



The Center For
Global Public Relations

2011 Annual Report

The University of North Carolina at Charlotte

<http://cgpr.uncc.edu> • CenterGPR@uncc.edu



2011 Annual Report

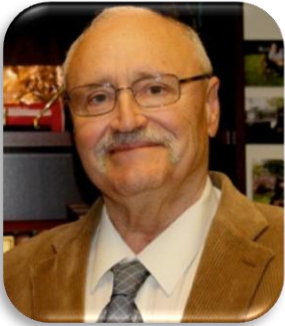
Since its Feb. 20, 2009, dedication ceremony held at the University of the North Carolina at Charlotte, the Center for Global Public Relations has earned worldwide recognition as a beacon for the public relations profession by generating benefits and services for scholars/educators, practitioners and students worldwide. By proactively pursuing programs to benefit these key stakeholder groups, which range from global research conferences to further academic discussion to hosting local practitioners to spark an interest in the minds of students or to educate area practitioners, and despite challenges that have been imposed by economic difficulties that have resulted in university and statewide budget cuts, the Center is actively and aggressively seeking to establish initiatives and to refine its existing programs to further solidify its role in the complex and stimulating world of global public relations.

Table of Contents

Executive Director’s Remarks: Dr. Dean Kruckeberg	iii
About Us	iii
Visibility Plan	1
On Campus Visibility.....	1
Regional Visibility	2
National and International Visibility.....	2
Online Presence	3
Social Media	3
Website.....	5
Events.....	6
London International PR Seminar.....	7
Global Research Conference	7
PR Power Hour.....	8
Teaching International Public Relations Colloquium	8
Semi-Annual Advisory Board Meeting.....	9
Sponsorships	9
Global Public Relations Resources and Services Unit.....	10
Global Affiliates and Associates.....	10



Executive Director's Remarks: Dr. Dean Kruckeberg



Since its dedication Feb. 20, 2009, the Center for Global Public Relations has evolved as a unique resource for practitioners, scholars/educators and students worldwide who recognize the need in the 21st Century for specialists in global public relations.

Global public relations professionals have particular knowledge and skills to practice public relations in a range of social, political, economic and cultural environments while adhering to universal professional values and best practices. They include practitioners whose organizations have relationships with global publics, scholars/educators who teach, research and build theory in global public relations and today's students who want to learn the strategic, tactical and technical knowledge and skills required of the global practitioner.

This 2011 annual report provides an overview of the Center's initiatives and activities during the past year; however, it is not comprehensive in describing all of the services that the Center for Global Public Relations has provided to its stakeholders worldwide. To learn more about the Center's research and education opportunities, its continuing education programs and its global partnerships, readers are encouraged to visit the Center's website (<http://cgpr.uncc.edu>) that provides additional information about the Center and its mission to encourage and support the evolution of global public relations.

About Us



The Center for Global Public Relations is a service unit of the Department of Communication Studies at the University of North Carolina at Charlotte. Founded in 2009, the Center serves as a resource for practitioners, scholars/educators and students worldwide who want to increase their knowledge about global public relations through the Center's on-site research and educational opportunities, its education programs and its partnerships worldwide. CGPR believes that the need exists within 21st Century global society for specialists who have particular knowledge and skills to practice public relations in a range of social, political, economic and cultural environments while adhering to universal professional values and best practices.



Staff

The Center for Global Public Relations has a dedicated and hard-working staff, consisting of graduate and undergraduate students at the University of North Carolina at Charlotte, who plan, implement and evaluate programs under the direction of Executive Director Dr. Dean Kruckeberg.

The Center also welcomed two new scholars in residence during summer 2011:



Dr. Dong-Jin Park is an Associate Professor, School of Communications, Hallym University, Korea. His primary research interests are in new communication and information technologies from a strategic communication management perspective and the constitution, positioning and promotion of organizations to form a public image.



Mao Dauquon, M.S., is Associate Professor of Journalism and Communication at Nanjing University of Aeronautics and Astronautics, Nanjing, China. He has taught at Nanjing University of Aeronautics and Astronautics since 2001 and was appointed to associate professor in 2009. His current research interests focus on the effects of global crisis communication and global crises.

