

India's first Corporate ezine

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PR-e-FACE: From the Editor-in-Chief "Your ezine wins more accolades"



Over a period of two years, your ezine has positioned itself globally. We are getting more and more accolades from professional organisations. Last week, we had the privilege of being honoured by the Public Relations Council of India (PRCI) with the 'Communicator of the Year Award'.

Chartered Institute of Public Relations (CIPR) is one of the oldest organisation in the PR world, conceived by great visionaries to promote communication awareness. Now, they are celebrating their 60th Anniversary. In this issue, we have the honour of featuring this great Organisation, with Mr Colin Farrington, Director General of CIPR as our Guest Editor.

To commemorate the historic milestone, CIPR is hosting the '5th World PR Conference' at London during June 2008. We are also privileged to be the Media Partner for this prestigious event.

From this issue onwards, we have opened up this ezine for sponsorship. Our Editorial team thanks all the sponsors, well-wishers and readers for their sustained guidance and encouragement.

K. Srinivasan

Theme of this Silver Jubilee issue

CIPR, London @ 60

Guest Editor
Mr Colin Farrington

In this Issue:

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- ☒ Views by Pamela Mounter, Carol Matthews and Mark Bickerton
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- ☒ IPRS and PRCI Awards

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PR-e-FACE: From the desk of the Guest Editor

“PR industry worldwide is still plagued by the legacies of spin “

The Guest Editor of this issue is Mr Colin Farrington, Director General of Chartered Institute of Public Relations, London. He is the current Chairman of the Global Alliance for PR and Communication Management. He can be contacted through their website www.cipr.co.uk



“But despite all these positive developments our industry is, worldwide, still plagued by the legacies of ‘spin’.”

I am very happy to be the Guest Editor of PR-e-Sense in their 25th that is, their Silver Jubilee issue. On behalf of CIPR I wish the ezine many more successes in future.

The CIPR celebrates its 60th Anniversary this year. Since its formation the UK public relations industry has come a long way.

Public relations is now considered a profession with sound academic underpinnings. The majority of new PR industry entrants are graduates and it is increasingly accepted by those in the industry that they will need to invest in continuous professional development if they are to keep pace with such a fast moving and exciting industry, and are to do their jobs effectively.

Heads of business increasingly recognise the role that public relations plays in the success of companies and today it is common for PR to be placed at the heart of business strategy and for PR advisors to have a seat on the Board.

But despite all these positive developments our industry is, worldwide, still plagued by the legacies of ‘spin’. To overcome these we need to focus on our role as reputation builders and managers and to demonstrate the valuable contribution PR makes to business and society.

With this in mind, the theme for the 2008 World Public Relations Conference and Festival to be hosted by the CIPR in London on 23/24 June is the ‘Public Benefit of Public Relations’. Conference sessions will address how cities compete on reputation, how culture helps to attract investment, the role of public diplomacy in PR, and public relations’ role in celebrating diversity.

Run in association with the Global Alliance for Public Relations and Communication Management, the conference aims to bring together PR professionals from across the world to share best practices and to communicate to the wider business community, well, the ‘benefits of public relations’!

If you would like to join us, visit www.cipr.co.uk/wprf08 to find out how.



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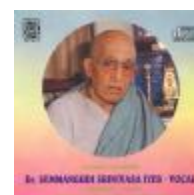
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PR-exclusive

“Good reputation is the key to success of any business or country “



Elisabeth Lewis-Jones FCIPR, presently the President of the Chartered Institute of Public Relations, London, in an exclusive interview with Ms Subha Ganesh, International Editor of PR-e-Sense talks about the role of PR in developing the Nation. Ms Elisabeth is also the Director of Liquid Public Relations at UK. She can be reached at lis@liquidpr.co.uk . Excerpts:

How can PR benefit the public in developing nations?

