



# The University of North Carolina Umstead Review Panel

Panel Determination  
March 31, 2011

## **UNC Charlotte Request for the Establishment of the Global Public Relations Resources and Services (GPRRS) Unit**

### **I. Request for Determination**

On February 4, 2011, The UNC Charlotte Department of Communications Studies submitted a public request for a determination that proposed activities of the GPRRS would be permissible under N.C.G.S. 66-58 (b)(8)m, n, and o of the Umstead Act:

The Center for Global Public Relations (the "Center"), within UNC Charlotte's Department of Communication Studies, is seeking permission from the Umstead Review Panel 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.

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### **II. Notice and Proceedings**

A hearing was set for 10:00 a.m., March 31, 2011, in Conference Room C at the Spangler Center in Chapel Hill, North Carolina, and by teleconference. The Umstead Review Panel staff gave notice of the Request for Determination hearing to those on its registry on March 24, 2011. Notice of the hearing was given to the press and public, pursuant to the North Carolina Public Records Act, on March 24, 2011.

No affected individual or entity gave notice of objection to the request and no affected individual or entity appeared at the hearing to oppose the request, as is allowed under Board of Governors Policy 100.4 VIII (D).

The University of North Carolina at Charlotte was represented at the hearing by Dr. Dean Kruckeberg, Executive Director of the Center for Global Public Relations, and Krista

Newkirk, Senior Associate General Counsel. The presentation established that the mission of the GPRRS 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 to provide 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; and,
- Utilize the University's faculty and staff expertise to benefit students, industry, government, and society throughout the Charlotte metropolitan area, and beyond.

The activities proposed by GPRRS are intended to increase opportunities for students, faculty, and alumni to participate in global public relations – resulting in improved depth and breadth of knowledge and experience in the field. The proposed activities are also intended to increase access to the Department of Communication Studies facilities, equipment, and expertise, for the benefit of the Charlotte metropolitan community and the State of North Carolina.

After the presentation, the Panel questioned the presenters as to potential competition for the anticipated services, business plans and funding, and proposed activities by the unit. In response to questioning, the GPRRS assured the panel that no other Center had a similar mission, and the activities would be funded from a receipts and sponsorship model, with an evolving business plan, to support the GPRRS service activities.

### **III. Determination**

The Panel deliberated on the evidence and arguments presented and, recognizing the potential for the proposed activities to advance the mission of the GPRRS and University, voted unanimously to approve the request. It is the determination of the Umstead Review Panel that the requested activities are authorized under N.C.G.S. 66-58 (b)(8)m, n, and o and are not unfair competition.

  
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Robert Warwick, Chair