Staff Members (January 2011 – Present):

Chelsea Wilde, Manager
Morgan Smalls, Global Public Relations
Resources and Services Unit Manager &
Development Officer
Kiya Ward, Special Events Manager
Henrique Viana, Consultant
Kate Brissenden, Associate Manager
Anna Craver, Associate Manager
Sammie Jo Dellinger, Associate Manager
Jennifer Hambric, Associate Manager

April Hogan, Associate Manager
Meliha Krvavac, Associate Manager
Patricia Mills, Associate Manager
Tetsuro Otsuka, Associate Manager
Alisha Rashidi, Associate Manager
Stephanie Yacono, Associate Manager
Bronwyn Buedel, Volunteer
Emily Harloe, Volunteer
Jeff Henry, Volunteer
Kia Moore, Volunteer



Current Projects

Given staff and budgetary restraints, the Center has implemented, revised and evaluated various projects throughout the semester. The projects are overseen by the managers, associate managers and volunteers. Projects also receive feedback from Advisory Board members at the semi-annual meeting.

Visibility Plan

One of the Center for Global Public Relations' primary goals is to increase awareness of the Center – from the campus of the University of North Carolina at Charlotte to globally – while targeting its primary stakeholders: practitioners, scholars/educators, and students.

The visibility plan was generated in fall 2010, with improvements and additions made following its evaluation throughout the following semesters. The goal of this strategy is to generate initial interest and curiosity in CGPR by exposing the community to general information regarding the Center through the use of promotional materials, presentations and an online presence.

Additionally, the Center has generated a media relations initiative, complete with ideas for press releases and blog ideas to distribute to local, national and international organizations.

On Campus Visibility

To increase its visibility on the UNC Charlotte campus, the Center for Global Public Relations has implemented the following steps to target relevant audiences:

- T-shirts for staff members to wear
- In-class presentations about the Center for relevant courses
 - o Introduction to Communication Theory
 - o Principles of Public Relations
 - o Public Relations Writing
 - o Communication and Mass Media
- Presentations to relevant on-campus groups
 - o Public Relations Student Society of America
- An information sheet given to communication majors with an



Bulletin boards in the Department of Communication Studies provide information to students



overview of International Public Relations opportunities in the department, including the Center

- Partnerships with on-campus groups to coordinate and promote future events
 - o Public Relations Student Society of America
- Revised bulletin boards in the Department of Communication Studies to promote the Center, the research conference and the London International PR Seminar
- A new brochure for the Center is currently in the revision process, but will be ready for distribution by February 2012

Regional Visibility

To increase visibility in the Charlotte area and its surrounding region, staff of the Center for Global Public Relations have attended events supporting the following organizations to establish and maintain relationships with external organizations:

- Public Relations Society of America – Charlotte Chapter
- Charlotte International Cabinet
- World Affairs Council
- NASCAR Hall of Fame
- NASCAR Drive for Diversity Program

The Center received special attention at the Charlotte Chapter PRSA Awards Night when Dr. Kruckeberg was recognized for his contributions to public relations as the 2011 recipient of the Infinity Award.

In spring 2011, Drs. Freitag, Stokes and Kruckeberg traveled to North Carolina State University for a public presentation about global public relations and Drs. Stokes and Kruckeberg traveled to the University of Georgia to present lectures, and in December 2011 Dr. Kruckeberg traveled to Auburn University for a presentation to the community. Other universities expressing an interest in “The Traveling Road Show” include Appalachian State University (Boone), Elon University (Burlington area), Western Carolina University (Cullowhee), East Carolina State University (Greenville) and High Point University. These presentations can encourage scholars/educators and practitioners to become global affiliates and can otherwise encourage relationships with regional stakeholders.