Public relations is intrinsically linked with the freedom of expression, it can provide a voice to those who wouldn't otherwise have one and it can provide a two-way communication in a developing society. The all encompassing nature of public relations helps it to celebrate diversity and promote social cohesion, providing a forum for expressing differences and sharing shared viewpoints.

The public benefit of public relations has been seen in the information / health campaigns in Africa to educate communities about the dangers of HIV / AIDS, it can help give a voice to under represented sections of the community and it can help countries to compete on reputation and attract investment.

The theme for the World Public Relations Conference and Festival, taking place in London this year is '*The public benefit of public relations*' –

we highlight not only the voice it can give to groups but also how public relations can act as a driver of economic growth and regeneration. Check out www.cipr.co.uk/wprf08 for further information

How do you envisage the role of PR in another five years in developing nations?

Expectations are that the role of public relations in the success of any business or society

will become increasingly recognised globally.

In order for any business or nation to develop internally and on the world stage it needs to engage with key groups and get their buy-in if it is to achieve its objectives and prosper. And the only way you can get buy-in is via a two-way dialogue, which is what public relations is all about.

Public relations helps to build the long term relationships upon which a business or nation's reputation is based

“Public Relations can help countries to compete on reputation and attract investment”



– and a good reputation is key to the success of any business or country.

How will the CIPR help the global PR industry to develop?

Second only in size to the US PR industry, the CIPR is increasingly recognised as a thought leader by other PR national associations. Through its involvement with the Global Alliance for Public Relations and Communication Management the CIPR shares its experiences and best practice in the UK with other national associations, in return learning from them about what works and does not work in their countries.

Through the sharing of information we anticipate that national PR associations and industries, all at different points in their development, will advance in a similar way to that of the UK's.

Just as public relations is considered a profession in the UK, staffed by graduates of PR courses, a shift will happen in other countries too. Just as the CIPR in the UK is a government recognised professional body to lead the PR industry by raising industry standards via its training courses and qualifications, policy work and awards schemes, other national associations will, if they haven't already done so, achieve a similar mantle.

There have been numerous requests to permit sponsorship, thanks to the reach and content of this ezine. After deep thought, we have decided to accept sponsorships from this issue onwards. The Main sponsor will be given advertisement space on the third page of the ezine.

For details contact

sponsor@corporatezine.in or prpoint@gmail.com

Listen to the podcast on this ezine – how do eminent persons perceive it?

<http://tinyurl.com/2epo6x>

To subscribe to this ezine - Please click

http://finance.groups.yahoo.com/group/PResense_ezine/join



PR-eXCLUSIVE

“CIPR communicates a positive impression of the PR profession “



In addition to the Guest Editorial, Mr Colin Farrington was kind enough to give us an exclusive podcast interview on CIPR to Ms Subha Ganesh, our International Editor. You can listen to the interview at the following link. <http://tinyurl.com/39ytnu> Excerpts:

About CIPR: It is the individual membership body of public relations people in Britain and overseas. We have over 9500 members. It started 60 years ago, and we are now celebrating the 60th anniversary this year. It was started after the second world war, by the people who were involved in the dissemination of information and communication during the world war. It is now providing networking support for people in PR and also main PR education providers. The basic intention of the organisation hasn't really changed over those years and it has grown a great deal.

Role played by CIPR: The PR profession is challenged in many ways. It is a very diverse profession, sometimes rather a divided profession. But we are achieving good success. We have good relations with the Government and with the Media and we try to communicate a positive impression about the PR profession. We look at the work that we can do for companies, businesses and organisations. We publish a lot of materials showing the effectiveness of PR, individual case studies which illustrate the work PR professionals are doing etc. This is very important to convey a positive impression of what PR can do for our country and our society and effective communications within our country.

Activities: CIPR works very closely with Universities, Colleges. We provide many courses ourselves. We run diploma courses, and have launched our own professional qualifications. There is a whole structure. So any graduate at any level within PR will have access to high quality training to improve their skill base.

