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.
North American Communication Monitor

Plank Center Experts

- **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?*

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

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