



Corporate Communication Institute

EXECUTIVE UPDATE

DECEMBER 2007

News...

Corporate Communication Institute at Baruch College/CUNY Official February 1, 2008

CCI has been in transition since August when Michael B. Goodman, CCI Director, became professor of corporate communication at Baruch College/CUNY and then assumed the leadership, as director, of their MA in Corporate Communication. Meanwhile, Christina "Tina" Genest, CCI Associate Director, has been managing the transition from her office at Fairleigh Dickinson University (FDU) and periodic commutes to New York City. Our 2008 Corporate Communication Leaders Forum will be held at FDU in January and then you'll find Tina packing. A U-Haul will symbolize the move from our birthplace to a new environment with broadening possibilities. We will be forever grateful to the FDU students, alumni, scholars, and administrators who provided us a home and who shared in our vision and work. We invite you to stay in touch and involved. We are also thankful for our new friends and colleagues at Baruch who have warmly welcomed us. It's a bit of a culture shock to transition from the FDU's bucolic Madison, New Jersey campus to the hub-bub of Baruch with the Empire State building as your office's view. The adjustment will be short lived as we settle in to build new relationships, relevant programs, and promising research. If you are in New York, you'll find us at 25th and Lexington. Come pay us a visit!

2007 Corporate Communication U.S.A. Practices and Trends Study

On October 29 Dr. Michael B. Goodman presented the preliminary findings of CCI's 2007 Corporate Communication Practices and Trends Study to a CCI and Baruch College audience. The briefing focused on 10 insights from the study, key corporate communication function and budget responsibilities, the communication officer's perceived role of corporate communication, and responses to open-ended questions related to public diplomacy, executive compensation, and manager of corporate reputation. The survey was sent to Fortune 1000 companies and was followed with more extensive interviews. The preliminary findings are being made available to CCI members. In early January they will be posted on CCI's website. The study continues with site visits. A final report will be published in 2008.

Dr. Cecil Camilleri Garners International Green Apple Award

On Friday, November 9th, at the House of Commons in London, Yalumba, Australia's oldest family owned winery, was awarded an International Green Apple Award for Environmental Best Practice, recognizing Yalumba's commitment to sustainable winemaking. Heading Yalumba's environmental efforts is Dr. Cecil Camilleri, CCI member and 2007 Conference on Corporate Communication Best Paper Award Winner. *Yalumba's Commitment to Sustainable Winemaking* program is a whole-of-company, life cycle approach to environmental management and includes all of Yalumba's business activities from grape growing to winemaking, packaging and distribution. Dr. Camilleri's CCI conference presentation can be found on the Archive page of our website.

Retired? In An Arm Chair Armed with a Computer

Dick Martin, we would guess, rarely sees an arm chair but thankfully for all of us he has "retired" to his computer. He is currently working on his third book for the American Association while sharing, as he puts it, "Second thoughts on my previous books and first thoughts on my next book," on his newly established blog. Take a look at <http://dickmartinblog.com>! On it Martin stirs the pot, shares the crème of the crème, and whets the appetite for more. Martin, previously EVP at AT&T, is a CCI member and advisor. His blog can also be found through the Resource page of our website.

A Call to the CCI Community

Have you written a book or article? Are you maintaining a blog? Do you have a professional work you would like to share? If you are a CCI member, advisor, or presenter get in touch with us and we will post a link on the Resource page of our site. Have you been in the news? Let us acknowledge your professional accomplishments and contributions. Contact Tina at cci@corporatecomm.org.

Goodman and Wang to Participate in Corporate Communication Week in Hong Kong

Michael B. Goodman, Ph.D. and Jay Wang, Ph.D. have been invited to participate in Corporate Communication Week to be held in late March at The Hong Kong Polytechnic University. This will be Goodman's second trip. Wang is lead author of CCI's *Corporate Communication Practices and Trends: A China Benchmark Study 2006* and is currently lead researcher for CCI's China Study Phase II and is an associate professor of communication at Purdue University. Poly U's scholars annually participate in CCI's Conference on Corporate Communication held at Wroxton College, Wroxton, England.



In 2008 CCI to Publish Research Findings From China, the European Union & South Africa

In February Jay Wang, Ph.D., associate professor, Purdue University, assisted by Michael B. Goodman and Bob DeFillippo, Chief Communications Officer, Prudential Financial will present the results of CCI's *Corporate Communication Practices and Trends: A China Study 2008 – Phase II* completed in association with Purdue University and Prudential Financial as research underwriter. This briefing will be held publicly at Baruch College/CUNY and privately at Prudential Financial, Newark, NJ – a firm date to be announced.

On March 13 Finn Frandsen, Ph.D., director for the ASB Centre for Business Communication and professor, Aarhus School of Business, Denmark, along with Winni Johansen, Ph.D., director of study, Executive Master in Corporate Communication, and associate professor, Aarhus School of Business will discuss findings of CCI's *Corporate Communication Practices and Trends: A European Union Benchmark Study 2008* undertaken in association with the ASB Centre of Business Communication, research underwriter. This briefing will be held at Baruch College/CUNY, 6:00 pm – 8:00 pm.

Plans are also underway to issue a report of CCI's *Corporate Communication Practices and Trends: A South Africa Benchmark Study 2008*. Leading this research effort are Gideon de Wet, professor & chair, Department of Communication, University of Johannesburg, Corné Meintjes, lecturer, Department of Communications, University of Johannesburg and Ilse Niemann-Struweg, lecturer, School of Business and Economics at Monash University's South African Campus. This project is underwritten by the University of Johannesburg.

Pfizer Symposium on Reputation Series Continues

On March 7 John Santoro, VP, Communication for Worldwide Public Affairs and Policy, will once again host CCI's *Symposium on Reputation: Sustaining the Corporation through Colleague Engagement* at Pfizer. Plans are underway for a panel of presenters capped by a moderated discussion. Plan to join us at noon to 4:00 pm at Pfizer headquarters, New York City.

CCI To Offer More to Members

CCI will continue to offer members *Corporate Communications: An International Journal*. As of the first of the year, members will also have access to the *Journal of Business Strategy* (up to 2006 volume) and the *Journal of Communication Management* (up to 2006 volume) and will continue to enjoy *Management First*, an online management library. Details for members will follow.

Upcoming Events...

Still time to register! Jan. 8 – 12 / 2008 Corporate Communication Leaders Forum

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

Feb. TBA / 6 – 8 PM / CCI Executive Briefing - *Corporate Communication Practices and Trends: A China Study 2008 – Phase II*

William and Anita Newman Library Conference Center, Baruch College/CUNY, New York, NY

March 7 / 12 – 4 PM/ CCI Symposium on Reputation: *Sustaining the Corporation through Colleague Engagement*

Pfizer Inc, 235 East 42nd St., New York, New York.

March 13 / 6 – 8 PM / CCI Executive Briefing: *Corporate Communication Practices and Trends: A European Union Benchmark Study 2008*

William and Anita Newman Library Conference Center, Baruch College/CUNY, New York, NY

June 6-9 / Conference on Corporate Communication 2008

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

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**Warm wishes for joy filled Holidays and a
healthy, peaceful, and prosperous New Year**

Corporate Communication Institute...

The first choice for information and knowledge on corporate communication

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