5th World PR conference: We expect around 400 people from around the world to participate and obviously about half of the delegates will be from UK. The intention is to look very much at and

focus on the positive aspects of what PR can do. We call it the “public benefits of PR” which is the

main theme. This will include a whole range of issues demonstrating how PR is important for the success of business and how it impacts everyday life. This Conference will look particularly at the way countries and cities have to build reputation; how they should attract investment; deal with diversity issues etc. We also look at how the businesses have to face challenges in a modern society like environment issues, green issues around the world, etc. We will also discuss how communication helps industry and also help them to improve the way society functions.

“5th World PR Conference at London will discuss “Public benefits of Public Relations”



PR-eSTIGE

“Companies err on marketing and communication at the board level”



Carol Matthews MCIPR is presently the Chair, Chartered Institute of Public Relations Scotland. She is a specialist in Marketing Communication. She can be reached at

carol@mmarketing.org.uk

What are the common mistakes corporates commit in "Marketing Communication"?

There are two key areas where, I believe, companies err on their marketing and communications.

Both happen at Board level.

First, there are still companies that don't see communications as a key strategic function – a management tool that should sit at senior management level around the same table as operations, production or finance. There is still a lack of awareness of the added value that communications can give to business not only to customers and potential markets but also in enhancing relations with suppliers and colleagues. Great communications can bring about excellent results at every level of business.

At a tourism conference in Glasgow last week, a top award-winning hotelier was asked which part of his marketing mix had proved the most successful to his business. "Without a doubt," he responded, "PR". Having monitored the growth in business over several years, the

Hotel managing director was able to draw a direct correlation between his PR activity and sales. Giving inadequate recognition to the breadth and depth that marketing and communications can bring to a company is folly.

“There are still companies that don't see communications as a key strategic function – a management tool “

Another fundamental mistake is brand neglect. The personality of the corporate brand should sing out from every communication whether it's in print, online, or verbal. Investing in your

brand is like laying a foundation stone for the future business. The PR work can enhance the 'look and feel' and entire character of the company by consistent use of key messages, style and frequency of presentation.

Unless the staff, product, marketing materials and all communications support the brand, customers can't be expected to! Clients can only share your brand values, have confidence in and, more to the point, buy your brand when they know exactly what the brand represents. Nurturing and communicating the brand from the very heart of the company is a shared responsibility and a core role of the Board and senior team.



PR-eSTIGE

“Effective leaders are good communicators “



Pamela Mounter FCIPR, is the Chair of the CIPR's International Group. She has co-authored the popular book on “Effective Internal Communication”. She is a well known ‘Corporate Communication Consultant’ at London. She can be reached at pamelamounter@hotmail.com

What are the common mistakes corporates commit in “Internal communication”?

When BP asked me to develop communication with employees for one of its global businesses it soon became clear that some senior managers did not recognise it had anything to do with them. One even asked me: “Don’t they read the national newspapers?”

That lack of understanding of the crucial role for senior managers holds true in many organisations and is, I believe, a serious if not the most serious mistake they make with regard to internal communication.

But why should senior managers get involved in something so often passed on to others or even outsourced? In a word: leadership. Effective leaders are good communicators. In well run organisations it is part of the appraisal process. Those organisations know that effective internal communication leads to good results for

the organisation's bottom line. If people do not understand what they are doing – and why – it is difficult for them to work productively. And they want to hear it from their relevant managers.

“The most effective internal communication is where everyone in the organisation sees they are part of it”

Lack of communication results in lack of trust. You can put a figure on that: the 54 day strike at General Motors in 1998 cost the company \$2.6 billion. “We have to build better relationships between management and our line employees,” said

the CEO.

The bottom line is that communication is not something *done to* people: the most common mistake. The most effective internal communication is where everyone in the organisation sees they are *part of* it. That great Chinese sage Confucius understood this all those centuries ago when he wrote:

Tell me and I forget: Show me and I remember; Involve me and I understand.