National and International Visibility

In addition to gaining national and international visibility through our social media outlets, the Center has been promoted through the efforts of Executive Director Dr. Dean Kruckeberg at the following events:

- Public Relations Society of America National Assembly – Orlando, Florida
- Keynote speaker at the First Annual Conference of the Middle East Public Relations Association in Dubai, United Arab Emirates



In March 2012, Charlotte will host the PRSSA National Assembly; at this event, CGPR will have a presence to attract potential global associates and affiliates with a kiosk and other initiatives.

Dr. Kruckeberg, Department Chair Dr. Shawn Long, and Manager Chelsea Wilde also actively promoted the Center at the London International PR Seminar from May 16 to June 6, 2011.

Online Presence

Social Media

Due to their ever-increasing popularity and capabilities to reach audiences worldwide (at no cost to the Center), social media are an important part of the Center's publicity and education efforts. As evidenced in the data below, the Center's social media messages have seen a dramatic increase in traffic as it continues to bring substantive and highly useful information to its stakeholders worldwide.

Twitter (twitter.com/CGPR)

As of December 2010, the Center had 143 followers on Twitter; in December 2011, it had 508, an increase of 255 percent. Its Twitter feed is also ranked 50th in the Charlotte region by Twitter followers.

The Twitter account is updated 2 to 3 times per day, Monday through Friday, using hashtags, which provide a simple way for users to search for tweets on certain topics. Tweets include promoting Center events and relaying external information relevant to the Center's mission.

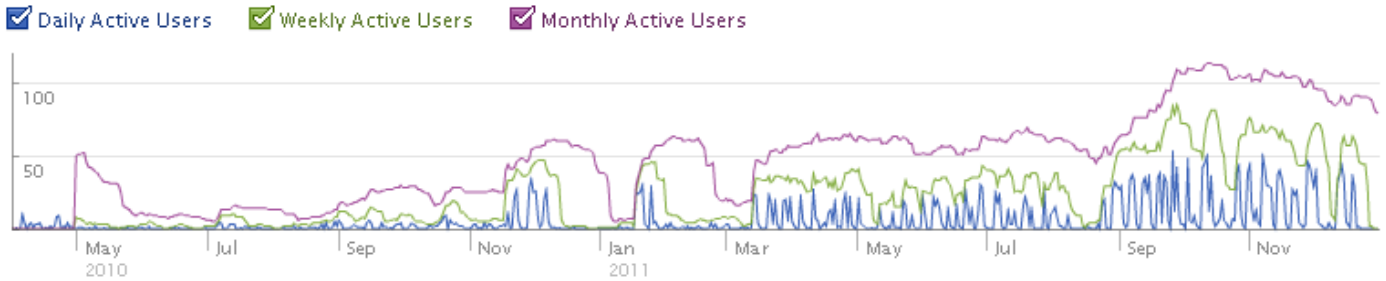
The Center originally adopted a "follow back" policy in spring 2011. This change, however, resulted in a significant increase in spam or irrelevant sites. In fall 2011, we amended the policy to only follow those with relevant interests.





Facebook (facebook.com/CenterGPR)

	2010	2011	Change
Likes (Followers)	133	166	+25%
Post Views	1,902	21,521	+1,031%
Post Feedback	31	34	+9%

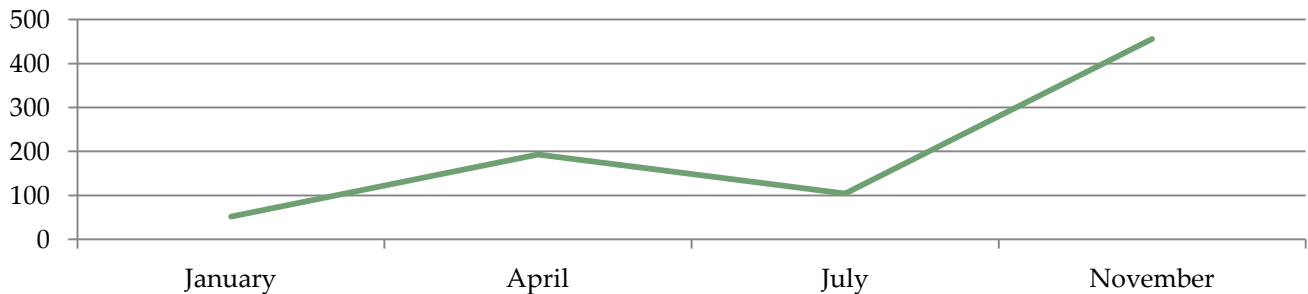


Based on the data available, notably the significant increase in Post Views, the Center concludes that it is reaching and appealing to a wider audience through its Facebook posts, which are updated two to three times per day Mondays through Fridays.

