

PR ReSENSE

Communicate the communication

India's First Corporate ezine

Published by Prime Point Foundation

Journey of Ezine

Welcome address by K. Srinivasan, Editor-in-Chief

(during the launch of Golden Jubilee edition of ezine on 1st May 2010)

Mr TSK, Mr Gopalaswami, Mr Hansraj Ahir, Mr Ramasubbu and friends

Good morning. It gives me great pleasure to welcome you all for this unique event to celebrate the Golden Jubilee Edition of our ezine PReSense and also the honouring of great UnSung Heroes and National pride organisations. We have specifically chosen this thakkar bapa vidyalaya premises to celebrate this occasion, as this is the place where Mahatma was staying.



Prime Point Foundation was started in 1999 with the purpose of creating communication awareness among management and communication professionals and students. Over a period of more than a decade, the Foundation has been silently contributing to the goal "communicate the communication" both online and offline. Many

eminent professionals and personalities are associated with this Foundation.

Even before the concept of Internet took deep root in India, way back in the year 2000 itself we organized a big seminar for the media and corporate professionals on the role that

new \media would play. At that time, many did not anticipate that new media would grow to this extent.

In the early 2000, there was not much of print magazines on 'communication and management' to update the corporate professionals and students. Some of the foreign magazines were too costly for Indian professionals. With this background, we decided to launch an online newsletter in 2002 to update the professionals and students on communication and management related themes.

The First online newsletter under the name PRPoint Newsletter was published by us in March 2002 with an exclusive interview with Frank M Shediak, an American communication professional settled in Hongkong on the theme B2B PR. We published 8 such newsletters at an interval of 10 days on various themes. All the interviews were taken through email from International experts. The newsletters were delivered through auto responders. At that time, in our over enthusiasm, we dealt with the themes which were not current. We were dealing with themes which were expected after an year or two. Even when the blogs were not popular at that time, we wrote about the emergence of blogs. Since we were not using contemporary themes and contemporary technology, we could not succeed and the newsletter was stopped after 8 editions.

Learning from our failures, we wanted to re-launch the ezine with contemporary themes which could be understood by all, using contemporary technology. We discussed with the net set of young communication professionals on 19th Feb 2006 and decided to publish again an ezine with the title PReSense.

This time, we decided to deal with one unique contemporary theme every month to suit the professionals and students and to avoid all the past mistakes. We used simple technology to make the ezine with file size of less than 500 k.

When we wanted to start the first edition, nobody was willing to give us a lead interview; probably they did not expect the ezine to run for more time. When we discussed our challenge with Dr Y S Rajan, then Principal Advisor to CII and co author of the book India 2020 with Dr Kalam, Dr Rajan readily agreed to give his lead interview and even to launch the ezine. Mr B Suresh Kamath, MD of Laser soft Infosystems Ltd also offered to give the CEO interview. The first edition was launched on 6th March 2006 by Dr Y S Rajan online within 15 days of our taking decision. Dr Rajan released the ezine in all the groups moderated by us with his launch message. That is the beginning of the new journey of the ezine PR-e-Sense.

Today we stand before you proudly, to release the Goden Jubilee edition of our ezine, ie. The 50th edition. Each one of the 50 editions deal with one unique theme, which is not repeated. The ezines are released on 1st of every month without break, whatever be the challenges. Based on the feedback and study, we have been improving the quality of contents and our writing style to suit the net audience. Now, PReSense has become a pioneer in the ezine world for its rich contents, quality, reach and usability.



The concept of Podcasts emerged from early 2006. We started integrating the ezine with podcast from August 2006. Most of the lead interviews were published in text form in the ezine with a link to podcast, to listen to the original audio.

We started introducing Guest Editors from August 2007. We had the privilege of many eminent personalities like Mr TS Krishnamurthy, Mr N Vittal, Dr Y S Rajan, Presidents of International organizations like PRSA, CIPR, PRISA, and many others. At the same time, we also started giving opportunities to young students and budding professionals to guest edit the ezine, to give them an exposure on new media writing and usage.

