HABNBAN
Confucius Institute Headquarters
Beijing, China

By: Sidney A. McPhee
President - Middle Tennessee State University
East China University - Shanghai, China – July 26, 2017

Strategies for Success:

Preparation for Leadership Role Abroad

成功之路:

为如何在国外扮演好领导角色做准备

Presentation to
Chinese Confucius Institute Co-directors
Training And Workshop

HABNBAN
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Strategies for Success:
Preparation for Leadership Role Abroad

Introduction（内容提要）:

- Prepare for transition (做好角色转变的准备).
- Understand purpose and role(找准目标和角色).
- Knowledge of campus culture.(了解校园文化)
- Academic freedom. (学术的自由)

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Assessing the environmental context (评估周边环境)

- The community, local and state.(对社区、当地环境和整个州的考察)
- The campus.(对校园环境的考察)

HOW?(如何做) – WHAT?(是什么) – WHY?(为什么) of CI(孔子学院)

- CI alignment.(与孔院的合作)

Strategies for Success:
Preparation for Leadership Role Abroad

Agreement（共识）:

- Consistent with institutional mission
(统一双方的宗旨和使命)
- Awareness among campus and community constituent groups（加强学校与社区团体的合作意识）
- Assuming ownership（评定所有权）
- Keeping stakeholders informed（确保股东的知情权）

Strategies for Success:
Preparation for Leadership Role Abroad

- Understand public relations and media.(了解公众关系和媒体)
- Media in America.(美国的媒体)
- The politics of your campus and community.（学校和社区团体的政策）

Strategies for Success:
Preparation for Leadership Role Abroad

Promote your CI(孔院的宣传与推广):

- Make no assumptions.(不要做任何假设)
- Connect with pubic relations and media office.(建立与公众和媒体的关系)
- Tell your stories again and again and again.(不厌其烦地讲述你的故事)

Strategies for Success:
Preparation for Leadership Role Abroad

Why Engage?(为什么要与媒体建立密切的关系？)

- Proactive media relations to shape your public narrative.(提高媒体曝光率, 建立良好的公众形象)
- Dispel myths or inaccuracies.(消除谬见与误解)
- Drive the discussion.(推动进一步的商讨)
- Improve the effectiveness of your messaging.(提高信息传达的有效性)

SOURCE: Ron Sachs Communications
Florida League of Cities training, 2011

THE TENNESSEAN

★local news

TUESDAY, JULY 11, 2017 5A

MTSU continues its push for international students

Chinese delegation visits as part of school's efforts

ADAM TAMBURIN
USA TODAY NETWORK TENNESSEE

A delegation of Chinese students and teachers are visiting Middle Tennessee State University this week as part of the college's yearslong investment in international partnerships that officials hope will expand its international enrollment and global exposure.

The visit, spearheaded by China's Dongcheng Educational Group, is the latest in a series of trips stretching back to 2012. Three Chinese delegations have visited MTSU as part of the partnership, and groups from Rutherford County also have traveled to China.

MTSU President Sidney McPhee said the visit represented an extension of the university's long-running effort to create a global learning experience for its Tennessee students. Encouraging collaboration and communication across cultures makes sense for MTSU and its students, he said.

"If the United States is going to continue to be a leader in the world, our ability to interact, to be able to understand, to be able to work with people outside of this country is absolutely essential," he said. "The more we are able to understand and appreciate different cultures, the safer and the more peaceful this world is going to be."

Chinese children and teachers mingle with Middle Tennessee State University President Sidney McPhee, second from left. SUBMITTED

Partnerships are profitable for MTSU and good for Tennessee students, McPhee says

MTSU has aggressively courted international students and partnerships since McPhee started as president in 2001. More than 40 partnerships with international institutions have been formalized during his tenure; a third of those partnerships are with Chinese universities.

The rise in partnerships, which can expedite transfers, has coincided with a spike in international enrollment. In 2006 317 international students were enrolled at MTSU, according to state data. By last fall, that number had climbed to 1,115 international students. According to information kept by the Institute of International Education and shared by the university, MTSU enrolls more international students than any other university in the state.

Universities across the country, including Fisk University in Nashville, have similarly sought to grow international partnerships. Those partnerships often come with financial perks for colleges because international students often pay full tuition costs without scholarships or financial aid.

