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# newsletter

## Member focus



Public Relations Institute of Australia

More than 500 delegates attended the Public Relations Institute of Australia (PRIA) national convention in Sydney last month. Focused on the topic of Leadership in Communication, the conference examined the role that public relations plays in creating the leading brands, companies and personalities of our time.

Throughout the conference, practitioners from in-house, consultancy, NGOs, government bodies and academia heard from Australian and global communication leaders. Speakers including Paul Holmes, Editor of the influential Holmes Report, Peter Sandman, a leading figure in the world of crisis communication, Paul Holmes, Editor-at-Large, The Australian and one of the most influential media leaders in Australia. The conference was concluded by a keynote presentation from Arthur Sinodinos, former Chief-of-Staff to Prime Minister John Howard, with insights on the battle for votes in the November Federal election. Further info on [www.globalpr.org](http://www.globalpr.org).

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## From the Board

*One of the heartening things the GA can do is to share information from around the world between the national associations that are the backbone of our profession.*

### A more inter-active Global Alliance is growing

The sheer range of activity as associations adapt to the globalised communication world has always been astonishing, but often closed or heard only at a local or regional level until recently. The occasional insight would slip out or be covered in annual conference, but there was no structure; and no immediacy. Now you can read within a few days of initiatives like for example the recent conferences held in places like Australia or Mexico, USA or Malaysia, with active Global Alliance representation. Members of the Global Alliance board took part as active contributors in the Public Relations Society of America's International Conference in Philadelphia where we held our board

meeting and hosted a panel discussion led by John Paluszek, our Ambassador at large. Other board members couldn't make it to Philadelphia because they were representing the Global Alliance in places like the City of Mexico or Kuala Lumpur. All the Board is committed to a close relationship with each and every one of our members and we have also started a discussion on how to become more inter-active. In this newsletter you can read more about this as we prepare to restructure our website and give you access to information and discussions in an even better and inter-active format. Of course we rely on our members to keep that information flowing – so please keep engaged!



Colin Farrington  
Global Alliance Chair

#### European Council on Ethics and Professional Conduct under study

Following a proposal from the Italian Federation of Public Relations (FERPI), the European Confederation of Public Relations (CERP) decided to start studying the possible creation of a European Council on Ethics and Professional Conduct (ECEPC). FERPI's proposal is inspired by the German example where a Council was set up gathering representatives from the German Public Relations Association (DPRG), media organizations and the advertising industry. The mandate of the German Council is to investigate not only on cases involving members of the various bodies but also on those involving other subjects and all its investigations and decisions are all made public. In FERPI's proposal, the European Council would be inclusive of other stakeholders such as internal communicators, investor realtors, social media operators, political consultants and lobbyists.

## GA board members attend important conferences

Besides the major presence of the GA Board at the PRSA International Conference in Philadelphia (see report on page 4), board representatives took place in two of the most important international meetings held recently.

First, Gigi de Mier (Puerto Rico) represented the GA at the [PRORP](#) October International Congress in Mexico and co-signed the new Letter of Mexico, an update of the landmark document previously adopted in Mexico in 1978. More information on the Letter of Mexico and PRORP will soon be available on [GA website](#).

Gigi de Mier attended the Official Signature of the Letter of Mexico



In early November, the [Institute of Public Relations Malaysia](#) organized its first international conference of the new millennium in Kuala Lumpur, under the theme 'The Power of Public Relations: Think Global, Act Local'. The GA was represented in the Conference by Past-President Sej Motau and by Tony Bradley, CIPR representative who were both speakers at the event whose main aim was to "raise awareness that PR is more than just publicity and no longer just a support function for organisations", Shameem Abdul Jalil, President of IPRM, explained.

Sej Motau in Kuala Lumpur



## Europe: CERP's active membership is growing

*In a General Meeting in Paris, the European Confederation of Public Relations (CERP) announced that its active membership is now comprised of 14 national PR Professionals Associations active in Europe.*



CERP's General Assembly convened recently in Paris at a grand meeting held in the Conseil D'Etat in Paris, France. After being re-launched recently as the European arm of the Global Alliance, [CERP](#) is entering a new stage of its existence and this meeting marked an historic moment as the European association welcomed again France and Switzerland as active members.

The regional confederation of Public Relations professionals associations is currently led by Margaretha Sjöberg (Sweden).

CERP was especially active during the last year representing the voice of PR professional associations in a wide consultation process initiated by the European Commission to build a new communication policy for the European governing structure.

