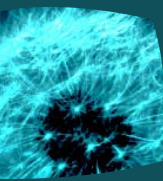




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global alliance

newsletter

Member focus



LIETUVOS RYŠIŲ SU VISUOMENĖS SPECIALISTŲ SAJUNGA

Association of Lithuanian PR Specialists

The Association of Lithuanian PR Specialists officially started its activities in 2000, but the real activities began in 2005. Among the main achievements are the creation of a website (www.lrvs.lt) to provide a common reference to PR professionals in the country and the launch in 2007 of the international PR conference PR FORMOS. On 17th April 2008, Vilnius will host the second edition of the PR FORMOS under the banner of "Social Responsibility Discourse between the East and the West". "In Lithuania, social responsibility is gaining momentum. It is a topic of business associations; companies approve social responsibility declarations, support social responsibility projects. Thus, it is natural that the concept of social responsibility is becoming relevant for each public sector," said Laima Kasparavičienė, Chairperson of LRVS. During the event, experience related to social responsibility principles, public attitude and expectations will be shared by PR professionals from Lithuania, Denmark, Italy, Germany, Finland, Belarus, Russia, Ukraine, Poland and Hungary.

From the Board

The meeting of the Global Alliance Council and CERP Boards in London in June – itself an historic occasion, and providing the opportunity for a joint session on management issues in associations – focuses our minds on the special characteristics of our members.



Colin Farrington
Global Alliance Chair

The Public Benefit of PR

We know that there are many commercially driven opportunities for colleagues to meet and to inter-act; many worthwhile conferences and seminars; much training and leadership development available *outside* our professional framework. What, we should ask ourselves, is the added value of professional bodies and especially those linked in the Global Alliance and in its regional groupings such as CERP? The answer lies in our commitment to public benefit. Professional associations, properly constituted and run, must act with a clear eye on the wider public interest, not just the narrow interest of a particular group or sector. Of course

we serve our members but in serving them and in developing their skills and knowledge base we serve society. That is our ideal. Sometimes we fall short and even in the most securely established association we need to examine regularly our credentials and our *modus operandi* before we preach to others. In London I hope we will approach these issues honestly and come away inspired by what public relations for the public benefit can do, as reflected in our draft version of the London Manifesto which you may read in this issue of the Global Alliance newsletter.

European PR associations advance on studying the creation of trans-national body of ethics

A meeting of the European PR Confederation (CERP) was held in Munich on 23 February 2008 hosted by Dr. Horst Avenarius, chairman of the German Council of Public Relations (DRPR). The CERP Vice-President Mr. Gianfrancesco Rizzuti, chaired a session entirely dedicated to Public Relations ethics codes in Europe and related professional behavior regulations. The meeting was attended by representatives of PR associations from the UK, Italy, Turkey, Sweden, Germany, Austria, Spain. During the session, the German Council model was presented followed by talks among participants. At the end of 2007 CERP established a task force to study the feasibility of establishing a European Council on Ethics and Professional Behavior which follows the German Council example and to be led by the Confederation. After the Munich meeting talks will now continue within the Confederation and a full proposal will be presented next June at the London 2008 CERP General Assembly.

Several GA member associations take part at African Summit on the role of communication to fight corruption

A Global Communication Summit was recently held in Abuja, Nigeria, by Timex Communication Ltd in collaboration with Nigerian Institute of Public Relations (NIPR) and the Federation of African Public Relations Associations (FAPRA). The summit focused on how communication can be used in sensitizing African citizens towards building a corruption-free society. The event gathered several African GA member associations like the Public Relations Institute of South Africa (PRISA), the Public Relations Association of Zimbabwe or the Institute of Public Relations, Ghana. The relevance of the Communication topic for the hosting country was proofed by an Opening Ceremony in which the President of the Federal Republic of Nigeria, Alhaji Umaru Musa Yar'Adua, delivered a Keynote Address through the Minister of Information and Communications, Mr. John Odey. Participants of Summit were unanimous in recognizing that corruption has retarded national development and progress in public and private institutions essential for the development of African societies. Among the final recommendations, a suggestion was made to convene a Stakeholders conference for communication experts to brainstorm and give impetus to the "Heart of Africa", a specific Nigerian project to improve perceptions about the country. Other mentions were made to the need to continue promoting African anti corruption strategies such as the African Peer Review Mechanism (APRM) of the African Union (AU) and the United Nations Convention Against Corruption (UNCAC).