Both Facebook and Twitter posts are updated two to three times per day with information pertaining to the Center’s mission, including promoting its own events and services and displaying links to external sites with news and other information related to global public relations.

Global Blog (centergpr-globalwiki.blogspot.com)

To generate discussion about issues in global public relations, the Center makes a conscious effort to update its blog once per week with entries from its staff as well as from the Center’s global associates/affiliates. Since August 2011, the Center’s blog views have increased by 380 percent. The decrease during summer months is attributed to the summer session, during which time the blog is updated and promoted less frequently than during spring and fall semesters.





Linked In

In spring 2011, the Center established a LinkedIn account. LinkedIn is a professional network service that allows the Center to connect virtually with public relations professionals, both in academia and in practice. Since spring, the Center has increased from 24 to 77 connections, a 220 percent increase.

Other

Other social media sites include Picassa (photo display), Issuu (document display) and YouTube (video publishing).

Website

One of the main goals of the Center has been to update its website (cgpr.uncc.edu) to ensure that the Center provides the most comprehensive and current information available to its site visitors. In November 2010, the Center registered with Google Analytics, a free website analytics service. Google Analytics will not only track the number of visitors to each page, but also tell Center staff how long visitors have stayed on the site and how they found the site (direct, search engine, referral from another site). In addition to helping the Center learn more about its audience, this service also provides statistics to show the Center’s visibility to sponsorship partners.

General Statistics

	Spring Semester 2011	Fall Semester 2011	Comparison
Visits	1,857	1,813	-2.4%*
Unique Visitors	917	1,116	+21%
Pageviews	6,146	8,585	+28.4%
Pages/Visit	3.31	4.74	+30%
New Visits	41.21%	59.18%	+17.97%

*We attribute the decrease in number of visits to the Conference promotion, which was heavily publicized during the spring semester.

In addition, the average amount of time spent on the site has nearly doubled. These statistics show that the Center is not only attracting more people, but also is attracting new audiences; additionally, all visitors appear to be finding the website to be an increasingly valuable resource based on, the increased amount of time visitors are spending on the site and the increased number of pages that are being viewed.



Visitor Demographics (Country/Territory)		
Country	Spring 2011	Fall 2011
United States	80.7%	81.4%
Brazil	.59%	1.82%
Italy	3.45%	1.82%
United Kingdom	.86%	1.32%
India	.38%	.83%

Other countries include Germany, Australia, Canada, Malaysia, Taiwan, Indonesia, Nigeria, South Africa and the Philippines. Additionally, the website also received a 13 percent increase in hits from Charlotte, a 2 percent increase in New York City and a 1 percent increase in Washington, D.C.

Most Viewed Pages		
Title	Spring 2011	Fall 2011
Our Team	.2%	4.22%
What We Do	.23%	3.52%
2012 Conference	0 (not posted)	3.4%
Resources	.16%	3.1%
Get Involved	.13%	2.38%

Based on these data, not only is the Center's website attracting a wider audience, but visitors are also more interested in the services and resources of the Center as well as in the staff who are contributing to the website. Additionally, visitors show more interest in how they can get involved, including participating in the special events such as the 2012 Global Research Conference.

Events

Throughout the year, the Center hosts various events, keeping with its mission, to provide opportunities for practitioners, scholars/educators and students worldwide to increase their knowledge of global public relations.

Hosting and promoting these events also helps the Center to exploit several opportunities to fulfill its mission (listed under Situation Analysis), including:

1. Need to satisfy the apparent increasing interest in global public relations
2. Need for seminars and workshops that deal primarily and specifically with topics that are related to global public relations
3. Need for educational programs for government officials worldwide that the University of North Carolina at Charlotte may be uniquely qualified to sponsor and present.