During the Assembly CERP also decided to create a working group to assess the feasibility of establishing a Public Relations European Council on Professional Behaviour (see page 1 for more details) and start developing a series of Tele-Seminars.

Professional Associations from the following countries are now active in the CERP network: Austria, Belgium, Bulgaria, Croatia, France, Germany, Ireland, Italy, Romania, Slovenia, Spain, Sweden, Turkey, United Kingdom.

CERP's representatives at the Conseil D'Etat in Paris



“ Last year CERP was an active contributor to the consultation on EU communication strategy and responded to the EC White Paper

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## New GA website is coming

Launched in 2002, the Global Alliance [website](#) has been subject to many changes and is preparing to face another decisive re-shape. As a pivotal tool to help the Global Alliance accomplish its mission to Unify and Link the Profession, the new GA website will have added features intending to generate a closer relationship with our member societies and engaging more and more individual PR professionals and leaders of our community. Each member association will have its own webpage and will be fully autonomous to update it through a password protected content management interface.

Representatives of the association will be able to add news or events update contact details or even upload a video of a recent conference. This means increased visibility and brand-building capacity since each page will have the name of the member society, just like it happens in popular sites like myspace.

Global Alliance projects will also have specific WebPages where users can find all the background on the project, current status, details about participating associations, links to important related files and, of course, the latest news about the project.

“ A web 2.0 philosophy to make the GA website your preferred resource to know about the work of Professional associations around the world

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## Call for Case Studies for next WPRF: London June 23/24 2008

*The CIPR (Chartered Institute of Public Relations) in association with the Global Alliance for Public Relations and Communication Management (GA) are inviting proposals for Case Studies to be presented at the next World Public Relations Conference & Festival. The event is being organized under the theme of "The Public Benefit of Public Relations" next 23-24 June 2008 in London.*

The CIPR is calling for proposals for workshop papers based around the main conference themes including how public relations helps to build countries reputations and contributes to their economic success; the challenge that diversity poses to communications; and how big business can overcome consumer cynicism and demonstrate it is acting responsibly. Proposals are welcomed from all parts of the world and from all sections of the public relations profession and industry – whether in-house; public or private sector; non-governmental sector or agency – by 31 December. CIPR director general and chair of the Global Alliance Colin Farrington said: "Holding the World Public Relations

Conference and Festival in London during the CIPR's 60th anniversary year will make 2008 a landmark year for the Institute. More importantly though, hosting the conference offers us, our members and the PR industry globally a tremendous opportunity to communicate to the wider business community just what PR contributes to commerce and society worldwide". CIPR has also announced that an extended consultation has been made to produce the preliminary program and that it aims to maintain this level of interactivity over the next four months asking colleagues to contribute proposals and views on specific topics for discussion. After this process, the full programme and draft 'London Public Relations

Manifesto' of the 2008 Conference and Festival run in association with the Global Alliance for Public Relations and Communication Management (GA), will be published in February 2008 when bookings will open. For further information about the conference and submitting proposals, visit [www.cipr.co.uk/wprf08](http://www.cipr.co.uk/wprf08)

Note: Selected Case Studies featuring countries of the so called "new democracies" will be reviewed by Dr Judy VanSlyke Turk and Linda Scanlan for potential inclusion in the 3rd edition of their book, "The Evolution of Public Relations: Case Studies from Countries in Transition". Further information is also available at [www.globalpr.org](http://www.globalpr.org).



## GA Projects: Final Report on Core Competencies in PR and Communications

This is a final update on the above project featured in the last two editions of the newsletter. The working group on Professional Credentials in PR and Communications submitted their final report last month. It is available online at <http://www.globalpr.org>. Working group members were pleasantly surprised at the findings and consensus obtained from the consultation process on the core competencies (see September edition). There was unanimous agreement in principle with the high level description of the competencies. Thus, the matrix of core competencies provides a good index of the various

assessment criteria used by the participating organizations. However, because each organization self-identified that the competencies listed were a part/or not of their evaluation process, the matrix cannot be considered anything other than a reference point at this stage. The report contains two recommendations that have now been approved by the GA Board: one pertaining to Knowledge Transfer and the other recommending approval of the common core competencies as minimum requirements for the assessment of credentials and evaluation of competencies of PR and communications practitioners. The working

group also took a stab at proposing further steps that would strengthen the findings from the consultation process. The outcome of this project, a listing of core competencies, represents a standard the profession should strive to attain for the successful and credible practice of public relations and communications worldwide. There is ongoing work needed to share the information gathered through this process, and steps are underway to create a repository of assessment tools and materials on the GA web site from the organizations who participated in the project.

