

PR-e-FACE: From the Strategic Editor
“9 years of PR online education movement
in India “



After having the honour of becoming the first Guest Editor of PR-e-Sense and later becoming Strategic Editor of this unique initiative called PR-e-Sense, this

time around I am playing a role of an Editor for this special issue. What makes this issue a special one? Well, this issue is being dedicated to the beginning and journey of PR education movement in the country. In early 1999, two online communities for PR professionals were formed with an aim to provide them a platform to share knowledge, exchange ideas and discuss common and uncommon issues in public relations.

As they say it in India, that if you do something with good intention it is bound to be successful and today the movement has achieved a new height. The two groups Image Management and PRPoint Groups, today are amongst the top PR discussion groups and most active groups on PR in the world. Many top notch PR & communication professionals from across the globe are members of these groups.

This issue has been designed to give you insights into the online PR resources available to increase your knowledge. I hope you would join me in celebrating 9 years of online PR education movement in India

Tushar Panchal

Theme of this month
PR Online Resources

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Why is online networking needed?

The life of any PR executive is incomplete without any research, whether it is for client or about the industry. And the biggest boon is internet. Internet has made our lives so easy. Google is capable of producing more MBAs than that of all management schools across the globe put-together. While we always do research and read lot of stuff about our clients and their industries, we also look for various online resources available to us to enhance our knowledge and interact with people from the profession.



There are many online resources available on the business of Public Relations. Many of them are successful, few of them are useful and few of them are really creating waves amongst the PR professionals across the globe.

Some of them are being listed in this ezine for your ready reference. These platforms provide for a healthy discussion on subject of PR, sharing of knowledge, seeking information, seeking employment, looking for support, recruitment of talent and so on... The list is endless. It is the power of PR or social media whatever you want to call it but these groups are savior to many of us at times. When you need a stringer in Bhubaneswar or have to issue a press release in Bharuch, you know where to put your request. When you are confused about a strategy and seeking various views or expert advice, you know where to put your request. Membership to these groups lead to many benefits – knowledge enhancement being the most crucial and important aspect of it, promoting your business indirectly makes it even more rewarding experience for many players.

Use these resources carefully and you will benefit for life. Learn, share and pass it on is the mantra for successful networking in the online world and PR resources are really fueling the growth of the professionals and profession. Happy networking to you! - Tushar



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Much more to do, with **YOU** in focus



Cyber PR & communication movement

Important milestones in PRIME POINT Foundation

- Feb 1999 - Image Management discussion e-group was started by K. Srinivasan to bring together all the global PR and Communication professionals.
- June 1999 - PR Point discussion group was started to bring together all the Indian PR and Communication professionals. In the late 90s, many e-groups started emerging on various professional topics. Only very few groups continue to survive and are active (list given below)
- Dec 1999 - Prime Point Foundation was officially launched, as Non Profit Trust to promote PR and Communication awareness.
- July 2000 - Two Seminars on the role and emergence of 'New Media' was organised by the Foundation to create awareness amongst PR and Media professionals
- Jan 2001 - 'New Media Forum' discussion e-group was formed to bring together all the journalists and to prepare them for the new environment.
- Mar 2002 - PRPoint-Newsletter was started -- This fortnightly magazine covered interviews on different themes. One of the issues covered 'Blogs' when the word itself was not familiar to many. After 8 issues, the newsletter was discontinued.
- Jul 2005 - Online and offline discussions on Cyber Communications and Cyber Crimes
- Mar 2006 - Monthly ezine PR-e-Sense launched and continues to be published till date (27 issues published so far)
- Jul 2006 - Podcasting and PodMagazine launched. Now more 100 podcasts on different themes published
- 2007 & 2008 - The Foundation was honoured by Global Forum for Public Relations (GFPR), Association of Business Communicators of India (ABCI) , Public Relations Council of India (PRCI) with coveted Awards for pioneering in online media.