4. Need for scholarly and educational leadership and credentialing in global public relations

London International PR Seminar

The Center takes an active role in promoting and planning the London International PR Seminar that is available to students nationwide through the Department of Communication Studies and the



Students on the London International PR Seminar following a trip to The Times

International Programs Office at the University of North Carolina at Charlotte.

In 2011, 19 graduate and undergraduate students from universities throughout the United States joined Executive Director Dr. Dean Kruckeberg for a three-week course to learn about public relations in an international setting. During the spring 2011 semester, Center staff assisted with

locating and contacting practitioners to speak to the class and organizations for site visits, including Ketchum Pleon, Bank of America, The Times and the U.S. Embassy.

Global Research Conference

On April 15, 2011, the Center hosted its first annual global research conference, “Exploring Global Issues and Relations,” in the Student Activities Center on the UNC Charlotte campus. The conference earned positive reviews from presenters and attendees, who consisting of practitioners, scholars/educators and students from throughout the United States and as far away as Indonesia.

Dr. Jay DeFrank, Vice President of Communications for Pratt & Whitney, was the keynote speaker, and top scholars who presented included Syracuse University’s Dr. Shannon Bowen and Dr. Pat Curtin from the University of Oregon. Several public relations practitioners, including those from Ketchum and The Caliber Group, also participated. The format was highly successful, and the Center hopes that the 2012 conference will be an even greater success. It is hoped that the conference April 20 will be self-sustaining or may even generate a modest profit



Scholars discuss topics at the 2011 global research conference



The 2012 conference will focus on “Communicating Beyond Borders: Establishing Relationships Among Corporations, Governments and NGOs.” Received abstracts increased 200 percent from the 2011 submissions with a national representation of scholars/educators, practitioners and graduate students on a myriad of topics pertaining to the communication practice. Registration for the Conference will begin in February.

PR Power Hour

To actively reach out to students, faculty and practitioners in the Charlotte region, the Center for Global Public Relations is collaborating with the UNC Charlotte chapter of PRSSA to host a speaker series in spring 2012.

PR Power Hour will feature a different speaker once a month, beginning on Jan. 31, presenting on a topic in global public relations in which he/she has experience.

The event is being promoted to the UNC Charlotte community, local practitioners and educators and students from regional colleges and universities.

Speakers for spring Semester represent a variety of backgrounds:

- Joe Carleo, Owner/Executive Producer, Advanced Language and Media Services
- Natalia Flores, Director, Fusion Communications
- Joe Epley, Public Relations Consultant
- Jeremy Drier, Corporate Communications Senior Manager, Electric Power Research Institute

Teaching International Public Relations Colloquium

For the first time, the Center will host a Teaching International Public Relations Colloquium from 1 to 3 p.m. April 19 in the Student Union.

Held in conjunction with the Center’s Advisory Board meeting and Global Research Conference, this event will be open at no cost to all educators who currently teach international public relations or are interested in offering such a course at their colleges and universities.

As one of the leading universities with an established and renowned International Public Relations certificate, the Department of Communication Studies faculty is well-versed in teaching the course at both undergraduate and graduate levels in face-to-face, online and study abroad course formats.

In hosting the event, the Center will provide leadership in the area of International Public Relations education, a growing area in both practice and academia.



Semi-Annual Advisory Board Meeting

Each October and April, the Center meets with the 16 senior-level public relations practitioners and four public relations faculty 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.

This year, the Center welcomed four new advisory board members:

- Joe Carleo, APR, Owner/Executive Producer of Advanced Language and Media Services
- Linda Welter Cohen, APR, Founder and CEO of the Caliber Group in Tucson, AZ
- Natalia Flores, APR, Director at Fusion Communications
- Philip Tate, APR, Senior Vice President, Luquire George Andrews; Treasurer, National Board of Directors, PRSA

Sponsorships

To accommodate state and university wide budget cuts, as well as to become self-sufficient in the near future, the Center is actively pursuing potential sponsorships from international organizations located throughout the region. Between the summer and fall 2011 semesters, over 100 sponsorship packets were sent to organizations.