International students at MTSU pay substantially higher out-of-state tuition rates, meaning they generate more money for the university than a student from Tennessee.

But McPhee said the financial boost is not the only reason the partnerships are valuable. He said this week's visit "opens up a whole new world" to students and community members.

The same is true, he said, for local students who are "competing with students around the world" after graduation. He said studying alongside international peers would make those students more attractive on the job market.

Latest visit offers 'exposure you can't buy'

McPhee described the trip this week as the ultimate opportunity to encourage dozens of young Chinese students to return to MTSU for college.

The Dongcheng Educational Group is an affiliate of Hangzhou Normal University, which partnered with MTSU to create and operate the Confucius Institute on the MTSU campus. The group oversees a network of magnet-style schools, according to a university statement.

During their visit, students and teachers will tour MTSU and Nashville and will visit a local elementary school. MTSU also will host a picnic for the group, complete with a guest performance by the university's cheerleaders, and the group will visit theU.S. Space and Rocket Center in Huntsville, Ala.

McPhee was excited to see the children's reactions to scientific research and the equipment in the aerospace department.

"That kind of exposure you can't buy," he said.

Reach Adam Tamburin at atamburin@tennessean.com or 615-726-5986 and on Twitter @tamburintweets.

Prosecutors: Revoke bond for ex-UT player after DUI arrest

MATT LAKIN
USA TODAY NETWORK – TENNESSEE

Prosecutors have moved to revoke the bond of former University of Tennessee linebacker A.J. Johnson, who's awaiting trial on rape charges, after his weekend DUI arrest.

"The defendant's refusal to obey the laws of this state ... make him a continuing threat to the community," Knox County Deputy District Attorney General Kyle Hixson wrote in a motion filed Monday afternoon.

Johnson

Johnson and his former teammate Michael Williams have been free on bond for more than two years since their indictment on charges of raping a woman during a November 2014 party at Johnson's South Knoxville apartment after a football win. That case remains on hold pending a decision by the Tennessee Supreme Court on whether to hear an appeal on arguments about the accuser's social media history.

Saturday's DUI arrest

Johnson's latest arrest happened when Knoxville Police Department Officer Mark Fortner said he spotted the ex-player's 2007 Chevy Tahoe stopped at a red light at Kingston Pike and Neyland Drive for two full light cycles Saturday around 1:30 a.m.

Fortner said he approached the vehicle to check on the driver when the vehicle rolled forward and struck a sign.

The officer said Johnson had bloodshot eyes, smelled of alcohol and had a "marijuana cigarette" sitting in plain sight inside the vehicle.

Johnson admitted to smoking marijuana and to drinking earlier in the day, police said.

Officers performed a field sobriety test and arrested Johnson on charges of driving under the influence, failure to exercise due care while driving and violation of implied consent. He also was cited on a charge of simple drug possession.

Johnson was released on bond around noon Saturday. His lawyer, Stephen Ross Johnson, didn't immediately return a call Monday afternoon.

MTSU partners

MTSU lin

MTSU President Sidne
state Sen. Bill Ketron,
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nd

, left, presents an 'I
i, deputy-director
headquarters in

, associate dean of
U's College of Mass
munication, who is
ing at the Beijing
pus this summer.
TSU has an interna-
al enrollment of more
700 full-time, de-
e-seeking students, a
percent increase over
year and a jump of al-
st 30 percent from
1. The university has
geted higher interna-
nal enrollment as a way
diversify the MTSU
mpus and generate ad-
itional revenue.

The MTSU delegation
lso renewed or estab-
ished relationships with
Shanghai Jiao Tong Uni-
versity; Hangzhou Nor-
mal University; the Re-
search Institute of Indus-
trial Design of Shunde;
Guangxi University; and
the Guangxi Botanical
Garden of Medicinal
Plants. It also visited gov-
ernment officials in Gui-
lin.

LOCAL

Murfreesboro City Schools signs partnership with Chinese school

By Amanda Haggard
The Daily News Journal

MTSU President Sidney A. McPhee applauds Thursday after Lin Zhengfan, chairman of the Dongcheng Education Group of Hangzhou Normal University in China, and Linda Gilbert, director of Murfreesboro City Schools, sign an agreement between the two organizations to foster future educational and cultural exchanges involving elementary school students and educators. MTSU

MURFREESBORO — Murfreesboro City Schools signed a five-year agreement with a Chinese education group Thursday that will work toward promoting future educational and cultural exchanges between elementary school students and educators.

