

The Plank Center for Leadership in Public Relations Board of Advisors are available to discuss the North American Communication Monitor findings with you on a variety of topics including:

Overall Implications to the Public Relations Profession

What are the critical issues facing the public relations profession? How can this research be applied to the PR profession?

Corporate

- **Leslie Sutton**, vice president, corporate communications, Discover Financial Services
- **Rick White**, associate vice chancellor emeritus, communications and public affairs, University of North Carolina – Chapel Hill
- **Ron DeFeo**, senior vice president, global engagement, American Airlines

Agency

- **John Deveney**, president and founder, DEVENEY
- **Rick Looser**, COO and president, The Cirlot Agency
- **Pat Ford**, professional-in-residence, University of Florida

Young Professional/ Emerging Leaders

- **Kevin Saghy**, senior director of social media, The Ohio State University

Overall Implications to the Public Relations Education

Can public relations education help address any of the issues emerging from the NACM? How can this research be applied in classrooms?

- **Dr. Karla Gower**, director, The Plank Center for Leadership in Public Relations; professor of public relations, The University of Alabama
- **Maria Russell**, executive education director and director, S.I. Newhouse School of Public Communications, Syracuse University
- **Dr. Bruce Berger**, professor emeritus of public relations, The University of Alabama
- **Dr. Nilanjana Bardhan**, professor of communication studies, Southern Illinois University – Carbondale

Overall Global Implications to the Public Relations Profession

What are the global implications of this study?

To set up interviews with NACM experts, please email Jessika White, Plank Center Communication Specialist, at jnwhite@apr.ua.edu.

- **Dr. Juan Meng**, associate professor of public relations, University of Georgia
- **Dr. Bryan Reber**, C. Richard Yarbrough Professor in Crisis Communication Leadership, University of Georgia

Summary Findings of North American Communication Monitor

What do the results mean? How does this study differ from other studies?

- **Dr. Juan Meng**, associate professor of public relations, University of Georgia
- **Dr. Bryan Reber**, C. Richard Yarbrough Professor in Crisis Communication Leadership, University of Georgia

Why the North American Communication Monitor is Important

Why did The Plank Center step forward to take on this important research study? How will this study help and/or prepare leaders in the PR industry?

- **Keith Burton**, principal, Grayson Emmett Partners
- **Gary McCormick**, principal, GMc Communications

Fake News

What should the industry be doing? Is it impacting public relations, our clients or the media's ability to influence?

- **Mark Harris**, professor-in-residence, The University of Alabama; former VP of communications, global business services, IBM
- **John Deveney**, president and founder, DEVENEY

Trust

Why are employees not trusting organizations? How can organizations change that? What can leaders do to earn employees' trust?

- **Ron Culp**, professional director, public relations and advertising MA program, DePaul University
- **Bill Heyman**, Founder and CEO, Heyman Associates
- **Bridget Coffing**, senior communications consultant; CCO emerita, McDonald's Corporation
- **Rick White**, associate vice chancellor emeritus, communications and public affairs, University of North Carolina – Chapel Hill

Canada vs. United States

What are the differences? Similarities?

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- **Dr. Bryan Reber**, C. Richard Yarbrough Professor in Crisis Communication Leadership, University of Georgia

Gender Gaps

Stress? Shared Decision Making? Social Media Skills and Management? How can we begin to bridge this gap toward gender equality?

- **Kevin Saghy**, senior director of social media, The Ohio State University
- **Julia Hood**, head of special projects, Business Insider
- **Joanne Bischmann**, CCO emerita, Harley-Davidson Motor Company

Age Gaps

How can we make organizations a welcoming, inclusive space for all? What are steps organizations should take to retain emerging employees?

- **Bill Heyman**, Founder and CEO, Heyman Associates
- **Kevin Saghy**, senior director of social media, The Ohio State University

View from the Top

Why is the view from the top different? How can leaders “get real” about the “view”?

- **Bill Heyman**, Founder and CEO, Heyman Associates
- **Alicia Thompson**, president, Signature Leadership
- **Rick White**, associate vice chancellor emeritus, communications and public affairs, University of North Carolina – Chapel Hill

Excellent Communication Departments

What makes an excellent communication department excellent? How can communication departments become excellent?

- **Dr. Bruce Berger**, professor emeritus of public relations, The University of Alabama
- **Bill Heyman**, Founder and CEO, Heyman Associates

PR Diversity and Inclusion

How can we begin moving the D&I needle? What do organizations need to do to attract, recruit and retain top diverse talent?

- **Pat Ford**, professional-in-residence, University of Florida
- **Flávia Vígio**, VP of Communications, HBO Latin America

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