Journey continues visit www.prpoint.com



PR-eVIEW –Perceptions on Groups



"In addition, since I am an American professional, I appreciate the perspective and nuances from other parts of the world that Image Management members offer. My involvement with Image Management helps me keep aware of the state of industry, the practices, and strategies and tactics practiced by non-U.S. PR and marketing professionals". *Mike Driehorst, Messaging Strategist, Maumee, Ohio, U.S.A.*

"I belong for instance to more than 24 lists - PR Lists, Compliance, HR, CSI and Risk Management groups on the Internet via yahoogroups. This helps me to stay up to date and current in my knowledge. On numerous occasions I have been able to benchmark strategies and advice that I have given local clients on these lists. It is always nice when professionals from other countries endorse your views". - *Deon Binneman, Johannesburg, South Africa*



"Image Management and PR Point are one of the finest discussion platforms globally and in India on PR and communications. These groups have been a big support to any growing PR professional and to the PR veterans as well in learning more about the discipline, network with fellow colleagues, and expression and debating of ideas". - *Palin Ningthoujam, PR Professional and Social Media enthusiast, Delhi.*

"PRPoint group is a great idea, which has brought the Indian PR professionals together to share views and experiences. Such forums contribute much to the professional development of PR practitioners. I am also glad that you have included Indian professionals from other countries" - *Ms K Bhavani, Director Communication, Govt. of Singapore and President, IPRS, Singapore*



Group	Year started	No of members	Average messages per month	
			2007	2008 @
Image Management*	1999	1619	28	28
PR Point*	1999	829	70	60
Young PR Pros	2000	3767	594	460
PRbytes *	1998	984	36	34
Publicity Club of Chicago*	2001	973	2	1
The South Florida PR Network	2006	570	153	178
PR Nigeria*	2007	422	37	20
Small PR Agency Pros	2003	422	110	185
PR Society, Indonesia	2004	342	30	32
PRSA Discussion**	2005	323	42	16
PR-Singapore*	2003	322	4	7
PR Quorum**	1998	283	9	10
NYC PR Group**	2005	262	150	202
PR Mindshare	2005	259	180	145

• All Messages posted in the group need to be approved

** Messages from new members moderated

@ - as at the end of May 08



Top PR discussion Groups - Links

Image Management Group

http://finance.groups.yahoo.com/group/Image_Management/

PRpoint Group

<http://finance.groups.yahoo.com/group/prpoint/>

Young PR Pros

<http://www.youngprpros.com/>

PR Bytes

<http://finance.groups.yahoo.com/group/prbytes/>

PR Signapore

<http://asia.groups.yahoo.com/group/pr-singapore/>

PR-Society of Indonesia

<http://finance.groups.yahoo.com/group/pr-society/>

PR Mindshare

<http://finance.groups.yahoo.com/group/PRMindshare/>

PR in Nigeria

<http://finance.groups.yahoo.com/group/prnigeria/>

Small PR Agency Pros

<http://finance.groups.yahoo.com/group/SmallPRAgencyPros/>

PR Quorum

<http://finance.groups.yahoo.com/group/prquorum/>

PRSA Discussion

http://finance.groups.yahoo.com/group/PRSA_discussion/

Publicity Club of Chicago

<http://finance.groups.yahoo.com/group/publicityclub/>

The South Florida Public Relations Network & Listserve

<http://finance.groups.yahoo.com/group/PRListserve/>



Other online PR and Communication resources

Orkut Groups

Public Relations (4320 members)

<http://www.orkut.com/Community.aspx?cmm=55271>

Public Relations in India (1429 members)

<http://www.orkut.com/Community.aspx?cmm=9071232>

Ryze Group

<http://pr-network.ryze.com/>

Wikis

New PR Wiki

<http://www.thenewpr.com/wiki/pmwiki.php>

<http://www.prpoint.com/wiki>

PR Blogs

<http://www.indiaprblog.com/>

<http://www.secretsofpressreleases.com/>

<http://public-relations-india.blogspot.com/>

http://prvoice.typepad.com/pr_voice/

<http://prnsf.blogspot.com/>

<http://blog.basturea.com/>

<http://www.prweekus.com/Blogs/section/163/>

PR Blogs List / Directories

<http://blog.basturea.com/pr-blogs-list/>

<http://brendancooper.com/the-pr-index/>

<http://prvoices.com/>

Other important sites

<http://lamar.colostate.edu/~hallahan/j13pr.htm>

Google groups

PR India

http://groups.google.com/group/pr_india



PR events - PR Conferences at Mizoram and Mount Abu



A Seminar on 'Good Governance & the Role of Public Relations' was held at Aizawl, the capital of Mizoram, on 16th

May, 2008. Mr. M.B. Jayaram, Chairman - Emeritus, Public Relations Council of India delivered the keynote address on the Role of Public Relations for Good Governance while Mr. R. Neelamegham, President, PRCI made a presentation on Development of Tourism focusing on North Eastern States and the importance of Public Relation and Advertising in respect of tourism promotion. Mr. Lalithagliam, Minister for Information & Public Relations presided over the Seminar. The Seminar was organised by Mr. L.R. Sailo, MIS, Director I&PR, Government of Mizoram in which over 40 information & PR officers from various departments/districts of Mizoram participated.