Middle Tennessee State University facilitated the partnership, and officials with Murfreesboro City Schools and Dongcheng Education Group of Hangzhou Normal University in China signed the agreement Thursday at MTSU's Student Union Building.

The agreement can be renewed for another five years if all institutions agree.

"We're going to work toward building this great relationship with exchange programs and collaboration on best practices," MTSU President Sidney McPhee said. "We will work together to help the teaching and learning process that will benefit the students of Tennessee, the students of China and, therefore, the world."

The memorandum of understanding establishes a formal partnership on teaching and research activities, organizing courses and programs of mutual interest and developing exchange programs.

"Today, our children live in a global village where their connections to each other cannot be ignored," said Linda Gilbert, director of the Murfreesboro City Schools. "The partnership we are establishing today will help our administrators, teachers, and children gain the necessary skills and abilities to achieve on a global scale."

Rutherford County schools are set to sign a similar agreement today. Central Magnet School in the county system and the Discovery School at Reeves Rogers in the city system are the focus of the partnership right now, but other local schools could potentially be involved in the future.

"Exposure to different cultures provides an excellent educational opportunity for our students," said Don Odom, director of Rutherford County Schools.

Educators from all groups held a discussion after the signing about how to best engage in exchanging ideas and thoughts in the future.

Lin Zhengfan, chairman of the board for Dongcheng Education Group, represented the Chinese delegation at the signing.

He said through a translator, Guanping Zheng, that he was extremely thankful for the opportunity to bring the two cultures together to learn from one another.

Zheng is the director of the MTSU Confucius Institute, which is at MTSU works toward forging ties between China and the United States.

"Such collaboration and exchange is strongly supported by my government," Zhengfan said. "We are not only working in exchange of students, faculty and community members visiting, but also we hope to have the opportunity to exchange our ideas and our thoughts about education."

Zhengfan began building this relationship years ago as president of Hangzhou Normal University, according to Lana Seivers, dean of the College of Education at MTSU.

"He came a few years ago and visited MTSU and Murfreesboro schools and some schools in East Tennessee as well," Seivers said. "He and McPhee have known each other 10 years. I think this collaboration certainly speaks to the professional relationship and friendship between McPhee and Zhengfan, and we've benefited from that partnership."

More than 30 Chinese schoolchildren and teachers from Hangzhou, China, received a welcome to Middle Tennessee State University Tuesday morning, and have spent the week learning about the area and spending time with locals.

Thursday afternoon, Chinese students visited the homes of local children, and in one home the children were in awe of the size of the house.

"We took them to [my granddaughter's] other grandmother's house," said Joyce Taylor, who has been working closely with the program and traveled to China with the group last year. "It's a 12,000-square-foot home. They just kept taking pictures of everything. I think they had a great time."

During their four-day visit, the group also visited several Middle Tennessee attractions, including the state Capitol, the Grand Ole Opry, Stones River National Battlefield and Cannonsburgh Village.

Contact Amanda Haggard at ahaggard@gannett.com or follow her on Twitter @HaggardAmanda

CORRECTION

LOCAL

MTSU President Sidney A. McPhee, right, exchanges welcome gifts with Huang Zhen, vice president for teaching and international affairs for the Shanghai Jiao Tong University, after the signing of an agreement Friday that established formal ties between the two academic institutions. MTSU PHOTO

MTSU signs agreement with Shanghai university

From MTSU

SHANGHAI, China — Middle Tennessee State University established formal ties Friday with a university that has been crowned "China's MIT" for its strong science, engineering and bio-medical programs.

The agreement between MTSU and Shanghai Jiao Tong University will allow for the exchange of faculty and students between the institutions. It will also let professors collaborate and share research.

President Sidney A. McPhee, who led a MTSU delegation that included state Senate Majority Caucus Chairman Bill Ketron, R-Murfreesboro, signed the agreement during ceremonies on the Shanghai campus.

"Shanghai Jiao Tong University is a premier university, recognized internationally for excellence across its 29 schools and 11 institutes," McPhee said. "Our partnership will allow students and faculty to study, explore and collaborate on projects that benefit both institutions and our respective communities."

The agreement was forged at one of the first stops of a seven-city tour by the MTSU delegation to create or strengthen relationships with Chinese universities.