*By Pierrette Leonard, project Leader*

“ The outcome of this project, a listing of core competencies, represents a standard the profession should strive to attain for the successful and credible practice worldwide. ”



# Agenda



## Global Alliance leaders were active and impactful participants at the PRSA International Conference

*The GA contingent at the Public Relations Society of America's Annual International Conference in Philadelphia, October 20 – 23 consisted of Colin Farrington, GA chair, Jean Valin, immediate past chair, John Paluszek, ambassador at large, PRSA representatives Rhoda Weiss (PRSA 2007 president) and William Murray, representatives of the Canadian Public Relations Society Derrick Pieters and Terry Flynn, and João Duarte, GA administrator.*

In addition to conducting the GA Executive Board meeting, these GA representatives led or participated in several conference high points. Farrington was a featured panelist in the GA-sponsored - and well attended - professional development session, *"The Global Challenge: Why Public Relations Around the World Is Important to You and Your Organization"* (with John Paluszek as panel moderator). Other conference events in which the GA representatives

participated included the gala networking reception welcoming international visitors; the awarding of PRSA's Atlas Award honoring lifetime achievement in international public relations to Loula Zaklama of Cairo, Egypt and Jack Bergen of New York City; and the Commission on Public Relations Education deliberations on the development of global standards for public relations education. The conference had a

genuine international emphasis. For example, in addition to the events cited above, in a plenary session, actress Mia Farrow, who is also a UNICEF Goodwill Ambassador, offered heartfelt comments on her work on behalf of children's rights in developing countries, predominantly in Africa. In another plenary, Karen Hughes, Under Secretary of State, Public Diplomacy and Public Affairs, summarized the current multi-faceted U.S. program to improve its

reputation around the world. Among the approximately three thousand conference attendees, public relations practitioners and educators from around the world, many of them members of GA member societies, were present in significant numbers.

*By John Paluszek*

Above: GA Panel at PRSA INC on Global Public Relations with the participation of Colin Farrington, Edith Wilson, Kabir Dangogo and Javier Trevino  
Right: John Paluszek, panel moderator.



## GA awards Scholarships for Lugano Executive Master Program

The Global Alliance for Public Relations and Communication Management has just announced the identity of the four applicants of the Executive Master of Science in Communications Management Program ([MScCom](#)) that will receive the "Global Alliance Scholarship". The MScCom program is run by the [University of Lugano](#), Switzerland, and the Scholarship, valued in 50% of the tuition fee for the 07-09 edition, was created to support applicants living and working outside of Switzerland.

This initiative emerges from cooperation between the Global Alliance and the University of Lugano and aims to support professionals with great leadership potential, assessed by the quality of an essay submitted in support of the application, and proven track record of successes, i.e. educational and professional background. Colin Farrington, GA Chair, explained that "this cooperation is in line with the GA strategic objective of serving the profession, in this case by helping public

relations and communication professionals develop academic networks and rationalise our day-to-day practice, thus contributing to bridge the gap between the two". The four lucky winners are Ms. Claudia Bocelli (Italy), Mr. Sukanti Ghosh (Sultanate of Oman), Ms. Kornelia Kneissl (Germany) and Ms. Karin Fischer (Italy). Further information on the candidates will be available on the Global Alliance Website at [www.globalpr.org](http://www.globalpr.org)

### Events & Meetings

December 2007  
13-15 | PRSI All India PR Conference: "PR and Infrastructure Development in India." | Chennai, India | [www.prsichennai.org](http://www.prsichennai.org)

### New Leaders

The Global Alliance congratulates the following new leader:  
Juma Walusimbi – Public Relations Association of Uganda (PRAU)

#### The Global Alliance Executive Board for 2007/2008

- Colin Farrington, Chair (CIPR) UK
- Sejamothopo Motau FPRISA, Immediate Past Chairman (PRISA) South Africa
- Jean Valin APR, Fellow CPRS, Past Chairman (CPRS) Canada
- John Paluszek, Global Alliance Ambassador at Large, USA
- Furio Garbagnati, Treasurer (FERPI) Italy
- Ajit Pathak, Company Secretary (PRSI) India
- Rhoda Weiss (PRSA) USA
- Gigi de Mier, APR, Fellow PRSA, (PRSPR) Puerto Rico
- William Murray, (PRSA) USA