



Call for Abstracts
Center for Global Public Relations
Third Annual Global Research Conference
Charlotte, North Carolina, U.S.A., April 26, 2013

**“The Millennium Generation Communication Challenge:
The Role of Public Relations in Helping Society to Inspire,
Support and Collaborate
With the Global Youth Population of 1.2 Billion”**

The Center for Global Public Relations provides opportunities for public relations practitioners, scholar/educators and students worldwide to increase their knowledge about global public relations and to explore issues related to its practice and scholarship.

Scholar/educators and graduate students from all disciplines, as well as practitioners from all professional occupations, are invited to submit abstracts on the conference theme for presentation at the Center for Global Public Relations' 3rd Annual Global Research Conference April 26, 2013, in Charlotte, North Carolina, U.S.A.

More than 1 billion people in the world today are ages 15 to 24, the largest youth population ever. By 2035, they are expected to number 1.5 billion. While some young people are succeeding, millions of others are not because they don't have access to the necessary education, skills-training and opportunities for employment. Nearly all future population growth will be in the world's lesser developed countries, the poorest of which will see the greatest percentage increase. This conference will explore how public relations practitioners representing corporations, NGOs and governments worldwide, as well as scholar/educators who perform research and provide professional education, can support global sustainability, e.g., in health, education and in employment commensurate with education, that enhances the welfare and potential of this young global population.

Abstract submissions of 250 words or less may be for completed research or for research that will be completed by February 24, 2013. Submissions will be peer-reviewed and will be accepted with the understanding that these papers have not been previously published or presented. Individuals may also serve as respondents or as chairs on panels. Authors of accepted abstracts will be invited to compete for *top paper awards*. At least one author of co-authored papers is expected to present at the Conference that will be held at the University of North Carolina at Charlotte. Authors will receive further details upon acceptance. Authors will be given the opportunity to have their submissions included in the non-copyrighted conference proceedings that will be published on the CGPR website following the conference.

Abstracts must be submitted by email as PDF files and must include author contact information, academic or organization affiliation(s) and paper title(s). All abstracts are due by January 9, 2013, and should be emailed to the Center for Global Public Relations at Centergpr@uncc.edu.

To learn more about the Center for Global Public Relations, please visit <http://cgpr.uncc.edu>. For additional information or inquiries regarding abstract submissions, please contact the Center for Global Public Relations at Centergpr@uncc.edu.

The Center for Global Public Relations

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