"Today we opened the door to the future for our two universities to forge significant research relationships," said Ketron, a 1976 graduate of MTSU.

Founded in 1896, Shanghai Jiao Tong University offers a wide range of academic programs, with sciences as its foundation. Three of its disciplines – Naval Architecture and Ocean Engineering, Mechanical Engineering and Clinical Medicine are ranked No. 1 in China.

Faculty, students and alumni of Shanghai Jiao Tong have created many "firsts" in modern and contemporary Chinese and world history. The university's list of firsts includes China's first internal combustion engine, the first hovercraft and the first operation that rejoined a severed limb.

Friday's agreement joins the School of Life Sciences and Biotechnology at Shanghai Jiao Tong with the Tennessee Center for Botanical Medicine Research, headed by Director Elliot Altman, who is also a Professor of Biology at MTSU.

"This agreement is a starting point," Altman said. "Universities in China like to start relationships with U.S. universities that encourage the exchange of students and collaborations between professors. There are definite possibilities here for both of our institutions."

Xuehong Zhang, executive dean of the School of Life Sciences and Biotechnology, signed Friday's agreement on behalf of Shanghai Jiao Tong University. Deputy Dean Zhang Dabing, who is director of the National Center for Molecular Characterization of Genetically Modified Organisms, also represented the school.

Yan Feng, director of the Department of Biosciences and Biotechnology, and Professor Dawei Li of the School of Pharmacy also attended on behalf of the Shanghai University.

After the signing ceremony, McPhee and the MTSU delegation also conferred with Huang Zhen, vice president for teaching and international affairs for the Shanghai university, about specifics on the student exchange aspects of the agreement.

Zhen said one third of his university's undergraduate students participate in study abroad programs, a point of pride for the Shanghai institution.

McPhee also delivered a lecture to about 100 Shanghai students on how to become a successful international student at an American university, using MTSU as a role model and starting point for his discussions.

MIDDLE TENNESSEE STATE UNIVERSITY

EXECUTIVE NEWS SUMMARY

produced by the Office of Marketing and Communications

NOVEMBER 14 - 15, 2013

SPECIAL REPORT: MTSU'S GINSENG INITIATIVE

MTSU to Grow Ginseng at University's Farm
WMOT
MTSU President **Sidney A. McPhee** (left) watches state Rep. Jeremy Faison, R-Cosby, (second from left) describe a ginseng root found during a visit to Cocke ...
See all stories on this topic »

MTSU seeds research for ginseng crop initiative - YouTube
www.youtube.com/watch?v=5h6W2zBQlf4&feature=youtube_gdata
22 hours ago - MTSU's Ginseng Initiative to grow and harvest the plant at the university's Experiential Learning and Research Center in Lascassas, Tenn., will ...

MTSU plants first ginseng seeds at university farm - WZTV FOX17 ...
www.fox17.com/template/inews...tn/3bfb8809-www.fox17.com.shtml
1 day ago - MURFREESBORO, Tenn. (AP) -- Middle Tennessee State University has broken ground on an initiative to grow ginseng at the school's ...

MTSU to grow ginseng at university's farm - Local News - Nashville ...
www.nbcnews.com/id/53549645/
2 days ago - (AP) - Middle Tennessee State University is launching an initiative to grow ginseng at the school's experiential learning and research center in Lascassas. ... (gwahng-ZHEE') Botanical Garden of Medicinal Plants in China are ...

MTSU plants first ginseng seeds at university farm - Worldnews.com
article.wn.com/.../MTSU_plants_first_ginseng_seeds_at_university_farm...
1 day ago - MURFREESBORO, Tenn. (AP) — Middle Tennessee State University has broken ground on an initiative to grow ginseng at the school's ...

MTSU to grow ginseng at university's farm
WSMV Nashville
(AP) - **Middle Tennessee State University** is launching an initiative to grow ginseng at the school's experiential learning and research center in Lascassas.
See all stories on this topic »

MTSU plants ginseng seeds for profit, to promote study
The Daily News Journal
Bill Ketron played a large role in urging MTSU President **Sidney McPhee** to pursue the research. State Rep. Jeremy Faison led MTSU officials into the hills of ...

