



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

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

55 Lexington Avenue, B 8-233, New York, New York 10010 • Tel: 646.312.3749 • Fax: 973.270.0039 • [cci@corporatecomm.org](mailto:cci@corporatecomm.org) • [www.corporatecomm.org](http://www.corporatecomm.org)

## NEWS RELEASE

For Immediate Release

July 8, 2014

Contact: Michael B. Goodman, Ph.D., Director

646-312-3749

[cci@corporatecomm.org](mailto:cci@corporatecomm.org)

### **Hal Hilliard Receives the Highly Commended Applied Paper Award at Corporate Communication International's Conference on Corporate Communication 2014**



**Hal Hilliard (center) receives the Highly Commended Applied Paper Award at CCI's Conference on Corporate Communication, June 5, 2014. Standing with him are Christina Genest, CCI Associate Director and Michael B. Goodman, Ph.D., CCI Director.**

**New York, New York.** Hal Hilliard received the Highly Commended Applied Paper Award at Corporate Communication International's Conference on Corporate Communication 2014, held June 3 - 6, at The Hong Kong Polytechnic University, Hong Kong for his paper, " 'AP' Stands

for 'Associated Press: Defining the Success of the World's Oldest Media Company's First Rebranding." *Corporate Communications: An International Journal*, published by Emerald Group Publishing Limited (UK), sponsors the annual award. Presenting the award was Michael B. Goodman, PhD, North America Regional Editor of *Corporate Communications: An International Journal* and CCI Director.

Speaking about Hilliard's award, Goodman states, "Sustainability and successful rebranding go hand in hand. Hal Hilliard has created an indispensable case analysis." Hilliard's work finds that "key stakeholders generally define the rebranding as successful, but use different metrics to assess its performance. But, most importantly, the findings show," according to Hilliard, "that the success could be fleeting if employees are not kept engaged long after the brand relaunch." Hilliard goes on to emphasize the need for early staff involvement and internal

buy-in of the corporate rebranding, and the importance of establishing appropriate metrics to determine the success of the process.

Hal Hilliard works in The Associated Press' Corporate Communication Department as the Senior Design Manager. He joined the AP in 2011, just before AP's new brand was launched, and managed the implementation of the global rebranding of internal and external marketing materials. Before The Associated Press, he was the art director and brand manager at The Posse Foundation, Inc., a national leadership development and college access nonprofit based in New York City. He recently earned his MA in Corporate Communication from Baruch College/CUNY.

CCI - Corporate Communication International 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). ). In 2014 the conference was hosted by CCI – The Hong Kong Chapter associated with the Department of Bilingual and Chinese Studies at The Hong Kong Polytechnic University. 122 scholars and practitioners from 26 countries gathered at the 2014 conference to exchange information and explore 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 2014 Proceedings* published by CCI. Papers are also considered for publication in *Corporate Communications: An International Journal*.

CCI - 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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