORY BOARD

Linda Welter Cohen, APR
*The Caliber Group,
Founder and Chief Executive Officer*

Linda Welter Cohen leads a Tucson, Ariz., based team that has created award-winning marketing, public relations and interactive campaigns to help clients build brands and customer relationships in more than 60 countries. Ms. Cohen currently serves as an executive committee member of the PRSA Counselors Academy.

Previously, she chaired PRSA's Board of Ethics and Professional Standards (BEPS) and also served as chair of PRSA's Western District and as president of the Southern Arizona Chapter of PRSA.

Ms. Cohen has been recognized by the University of Arizona Eller College of Business as a Business Woman of Distinction, by the American Advertising Federation Tucson Chapter as the Advertising Professional of the Year and by the Arizona Small Business Association for managing a Smart and Inspiring Enterprise in Southern Arizona. She earned a bachelor's degree in communication/public relations with minors in journalism and marketing from the University of Northern Iowa.



AN UPDATE FROM DR. DEAN KRUCKEBERG



As this issue of THE BLUE BOOK readily illustrates, the Center for Global Public Relations has been both incredibly busy and has been highly productive in achieving its mission during fall 2010. As the Center's

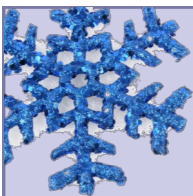
staff prepares for 2011, we are continually trying to improve ways in which we can serve our stakeholders, who are public relations practitioners, scholar/educators and students worldwide. The Center's mission is to encourage and support the evolution of global public relations as a specialization of professional practice that can help people and organizations worldwide through communication and understanding.

One of the many ways in which the Center for Global Public Relations achieves its mission is through its annual on-campus special event, a tradition that began with the Center's dedication Feb. 21, 2009. That event featured presentations by John Paluszek, senior counsel of Ketchum; Ed Brynn, retired career Foreign Service Officer and former Ambassador to Burkina Faso and Ghana; Ron Rand, retired brigadier general and director of communications for Lockheed-Martin; Bob Grupp, president of Grupp Global Partners LLC; Doug Newsom, public relations scholar and author; Judy VanSlyke Turk, then president-elect of the Arab-U.S. Association for Communication Educators; Joe Epley, founding member of Worldcom Group; and University of Oklahoma Professor Katerina Tsetsura, a specialist in global strategic communication, public affairs and issues management in countries with transitional economies. Speaking at or attending that event were three former national presidents/chairs of PRSA; the 2009 national treasurer and a national board member of PRSA; two PRSA Gold Anvil winners; two former presidents of the Association for Education in Journalism and Mass Communication; three former PRSA

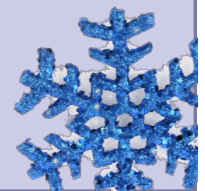
national outstanding educators; three former winners of the Institute for Public Relations Pathfinder Award; the immediate past president of the International Public Relations Association; as well as public relations professors from throughout the region and from as far away as Australia.

April 23, 2010, the annual event was a seminar that featured: John Paluszek, president of the Global Alliance for Public Relations and Communication Management; Ray Crockett, director of communications for Coca-Cola North America; Peter Debreceeny, strategy execution consultant for Gagen MacDonald; Temple Black, spokesperson for the U.S. Immigration and Customs Enforcement; and Dr. Katerina Tsetsura of the University of Oklahoma.

By any measure, both were highly successful events of great value to participants, and they certainly were the best programs for their times. Our spring event April 15, 2011, will be structured a bit differently, however, as you can read elsewhere in this edition of THE BLUE BOOK. To allow for greater participation, the Center is structuring the program as a participant conference of practitioners, scholar/educators and students, and the Center has broadened the theme, "Exploring Global Issues and Relationships," to be more interdisciplinary and of value to those in a range of professional occupations. Scholar/educators and students will be able to present their research, practitioners can present position papers and case studies, and those in other professional occupations who have an interest in the theme will be encouraged to submit papers. Registration costs for the one-day event will be kept modest, and scholar/educators and students hopefully can be reimbursed by their institutions because they will be presenting their research and will be published in the conference's electronic proceedings. We are hoping this format will be of benefit, not only to our stakeholders, but also to others who share our desire to help people and organizations worldwide through communication and understanding, i.e., through global public relations.



