



News...

Conference on Corporate Communication 2007 Highlights

Participants from seventeen countries gathered on June 1 – 4 at Wroxton College, Wroxton, England for the Conference on Corporate Communication 2007. Peter Hirsch, CCI advisor, partner, Porter Novelli and global leader for their Corporate Affairs Discipline, presented the keynote address, “My Country is Different: Defining Drivers of Excellence in the Global Communications Organizations of Large Multinationals” – soon to be available on the Archive page of CCI’s website.

Winning Academic Best Paper Award was Glenda Jacobs, Associate Dean, Undergraduate Division, UNITEC Institute of Technology (New Zealand) for “Constructing Corporate Commitment Amongst Remote Employees: A Disposition and Predisposition Approach,” a study examining organizational commitment from the viewpoint of dispersed technical employees.

Cecil Camilleri, Social Ecologist, The Yalumba Wine Company (Australia), received the Practitioner Best Paper Award, “Sharing Yalumba: Communicating Yalumba’s Commitment to Sustainable Winemaking,” a strategic plan to communicate Yalumba’s environmental friendly sustainable activities and to articulate Yalumba’s values and environmental message to its stakeholders.

Martha Wetterhall Thomas, founder and director of the Center for Business Communication at the Moore School of Business, University of South Carolina (USA) garnered the Academic Highly Commended Award for “Corporate Communication in the Late Middle Ages: Sampson of Oxford and the *Method of Letter-Writing*,” a description of Thomas Sampson, a 14th century educational entrepreneur and corporate communicator, who played an essential role in preparing the business communicators of his day.

And winning the Practitioner Highly Commended Award was Nana Balle, communication adviser with IBM Denmark, for “Hearts at Stake – A Theoretical and Practical View on How to Work with Internal Communications through Mergers and Acquisitions,” a model for communicating mergers and acquisitions through empowering and enabling middle managers to act as change agents and communication champions.

More information on the authors and their work is available on the Archive page of CCI’s website. CCI members will receive a CD of the conference Proceedings which include the winning papers. Papers delivered at the conference are considered for publication in the refereed journal, *Corporate Communications: An International Journal* (CCIJ), published by Emerald Group Publishing Limited., a conference co-sponsor. Presenting the Best Paper Awards were Wim J. Elving, Ph.D., editor of CCIJ, and Kate Snowden, Publisher, Emerald Group Publishing Limited.

Tina Genest, conference coordinator, presented gifts for conference six and three year attendees. Krishna Dhir (USA), John Leipzig (USA) , J. Paulo Moreira (Portugal), Roslyn Petelin (Australia) and Don Swanson (USA) were recognized for their annual conference attendance. Glenda Jacobs (New Zealand), Rachel Kovacs (USA), Miranda Lee (Hong Kong), Ann Ellerup Nielsen (Denmark), Gilmar J. dos Santos (Brazil), Daniel So (Hong Kong), Christa Thomsen (Denmark) and Elaine Tilson (Australia, now England) were acknowledged for attending the annual conference for at least three years. Among their number are best paper winners, members of the conference program committee, and institutional partners - - all contributors to the annual success of the Conference on Corporate Communication.

CCI also gratefully acknowledges The Yalumba Wine Company for enhancing our festivities with their sponsorship of wine.

Benjamin Franklin Award for Public Diplomacy Announced

You may recall that the PR Coalition, with whom CCI is a member, and the US State Department held a Private Sector Summit on Public Diplomacy in January 2007 in Washington, DC. A recently announced outcome of the summit is the Benjamin Franklin Award for Public Diplomacy established to recognize outstanding contributions in public diplomacy made by U.S. citizens and private sector organizations, both at home and abroad. The award criteria will be posted on the PR Coalition page of our website. By August 15, 2007, a nomination form will be available on <http://www.state.gov/r/partnerships>. Questions can be directed to diplomacyupdate@state.gov.



Krishna Dhir, CCI Advisor, wins Emerald Literati Highly Commended Award

The Emerald Literati Network has announced its 2007 Awards of Excellence. Krishna Dhir, CCI advisor, retired Dean and now Gund Professor of Management, Campbell School of Business, Berry College, received a Highly Commended award for "outstanding paper" in the category of strategy and general management. Dhir, a faithful conference presenter, won for his work "Corporate Communication through Nonviolent Rhetoric: Environmental, Agency and Methodological Prerequisites" published in *Corporate Communications: An International Journal*, Volume 11, Number 3.

Goodman Guest of IDA in Turkey

Through CCI's relationship with Ceyda Aydede, CEO of Global Public Relations and Consultancy (Turkey), and conference presenter in 2006, CCI Director Michael B. Goodman visited Turkey in June at the invitation of IDA, Communications Consultancy Companies Association. His itinerary took him to see major Istanbul sights on his way to a television interview with Oezlem Guerses, a local anchor/reporter with Haberturk TV discussing corporate communications and Turkish practices, as well as crisis communication and the PKK (Kurdish Workers Party staging terrorist activities on the Iraqi border), and Turkey's application to the E.U. This was followed with an interview by a newspaper reporter held in the Dean's office of the Faculty of Communication, Bahçeşehir University. Goodman then discussed the ten key findings of CCI's Practices and Trends 2005 study addressing 90 students, faculty and professionals, offered with simultaneous translation, in the university's auditorium. The following day Goodman presented seminars to agency professionals and corporate communication executives. The work day ended with an interview with a business magazine journalist and discussions of Goodman's book, *Work With Anyone Anywhere*, being published in Turkish. Additionally, interest in establishing a CCI affiliate in Turkey was explored.

Goodman Tackles Dragon at the Brazilian Congress of Corporate Communication

Daniel Bruin with Nestlé Brazil corporate affairs coordinated Michael Goodman's invitation to address The Brazilian Congress of Corporate Communication in May. Goodman's focus was CCI's recent China study, "The Dragon Awakening: Can China Make a Revolution in Corporate Communication?" The potential for pursuing a CCI practices and trends study in Brazil and establishing a Brazilian CCI affiliate were discussed.

Research Partners Expand CCI's Research Reach

Thanks to colleagues Gideon de Wet, Ph.D. and Corné Mientjes, Ph.D. of the University of Johannesburg and Ilse Niemann-Struweg, Ph.D. of Monash University, a South African corporate communication practices and trends study is well on its way. Funding for the project was provided by the University of Johannesburg. Results are anticipated in spring 2008. Colleagues at the University of Aarhus also have plans for implementing a Danish study this fall. Jay Wang, Ph.D., Purdue University, working with CCI, is currently pursuing the second phase of our China Study funded once again by Prudential Financial through Robert DeFillippo, Chief Communications Officer and CCI sponsor and advisor.

2007 – 2008 Program Year Looms – CCI Welcomes Your Input

The Corporate Communication Institute is a membership organization. We rely on our members and corporate sponsors for our financial vitality and on their ideas for our evolving vision, strategy and programs. Contact us at cci@corporatecomm.org or call us at 973-443-8709. It's always a pleasure to hear from you.

Upcoming Events...

Mark your calendar!

2008 Corporate Communication Leaders Forum – January 8-12

Hennessey Hall, College at Florham, Fairleigh Dickinson University, Madison, NJ and New York, NY

Conference on Corporate Communication 2008 – June 6-9

Wroxton College, Wroxton (Nr. Banbury), Oxfordshire, England

Corporate Communication Institute at Fairleigh Dickinson University...

The first choice for information and knowledge on corporate communication

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