To become more efficient and to streamline the sponsorship program, the Center is instituting a new process to email potential organizations, make follow-up calls, and send packets and to arrange in-person meetings. Through personal contacts via phone and in-office visits, Center staff will be better able to reach the Center's audiences to explain to them the goals of CGPR and how their organizations can help the Center fulfill its mission while providing benefits for sponsors in return.

Levels of recognition exist based on the sponsors' levels of support. Sponsors will receive recognition on the Center's website with their logos displayed in a designated area for sponsorships. Such recognition has been approved by the university, and the University legal counsel, David Broome, has reviewed the letter and campaign.

The Center's development officer, Morgan Smalls, is currently in the process of generating a list of achievable objectives and evaluation tools to measure progress in recruiting sponsors.



Global Public Relations Resources and Services Unit

The Center for Global Public Relations, within the UNC Charlotte's Department of Communication Studies, was approved by the Umstead Review Panel on March 30, 2011, to initiate a recharge unit called the Global Public Relations Resources and Services (GPRRS). GPRRS would be a component that would serve the Center's stakeholders through a unique combination of university resources, faculty and students and the Center's global affiliates.

The mission of the GPRRS (Recharge Unit) is to:

- help prepare undergraduate and graduate students to become better communicators and problem-solvers in an increasingly information-driven world by participating with faculty and global affiliates in services to clients worldwide;
- provide students and faculty with a broader experience in global public relations by consulting, learning and collaborating with global affiliates in international services;
- utilize the University's faculty and staff expertise for the benefits of students, industry, government, and society throughout the Charlotte metropolitan area, and beyond.

The approval of the GPRRS comes after many months of preparation, dedication and hard work by the staff. The CGPR is excited to be able to pursue this new endeavor and looks forward to providing the community, both local and global, with the skills and expertise of our faculty, staff and interns.

Staff members have been searching for clients, which presently include one possibility in Egypt and another through a public relations and marketing firm in Tucson, Ariz. It is hoped this Re-Charge Unit will be revenue-generating, helping to sustain the Center.

Global Affiliates and Associates

Global Affiliates are scholars and practitioners from other institutions who work with the Center; global associate are students from other institutions. Global Affiliates and Associates also use the Center to assist with their research, to contribute scholarly articles as well as to enhance a growing global education curriculum. These global affiliates and associates are actively strengthening the Center's global stance and are providing insights to serve global public relations practitioners, scholars/educators and students from throughout the world:

- **Gina Conley**, M.A. Candidate, Kent State
- **Marcello Coppa**, Project Manager, antepremaADV, Milan, Italy
- **Kate Mirandilla** University of Technology, Sydney , Australia
- **Mazen Nahawi**, president of News Group International, Dubai, United Arab Emirates.

2011 Annual Report



- **Jeffrey Quinones-Diaz**, J.D., Public Affairs Officer, Office of Public Affairs-Puerto Rico and USVI, US Customs and Border Protection
- **Oliver S. Schmidt**, Managing Partner, C4CS, LLC
- **Chiara Valentini**, Aarhus University, Denmark and former Scholar-in-Residence at the Center
- **Gregoria Yudarwati**, University of Atma Jaya Yogyakarta, Indonesia
- **Rhonda Zaharna**, Associate Professor, School of Communication and Affiliate Associate Professor, School of International Service, American University

The Global Affiliates help staff expand knowledge about global public relations through an online forum that allows for the circulation, challenge and growth of ideas through scholarly discussion. Beginning in January 2012, the Center hopes to utilize its Global Affiliates more thoroughly by increasing online discussion about global topics.



Acknowledgements

Written and produced by Chelsea Wilde, Center Manager

Edited by Dr. Dean Kruckeberg, Executive Director

Compiled with assistance of:

Kate Brissenden, Associate Manager

Gina Conley, Global Associate

Morgan Smalls, Global Public Relations Resources and Services Manager and Development Officer