GA welcomes Finalnd's PROCOM

One of the oldest associations of communication professionals in Europe and around the world, with roots dating back to 1947, has joined the Global Alliance.

The Global Alliance Executive Board has unanimously approved the acceptance of ProCom as a full member at the recent February board meeting. The Finish Association of Communication Professionals also joins CERP becoming yet another professional group to benefit from the joint-membership deal between the Global Alliance and the European Confederation of PR Associations. The Global Alliance is proud to welcome one of the most experienced communication professionals associations in the world to its network. It was in 1947, few years after the end of the World War II, that a group of military communication officers founded Tiedotusmiehet ("The Communication Men") who would

become one of Europe's first formal groupings of communication Professionals. This association later merged with the Association of Finland's Employee Magazines, established in 1955, and originated ProCom – the Finish Association of Communication Professionals. As Elina Melgin, Managing Director, explains "ProCom is mostly a co-operation organization whose purpose is to promote the professional development of its members and consolidate the position of communication in Finland". With some 1,800 members, ProCom established its own training company in 2004, but it also works closely with universities and other communication training companies in inland.



The word to PRSA

Public relations is a profession in transition. We live and work in a radically new environment driven by new technologies and economic, environmental and social globalization. As professionals, we need to expand our body of knowledge to harness those changes and deliver added value. Ironically, this watershed of change brings us back to fundamentals. At its core, public relations is about relationships with those individuals and groups who make a difference to our organizational success. Turning challenges into opportunities means unleashing those instincts. It also means acquiring new knowledge to recalibrate our tools. In other words, professionals must continue to hone basic skills while learning new applications. Professional development, in fact, is the hallmark of what we do. PRSA offers numerous

seminars, teleconferences and educational sessions that span the spectrum. Coming up on October 25-28 in Detroit is PRSA's 61st International Conference, which will carry on a tradition of PD excellence on a wide array of topics. Last year's conference offered 100+ sessions, including 20 devoted exclusively to new media and technologies. The conference also brings together public relations professionals from around the world, creating learning and networking opportunities with colleagues within the Global Alliance and around the world. As the profession evolves, pulling ahead means pulling together. Our basic skills apply both to our work, business, and professional relationships. Ultimately, it's our instinct for relationship building that will cap our ability to surmount the challenges and harness the opportunities.



Jeff Julin
PRSA Chair and CEO

Draft Manifesto of the 5th World PR Conference & Festival

The Global Alliance and the CIPR invite you to read the draft Manifesto of the 5th WPRC&F anticipating the vision of the event and the major discussion topics.



Visit www.cipr.co.uk/wpr2008

Our conference has illustrated that public relations, where practiced professionally, is a force for good. At its best public relations, unlike other forms of marketing communications, is interactive: by facilitating communication between organisations, in whatever sector, and their customers and clients, the practice of public relations creates bonds between peoples. Public relations practitioners respect diversity and help minorities access public and other services. Public relations and public affairs practitioners encourage understanding and access to government and can give a voice to those who would otherwise not be heard. Our vision of public relations can function fully only in democratic societies that respect human rights. It is thus a key role of all who work in public relations to respect and to

promote structures of government that are truly democratic. Public relations skills must not therefore be the preserve of big organisations: those techniques and skills can be understood and available to all. They do, of course, need to be progressively honed and include the handling of social media, which are in themselves more interactive. All these claims have been illustrated during the conference; by case studies that have focussed on our role in promoting and giving confidence to countries, regions and cities; in celebrating diversity and social inclusion; and in helping companies and organisations in 'difficult' sectors to communicate their case to the public and to interact with them. With this focus on acting ethically and professionally practitioners across all areas, whether in consultancy, in-house or independent, have drawn from this

conference a greater understanding of the unique roles our profession can play at the business, social and economic level both nationally and internationally. The values underlying our claims are also inherent in the work done by the public relations associations represented at the conference in our Global Alliance. The lessons of this conference are thus particularly relevant to those who are members of such associations and who are committed to the highest standards. Let our messages, however, also go to those who are not members of associations working under ethical codes and apparently not so committed to professional standards: so that they can be urged to accept their responsibilities and join in the tasks that we as delegates have accepted.