Strategies for Success:
Preparation for Leadership Role Abroad

Make Your Own News(制造属于自己的新闻)**:**

- Show the human impact.(展示人为影响力)
- Have a local angle to connect to bigger stories.
  Be ready to act!
  (以小视角引出大故事，准备好你的表演吧！)
- Timing is everything!(时间就是一切)
- Develop "NEWS HOOKS," or ways to connect it with the daily or weekly news cycle.
  (创造新热点，或把自己的故事与当地的日报或周报新闻相结合)

Make it Memorable(创造使人印象深刻的新闻):

- Announce something in a new and novel way.(以新闻报道或小说的形式来刊登你的故事)
- Think in terms of visuals – photo and film.(以视觉的方式展示, 如照片和电影)
- Include media-worthy participants and props.(吸纳有媒体影响力的参与者和支持者)

SOURCE: Ron Sachs Communications Florida League of Cities training, 2011

Strategies for Success:
Preparation for Leadership Role Abroad

Managing media expectations:

- Identify three to five key messages that you wish to share during an interview. (在采访中，确立3到5个你想要分享的关键信息)
- Anticipate tough questions and prepare your answers in advance. (提前对可能出现的尖锐问题进行准备)
- Shape your message. (提炼你的信息)
- Be brief, and say what you mean. (表达简练精准)
- Prepare sound bites, your most important points, in advance. (提前准备重点和要点的概括)
- Practice with a colleague unfamiliar with the topic and get honest feedback. (与不熟悉这个话题的同事进行预演排练，并得到真实的反馈)

SOURCE: Ron Sachs Communications
Florida League of Cities training, 2011

Strategies for Success:
Preparation for Leadership Role Abroad

Managing media expectations: （对媒体的期望）

- Don't attempt to censor.（不要企图去审查）
- Your control what you say.（把握自己的演讲内容）
- No "off-the-record"（提高曝光率，不能消失在大众的视野范围内）

SOURCE: "Meet the Media" guide, USAF PAO

Strategies for Success:
Preparation for Leadership Role Abroad

During the interview
(在采访中怎么做)：

- Be brief and to the point.
(表达简练精准)
- Give quotable quotes.(为媒体提供有价值的新闻点)
- Pivot to your message.(以你想要传达的信息为中心)
- Prepare for the interview.
(做好充足准备)
- Stick to the facts.(坚持事实)

Source: "Meet the Media" guide, USAF PAO

Strategies for Success:
Preparation for Leadership Role Abroad

During the interview:（在采访中怎么做）

- Come to an interview prepared with your messages and find opportunities to get them across without ignoring the reporter's questions.(既要精准地传达自己的信息, 也要回应采访者的问题)
- Give a direct answer when asked a direct question, even if the answer is *"No, I don't know,"* or *"I'm sorry, I can't answer that question."*
(实话实说，"我不知道"或"这个问题我没法回答。")
- You will come across as an honest, forthright person.
你会给人留下诚实、直爽的印象)
- Be aware of the "bait"
(也要小心采访陷阱)

SURCE: Meet "the Media" guide, USAF PAO

Strategies for Success:
Preparation for Leadership Role Abroad

Powerful Points（重点提要）:

An Exercise in Putting Your Best Foot Forward

（全力以赴！）

Strategies for Success:
Preparation for Leadership Role Abroad

Know your negatives（了解自己的短处）**:**

- Make sure you understand the objections being raised by your detractors.（确保自己了解反对者提出的不同意见）
- Think through your worst-case scenarios and address them.（充分做好最坏的打算并想好解决措施）
- Prepare and know your narratives.（准备好你要讲的内容）

Strategies for Success:
Preparation for Leadership Role Abroad

Embrace the challenges（迎接挑战）**:**

- Understand and embrace the fact that healthy debate.（求同存异）
- Ensure that we can comfortably articulate this relationship in public and to the press.（确保我们能够从容并清楚地向公众和媒体展示我们之间的良好关系）
- Address what makes you uncomfortable and make changes that will make you comfortable.
  （对不足之处提出改进意见）
- Keep your cool at all times.（保持冷静）

LATEST NEWS - PROPERTY ASSESSOR'S OFFICE TO USE GR... | WGNS' WALKER CAPTURES TOUGH LIFEST... | INCUMBENTS LOUG

thepost

(/)