*Wishing you the peace, joy, and love of the season.
Happy Holidays from the Center for Global Public Relations*



CENTER FOR GLOBAL PUBLIC RELATIONS HOSTS FIRST OPEN HOUSE

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presented to public relations classes, and bulletin boards in the building and flyers throughout campus advertised the event. Another channel of communication used for advertising social media networks such as Facebook and Twitter.

For the event, the Center provided homemade refreshments and free giveaways that were provided by the Office of Education Abroad. The idea of homemade goodies seems to have enticed students and faculty. "I knew I smelled something good," said a Communication Studies faculty member.

As a result, students and faculty of different backgrounds and cultures with an interest in global public relations visited the Center. Center staff were prepared to answer questions and also provided brochures, bookmarks and other useful information. Many students and Communication Studies faculty showed tremendous interest in what the Center does and how the Center can benefit them.

An Open House manual has been written for future events. The manual will help Center staff plan future Open Houses and will inform them about whom to contact to provide promotional materials, together with insights about how to improve other future events. After the success of this first Open House, Center staff decided to host this event at the beginning of each academic year.

Article by May Kam, CGPR Associate Manager



Dr. Kruckeberg discusses Center initiatives with faculty

VISITING SCHOLAR OPPORTUNITY

With the end of the fall semester drawing near, the Center for Global Public Relations announces an opportunity for scholars and educators throughout the world to serve as a Scholar-in-Residence.

The Center for Global Public Relations wants to help practitioners, scholar/educators and students increase their knowledge about global public relations through the Center's on-site research and educational opportunities.

To further achieve this goal, the Scholar-in-Residence is able to use CGPR and UNC-Charlotte resources to perform research and to contribute to the profession of global public relations.

If you are interested in serving as a Scholar-in-Residence for the upcoming Spring or Fall 2011 semester or would like to request more information, please email the Center for Global Public Relations at CenterGPR@uncc.edu.

Call for Abstracts

Center for Global Public Relations Research Conference

Charlotte, North Carolina, USA,
April 15, 2011

“Exploring Global Issues and Relationships”

The Center for Global Public Relations (CGPR) invites practitioners, scholar/educators and graduate students across disciplines and from all professional occupations to submit competitive abstracts for paper presentation at the Center for Global Public Relations Global Research Conference on April 15, 2011, in Charlotte, North Carolina, U.S.A.

For more information, please visit the CGPR Research Conference 2011 informational webpage located in the events section of the website at <http://cgpr.uncc.edu>

THE 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.

The 17 public relations professionals on the Advisory Board are:

- **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 Debreceeny** - 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 Guerrant** - President, Guerrant Communication
- **Denise Hill** - Vice President, Corporate Communications and Public Relations at Food Lion LLC
- **Jean-Michel Janniere** - Employee Communications Manager at Goodrich Corporation
- **Frank Ovaite** - Executive Vice President, Makovsky & Company; Adjunct Professor, The George Washington University Graduate School of Political Management
- **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, Media Arts and Strategic Communication at the University of Oklahoma

GLOBAL AFFILIATES

Dr. Yi Luo, Montclair State University

Mazen Nahwahi, President, News Group, Dubai, U.A.E.

Kate A. Mirandilla, PhD candidate, University of South Australia

Dr. Abhijit Sen, Winston-Salem University

Dr. Chiara Valentini, Aarhus University, Denmark.

Gregoria A. Yudarwati, PhD candidate, University of South Australia



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CENTER FOR Global Public Relations

Online Resources

Webpage: cgpr.uncc.edu

Facebook: facebook.com/pages/The-Center-for-Global-Public-Relations

Twitter: twitter.com/CGPR

Wikipedia: wikipedia.org/wiki/Center_for_Global_Public_Relations

Flickr: flickr.com/people/cgpr