Member associations to be involved soon in editing back-office of the New GA portal

The new GA Portal will be the ideal resource to look for information and news about Public Relations around the world. This will be an effective gateway to the local member's website and increase the visibility of your projects and activities. That's why the cooperation of special individuals within each member association will be required to ensure permanent up-to-date information. Every GA Full Member and Associate Member Association will have its own space which will be totally manageable by a designated individual. Colin Farrington, Global Alliance Chair, explains that the process is

indeed very simple: "in the following weeks, Association leaders will receive a password and a tutorial on how to access this password protected space and will instantly be able to fully manage its profile including all the background information and contact details." Furthermore, Colin added, "members will be able to upload their news, add events and even upload relevant documents and videos of local initiatives." During this stage, the front-end of the website will not be visible as members will only be working on the back-office. The objective is to ensure that the website's content database is

reasonably completed before the official launch of the website. This official launch is scheduled for the World Public Relations Conference and Festival which will take place in London between the 23rd and 24th June, 2008. With this capability, Colin believes, "the new GA website will thus become a gateway to the world of PR professional associations allowing users to browse general information about the associations and be guided to their own websites. GA members can effectively explore this new space as their external relations privileged platform".

CIPR to give a new and relevant step forward in professional credentials for PR practitioners

Following the recent Global Alliance work on professional credentials, a relevant development arrives from the Chartered Institute of Public Relations who has announced that it will pursue the offering of a new Chartered Practitioner status for its most senior members. This Chartered status confers senior PR professionals a level of recognition by an organization with a formal recognition from the UK Government and becomes a relevant and innovative notice for the world of PR.

The Chartered Institute of Public Relations has recently announced that after consultation with members and detailed discussions with the Government, it intends to seek a special resolution to amend its Charter in order to conceive a new type of professional recognition to some of its members. The CIPR thus intends to make available a new "Chartered Practitioner" status to which it's full Members and Fellows

with at least nine years' practitioner experience will be eligible to apply. Those who have completed the CIPR Diploma, a special training program, will be eligible after seven years' practitioner experience. Participation in the Continuous Professional Development programs will be a condition of application and also to maintain the new Chartered status that the CIPR intends to launch.

After receiving the applications and verifying them in relation to the above criteria, candidates will be asked to submit a paper on a topic either set or agreed by a panel appointed by the CIPR's Qualifications awarding body. The paper will be 6,000 words in total and should focus on a current practitioner issue. Applicants who pass this stage will then be asked to submit a statement of experience outlining their career to date,

skills and achievements. Once this has been received, the applicant will be invited to meet with a panel to discuss their statement, and the panel will then make a final decision on whether the status will be awarded. With this process, the CIPR intends to ensure that the Chartered status will not be an easy award or easy option and reinforce that PR practitioners can only achieve excellence through continuous learning.

Commission on Global PR Research to be led by former GA Chair

Toni Muzi Falconi, former Chair of the Global Alliance and currently advisor to the Executive Board, has been announced as the new Chair of the Commission on Global Public Relations Research. The group, operating within the Institute for Public Relations, seeks to create, encourage and disseminate new research on the practice of public relations across regions, countries and cultures. All works of the Commission are available free on the [Institute's website](#). In its first three years, the commission has produced research on the worldwide economic impact

of public relations, bribery for news coverage, and the total body of academic and trade articles on international public relations from 1990 to 2005. The Commission also was instrumental in creating a new Institute special award for the best new research on the personal influence model and its role in institutionalizing public relations and communication management. The prize will be awarded at the 2008 EUPRERA (European Public Relations Education and Research Association) World Congress in Milano, Italy

from October 16-18, 2008, organized by FERPI (Italian Federation of Public Relations) and IULM University. "There is definitely a science beneath the art of public relations, and this is true whether the focus is national, international or global," said Muzi Falconi. "The Institute for Public Relations has emerged as the leading global independent foundation supporting research-based knowledge in our field, and I am privileged and honored to have this opportunity to contribute."

Events & Meetings

April 2008

17 | LRVS International Conference PR FORMOS "Social Responsibility: intersection between East and West" | Vilnius, Lithuania | www.lrvs.lt

May 2008

22-23 | PRINZ National Conference "The Right to Advocate" | Auckland, New Zealand | www.prinz.org.nz

June 2008

12-17 | PRSI Conference "India-USA Global Conference on PR and Business" | Chennai, India | www.prsichennai.org

June 2008

22-23 | CIPR and Global Alliance "5th World PR Conference & Festival" | London, UK | www.cipr.co.uk/wprf08

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