HOME CALENDAR AUTO CLASSIFIEDS ADS

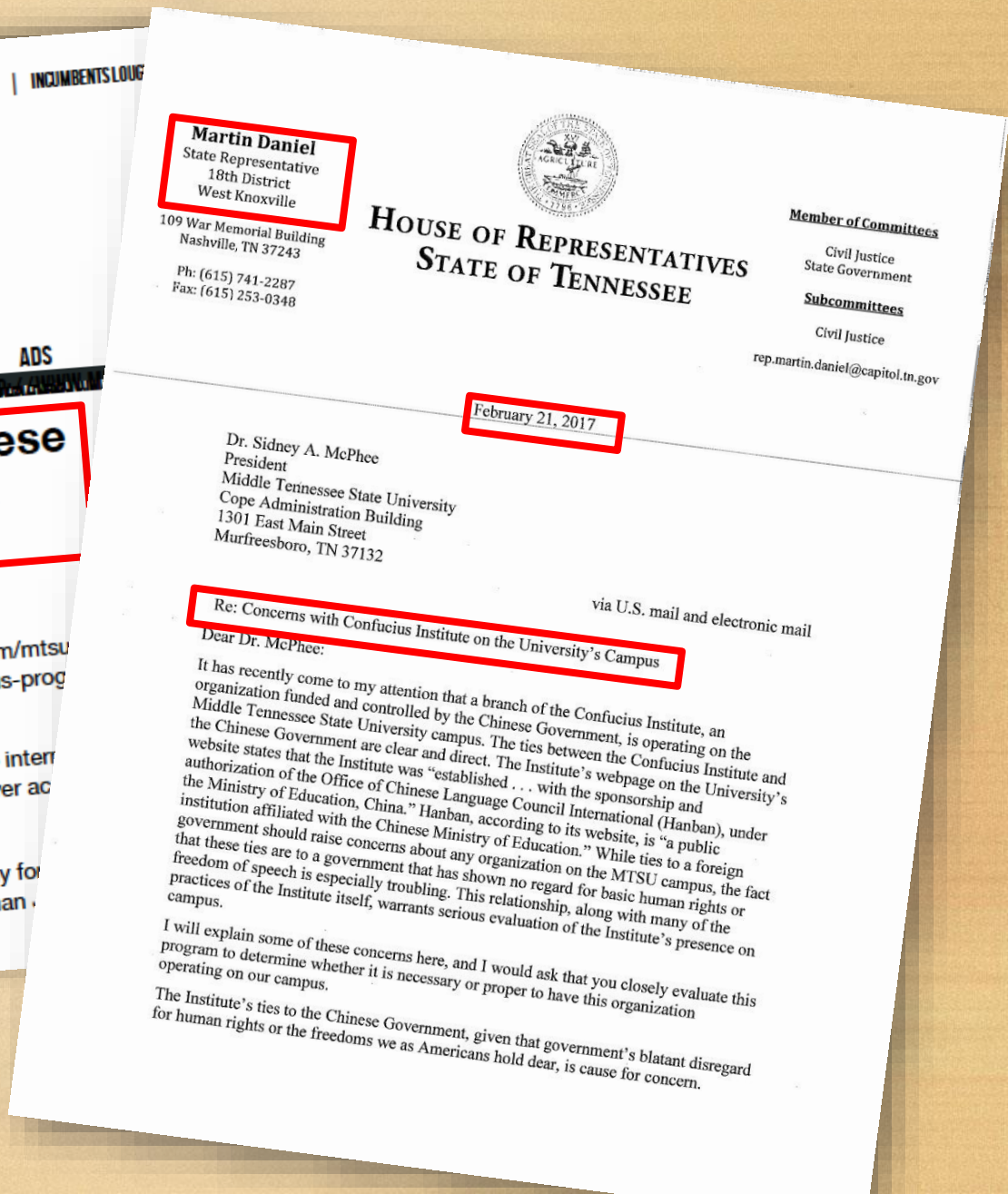
MTSU says interference by Chinese government isn't a problem with Confucius program

By: SAM STOCKARD, Post Contributor
Published: July 20, 2014

Comment Email Print (http://www.murfreesboropost.com/mtsu-interference-by-chinese-government-isn-t-a-problem-with-confucius-prog-39977-printer)

MTSU's Confucius program is building educational relationships to intern university at a minimal cost locally and without giving up control over ac according to officials.