Network with global PR professionals – Click to join the second largest yahoo PR discussion forum - <http://tinyurl.com/27xeua>



PR-eVIEW

“Some interesting facts about CIPR “



CHARTERED INSTITUTE OF PUBLIC RELATIONS

CIPR PR Centre, 32 St. James's Square, London
T +44 (0)20 7766 3333 E info@cipr.co.uk

The Institute was formally inaugurated at St Bride's Institute, Fleet Street, London, on Tuesday, 10 February 1948.

The founders of the Institute invited Sir Stephen Tallents to be the Institute's Founder President.

The following list of people, all of whom have a background in Local Government communications, along with others, were designated in the Institute's constitution as the first members of the Council and of the Institute:

- EK Holmes (Port of London Authority)
- AA McLoughlin (Paddington)
- Alex Spoor (National Association of Local Government Officers)
- Roger Wimbush (Westminster)
- Kenneth Day (Ealing)
- Norman Rogers (Ealing)
- John Sutcliffe (Ealing)

The founding of the Institute



The IPR (as the CIPR was formerly known) was established in 1948 and by 1953 it had 376 members. In 1990, the figure

was 2910 and today, with 9,500 members, it is the largest PR professional body of its kind in Europe.

Chartered status

The CIPR received Chartered status in 2005 marking the 'coming of age' of the PR profession and officially recognising the important and influential role that public relations plays in business, government and democratic society.

In early 2006, following its move to 32 St James's Square, a prestigious central London address, the CIPR opened its new member meeting facilities, library and PR training centre - the first centre of its kind in Europe.

Seminal piece of industry research

Also in 2005 the CIPR commissioned the Centre for Economic and Business research to carry out a seminal piece of research, providing the PR industry with necessary hard data about how many people work in PR, the diversity of the industry and the contribution PR makes to business. The findings revealed a growing and confident profession that employs over 48,000 people. It also showed that in the UK, the PR industry has a turnover of £6.5 billion, contributes £3.4 billion to national economy activity and £1.1 billion to corporate profits.

The CEBR survey also highlighted three quarters of PR professionals to be women. The first woman President was Margaret A Nally FCIPR who served during 1975-76.



The industry's national awards scheme

The Institute launched its national Sword of Excellence Awards scheme in 1984 as a means of sharing PR best practice and demonstrating the contribution that PR makes to business and society. The scheme is today known as the CIPR Excellence Awards.

The Institute's Code of Conduct

The Institute's Code of Conduct, to which all CIPR members must sign up, was launched in 1963. The Code was recently amended allowing the CIPR to act proactively in tackling any apparent professional wrong doing by one of its members or, just as important, to clear a member's name. The way the code was originally constructed meant that the Institute could only investigate such practices after a formal complaint had been lodged.

Public Relations academic underpinnings

Public relations in the UK has developed considerably over the past decade. It's

now a profession with a solid academic background and best practice models. And PR practitioners are regarded as professionals with specialist skills and knowledge that has been acquired through specific training, qualifications and experience.

In the last ten years the Institute has grown its list of graduate and postgraduate PR Approved Courses to over 40 UK-wide. In the late nineties the then IPR launched its own professional qualifications. The CIPR Advanced Certificate for new practitioners who want a practical grounding in essential PR practice. And the CIPR Diploma for more experienced professionals who require the theory and knowledge to become board level strategic thinkers.

And in early 2000, the Institute launched its Continuous Professional Development scheme,

which recognised the need for PR professionals to keep their specialist skills up to date.