When we completed two years in Feb 2008, we changed the masthead and layout to make it more comfortable to the readers.

For the first time, we had the great privilege and honour of carrying an exclusive interview with Dr Abdul Kalam in the Second Anniversary issue. This enhanced our reach and credibility among the readers and corporate professionals.

On seeing the reach and uniqueness of the ezine, we were approached by International organizations in April 2008, to be the Media Partner for their Global events. Normally, only print media and TV or broadcast media would be preferred by the International organizations for media partnership. For the first time in the world, PR-e-Sense became the media partner for the International Conferences organized by Chartered Institute of Public Relations at London and then by Public Relations Society of America at Detroit in USA. As on now, we are media partner for two such International events, one which was held at Delhi yesterday and another at Kaulalumpur to be held in July. This gave us more visibility internationally.

As suggested by Mr TSK and then by Dr Abdul Kalam, we started introducing cartoons in the ezine. Mr Triambak Sharma, a noted cartoonist and editor of cartoonwatch, a cartoon magazine at Raipur created a new cartoon character PRince. PRince was launched by Dr Abdul Kalam himself at Rajbhavan, Chennai in July 2008. From then on, we carry one PRince Cartoon every month. Till date, we have published 30 such cartoons on different themes. Ten days back, when Wall Street Journal was carrying an article on Education Loan in India, they referred to our Jan issue of ezine on that theme. Also with our permission, Wall Street Journal carried the PRince cartoon published in Jan issue of ezine. This indicates the reach and popularity of our ezine at global level.

Again from Sep 2008 onwards, we changed the layout, by publishing the picture of the Guest Editor on the cover page itself. This change motivated many youngsters to become Guest Editors and to enhance their skills.

This ezine has also won awards for its quality of contents and reach. The ezine has won awards from Global Forum for Public Relations, Public Relations Council of India and Association of Business Communicators of India.

Some of the themes like Corporate arrogance, Corporate Idiosyncrasies, Education Loan, Business Communication, etc. have created lot of awareness amongst many people. Jointly with India Vision Group, PReSense has also set up an Education Loan Task Force ELTF to

guide and support highly deserving poor students on education loan. We are also involved in developing a diploma course on Business Communication at Bharatiya Vidya Bhavan. The course commences for working professionals from June 15th.

We have a very balanced editorial team of seniors, young professionals and students. As said earlier, we have so far published 50 ezines on 50 different themes, without break. We are releasing today a CD containing all the 50 issues of ezines and select 50 podcasts and 30 cartoons. This CD is equivalent to 600 pages of content and nearly 10 hours of audio and video podcasts.

We have not commercialized this ezine so far. The production cost is borne by Prime Point. On seeing the reach and popularity ONGC offered an advertisement in the earlier issues. If more sponsorship is offered, the journey of ezine can continue without strain.

Today, we are releasing our prestigious 50th Edition. In this edition, we carry an exclusive interview with Dr A P J Abdul Kalam. We also feature three national pride organisations viz. Election Commission, Indian Railways and India Post. We also feature 5 NGOs India Sudar, Dream India, Helping Minds, Thakkar Bapa Vidyalaya and Consumers Association of India as Unsung heroes. We also feature two top performing MPs Mr Hansraj Ahir and Mr Ramasubbu.

When we decided to organize the function to honour Unsung Heroes, we approached many institutions for small small sponsorship. We got the support from CPCL, Karnataka Power Corporation, Bank of India, and Central Bank of India. We want to organize similar events to honour Unsung Heroes every six month or one year. If we are able to get a title sponsor, we can take it forward.

On behalf of the Editorial team, we will continue to maintain the highest quality of contents and also provide platform for young professionals and students to sharpen their new media skills.

I, on behalf of Editorial Team, welcome all of you to this unique event.

Jai Hind

The Ezine PReSense may be downloaded from www.corpezine.com

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