"The Confucius Institute at MTSU does not conduct or oversee any fo academic courses or programs at our university," MTSU spokesman The Post recently.



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rep.martin.daniel@capitol.tn.gov

February 21, 2017

Dr. Sidney A. McPhee
President
Middle Tennessee State University
Cope Administration Building
1301 East Main Street
Murfreesboro, TN 37132

via U.S. mail and electronic mail

Re: Concerns with Confucius Institute on the University's Campus

Dear Dr. McPhee:

It has recently come to my attention that a branch of the Confucius Institute, an organization funded and controlled by the Chinese Government, is operating on the Middle Tennessee State University campus. The ties between the Confucius Institute and the Chinese Government are clear and direct. The Institute's webpage on the University's website states that the Institute was "established . . . with the sponsorship and authorization of the Office of Chinese Language Council International (Hanban), under the Ministry of Education, China." Hanban, according to its website, is "a public institution affiliated with the Chinese Ministry of Education." While ties to a foreign government should raise concerns about any organization on the MTSU campus, the fact that these ties are to a government that has shown no regard for basic human rights or freedom of speech is especially troubling. This relationship, along with many of the practices of the Institute itself, warrants serious evaluation of the Institute's presence on campus.

I will explain some of these concerns here, and I would ask that you closely evaluate this program to determine whether it is necessary or proper to have this organization operating on our campus.

The Institute's ties to the Chinese Government, given that government's blatant disregard for human rights or the freedoms we as Americans hold dear, is cause for concern.

Tennessean. HOME NEWS COUNTIES MUSIC OPINION OBITUARIES ARCHIVES E-EDITION USA TODAY SUBSCRIBE MORE

Tennessee lawmaker takes issue with Confucius Institute and ties to Chinese government

Kirk A. Bado , USA TODAY NETWORK - Tennessee Published 8:13 p.m. CT Feb. 22, 2017 | Update

(Photo: Helen Comer / File / DNJ)

In a letter Tuesday to the presidents of three Tennessee universities, Rep. Martin Daniel, R-Knoxville, wrote that the Confucius Institutes' close ties to the Chinese government warrant "serious evaluation of the Institute's presence on campus."

"They are controlled by the Chinese government absolutely," Daniel said.

The Confucius Institute program launched in 2004 to promote knowledge of Chine culture on college campuses across the world, including at the University of Tenn at Knoxville, Middle Tennessee State University and the University of Memphis.

The program is sponsored and authorized by the Office of Chinese Language International, known as Hanban, which is associated with the Ministry of Education. Hanban calls itself a nonprofit, nongovernment organization, but critics argue that the Chinese government has more influence behind the scenes.

According to the UT chapter's website, its mission is "to enhance the learning of Chinese language and culture in our region by offering Chinese language and cultural classes, holding events and activities, and providing services to UT and local community."

There are more than 480 institutes operating around the world, including the three in

CT Feb. 22, 2017

Rep. Martin Daniel
@RepMartinDaniel

Follow

What ever happened to education, research, and public service as priorities of our Universities?

8:48 AM - 22 Feb 2017

1

MTSU President Sidney McPhee defended the Confucius Institute in a statement and clarified the school's relationship with the program. The university has longstanding partnerships with Chinese schools, and McPhee has traveled to China every year since becoming president.

"Our goal in our relationship with the Confucius Institute is to build our international relationships between MTSU and universities in China at a minimal cost and without relinquishing any control over our own academic programs or instructional rigor," he said. McPhee said the Confucius Institute does not conduct or oversee any for-credit academic courses at the university. The school has control over all credit-hour courses.

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Strategies for Success:
Preparation for Leadership Role Abroad

Keeping Your Balance (保持平衡):

An Exercise in Remaining Calm and Collected (保持冷静与镇定)

Strategies for Success:
Preparation for Leadership Role Abroad

During the interview:（在采访中怎么做）

- Listen carefully during an interview.（认真聆听）
- Only comment on what you are comfortable with.（只回应你想回应的部分）
- The likelihood of your being misquoted is reduced substantially.（不断降低媒体错误报道的可能性）

SOURCE: "Meet the Media" guide, USAF PAO

Strategies for Success:
Preparation for Leadership Role Abroad

Questions and Answers
问答环节

Strategies for Success:
Preparation for Leadership Role Abroad

The End

Thank you for your attendance

感谢您出席会议