Visit www.cipr.co.uk for more details



Marcus Evans organizes 'Proactive Rural Marketing Strategies' programme to be held at Mumbai on 8th and 9th May 2008. Special rebates for subscribers/members of PR-e-Sense when registering with Ms. Kelly Lee. For more information, delegates registration or event brochure, please contact Ms. Kelly Lee at +603 2723 6798 or KellyL@marcusevanskl.com



PR-eSTIGE

“UK Universities attract more communication students “



Mark Bickerton is Director of Student Recruitment and International Development at London Metropolitan University, the largest single University at London. He can be reached at m.bickerton@londonmet.ac.uk

UK Universities now have a large and growing interest from Indian students in subjects such as mass communications, film and television, and public relations. The number of Indians studying Media in UK Universities has grown by over 150% in the last four years, and interest in journalism has grown by over 50% in the same period.

Although similar patterns are evident from other countries, the increases from India are noteworthy.

This is, in one sense, a reflection of the change in Indian society, and the increased interest, in professional

circles, of an international education that is more specialised than general, and which relates to the booming media and 'creative' industries in India. Ten years ago, most Indians going abroad for higher studies tended to focus on MBA or on Computer Science, but now the range of subjects demanded is much more varied, and much more specialised.



London, 23-24 June 2008

CIPR.

Themed the 'Public Benefit of Public Relations', conference sessions will

PR-e-Sense is privileged to be one of the Media Partners for 5th World PR Conference and Festival to be held at London on 23/24 June 2008. This event is hosted by

address how cities compete on reputation, how culture helps to attract investment, the role of public diplomacy in PR, and public relations' role in celebrating diversity.

Run in association with the Global Alliance for Public Relations and Communication Management, the conference aims to bring together PR professionals from across the world to share best practice and to communicate to the wider business community the 'benefits of public relations'. For more details and registration visit www.cipr.co.uk/wprf08



PR-events – Conferring Awards on achievers



PRISM AWARDS BY IPRS

Institute of Public Relations of Singapore (IPRS) presented their Annual Awards, known as 'PRISM Awards' at Singapore on 14th March 2008.

His Excellency the President of the Republic of Singapore Mr S R Nathan presented the Awards to the winners. In the picture, the winners of the Special Awards are seen with IPRS President, Ms K Bhavani (3rd from left) and His Excellency the President Mr S R Nathan (3rd from right)

CHANAKYA AWARDS BY PRCI

Public Relations Council of India (PRCI) presented Chanakya Awards to 32 professionals for their achievements in the PR profession on 26th March 2008.

His Excellency the Governor of Karnataka Mr Rameshwar Thakur presented the Awards in the presence of a galaxy of eminent professionals across the country.

The Awardees are seen in the picture



PR-e-SENSE WINS AWARD AGAIN!

Communicator of the year Award was conferred on your ezine PR-e-Sense during the Chanakya Award function. His Excellency the Governor of Karnataka Mr Rameshwar Thakur presented the Award to K. Srinivasan, Editor-in-Chief of PR-e-Sense (photo on left)

The Editorial team of PR-e-Sense dedicates the Award to all our well-wishers and readers.



PR eTTY - Carve out the good deeds done by others on stone



Two friends were walking through the desert. During some point of the journey they had an argument, and one friend slapped the other one on the face. The one who got slapped was hurt, but without saying anything, wrote in the sand:

"TODAY MY BEST FRIEND SLAPPED ME ON THE FACE".

They kept walking until they found an oasis, where they decided to take a bath. The one who had been slapped got stuck in the mire and started drowning, but the friend saved him. After he recovered from the near drowning, he wrote on a stone:

"TODAY MY BEST FRIEND SAVED MY LIFE".

The friend who had slapped and saved his best friend asked him, "After I hurt you, you wrote in the sand and now, you write on a stone, why?"

The other friend replied "When someone hurts us, we should write it down in sand where winds of forgiveness can erase it away.

But, when someone does something good for us, we must engrave it on stone where no wind can ever erase it.

"LEARN TO WRITE YOUR HURTS IN THE SAND AND TO CARVE OUT YOUR BENEFITS IN STONE!!!"

They say it takes a minute to find a special person, an hour to appreciate them, a day to love them, but then an entire life to forget them.



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