



**CORPORATE COMMUNICATION INTERNATIONAL** at Baruch College/CUNY

*A global center for information and knowledge on corporate communication*

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## NEWS RELEASE

For Immediate Release

July 19, 2011

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### **L. Simone Byrd, Alabama State University, Receives the Best Empirical/Theoretical Paper Award at the Conference on Corporate Communication 2011**

**New York, New York.** L. Simone Byrd, Assistant Professor, Department of Communications, Alabama State University (USA), received the Best Empirical/Theoretical Paper Award at the Conference on Corporate Communication 2011, held June 7-10, at Baruch College, City University of New York, New York, NY for her paper, “*Hi Fans! Tell Us Your Story! Incorporating a Stewardship-based Social Media Strategy to Maintain Brand Reputation during a Crisis.*” Emerald Group Publishing Limited (UK) sponsors the annual award.

“This is significant research on how Toyota used social media to mitigate its crisis and help retain brand reputation,” said Dr. Michael B. Goodman, CCI Director about Dr. Byrd’s work. Her paper looked at Toyota’s stewardship behavior on its corporate Facebook page in response to the 2010-2011 vehicle recall crisis.

Dr. Simone Byrd teaches courses in public relations. She received her doctorate in Mass Communications and Media Studies from Howard University in 2008. She is a 2004 graduate of Baruch College, City University of New York earning the MA in Corporate Communication from the Wiessman School of Arts and Sciences.

Corporate Communication International (CCI) at Baruch College/CUNY (USA) sponsors the annual international Conference on Corporate Communication in association with *Corporate Communications: An International Journal* published by Emerald Group Publishing Limited (UK). At the 2011 conference over 100 scholars and practitioners gathered from 23 countries to exchange information and explore the influence of globalization on the corporate communication profession as it relates to theory, practice, roles, processes, and ethics. Papers given at the conference were included in the *Conference on Corporate Communication 2011 Proceedings*

published by CCI. Papers are also considered for publication in *Corporate Communications: An International Journal*.

Corporate Communication International at Baruch College/CUNY is a global center for information and knowledge on corporate communication. Devoted to the theory and practice of corporate communication, CCI provides world-class, research driven programs for corporate practitioners, scholars, students, policy makers and the general public.

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