"National Media Dialogue cum Retreat - Empowerment of Media through Values" was held during 22 to 26 May, 2008 at Gyan Sarovar-Brahma Kumaris Academy for Better World at Mount Abu. At the Public Relations Group Dialogue (photo) - Rishi Rakesh, Editor Media Rishi Magazine, Delhi; BK Sarala, Vice President GFPR; Raghava Rao, HOD PR, AP Open university; DR CV Narasimha Reddi, Founding Member GFPR; Rajayogi BK Karuna, President GFPR; Prof KC Mouli, Former Director, I & PR, Govt of MP. The



other speakers were: 1. Y Babji, 2. C Ramakanta Sarma and 3. S Mumtaz Fatima

Online information sites

:

<http://www.online-pr.com/markpr.htm>

<http://onlinepr.ning.com/>

<http://www.prnewsnow.com/>

<http://www.prweek.com/>



Health Tips - Computer Vision Syndrome – 10 tips to save your eyes

People working on the computers continuously for a long time are likely to be affected by Computer Vision Syndrome

Symptoms

Irritation in eyes, watering in eyes, discomfort, fatigue, mild headache, mild eye ache, brow ache, neck pain etc.

Precautions to be taken

1. Do not sit directly under A/C blower. Eye should not get dried up; A/c blow should not be on the eyes.

2. Keep the position of the monitor 24 inches away from your eyes; and 6 inches below your eye level.

3. Every human being blinks the eyes 30 to 40 times a minute. While reading the book, it gets reduced to 20 times; While working on the computer, it is reduced to 7 times per minute. This leads to dryness of the eyes leading to various symptoms listed above. At frequent intervals, take your away from the computer and blink your eyes.

4. Follow the 20-20-20 rule. Every 20 minutes, look at an object at 20 feet away for 20 seconds.

5. Do eye exercises (like closing and opening of eyes, palming of your eyes and rotating the eyes in all directions, etc.)

6. Use Anti glare screen in the monitor or use glasses with anti-glare coating.

7. Sit in a comfortable chair with arm rest. Sitting posture is very important to avoid neck pains.

8. Use lubricating eye drops in consultation with your eye doctor.

9. Check up your eyes every six months with your eye doctor. If you have any symptoms, consult the doctor immediately.

10. Your spectacle should be prescribed based on the position of the computer – distance and position of the monitor.



Podcast

Please listen to an audio podcast on 'Computer Vision Syndrome' and how to protect your eyes – Click <http://tinyurl.com/624rls>





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This ezine PR-e-Sense is a media partner for the 5th World PR Conference and Festival to be held at London on 23rd and 24th June 2008. For registration and for details click on the link

<http://www.cipr.co.uk/wprf08/index.htm>

PR eTTY - "A good leader owns the failure; leaves success to team"

From the interview of Dr A P J Abdul Kalam, Former President of India:

Let me tell you about my experience. In 1973 I became the project director of India's satellite launch vehicle program, commonly called the SLV-3. Our goal was to put India's "Rohini" satellite into orbit by 1980. I was given funds and human resources -- but was told clearly that by 1980 we had to launch the satellite into space. Thousands of people worked together in scientific and technical teams towards that goal.

By 1979 -- I think the month was August -- we thought we were ready. As the project director, I went to the control center for the launch. At four minutes before the satellite launch, the computer began to go through the checklist of items that needed to be checked. One minute later, the computer program put the launch on hold; the display showed that some control components were not in order. My experts -- I had four or five of them with me -- told me not to worry; they had done their calculations and there was enough reserve fuel. So I bypassed the computer, switched to manual mode, and launched the rocket. In the first stage, everything worked fine. In the second stage, a problem developed. Instead of the satellite going into orbit, the whole rocket system plunged into the Bay of Bengal. It was a big failure.



That day, the chairman of the Indian Space Research Organization, Prof. Satish Dhawan, had called a press conference. The launch was at 7:00 am, and the press conference -- where journalists from around the world were present -- was at 7:45 am at ISRO's satellite launch range in Sriharikota [in Andhra Pradesh in southern India]. Prof. Dhawan, the leader of the organization, conducted the press conference himself. He took responsibility for the failure -- he said that the team had worked very hard, but that it needed more technological support. He assured the media that in another year, the team would definitely succeed. Now, I was the project director, and it was my failure, but instead, he took responsibility for the failure as chairman of the organization.

The next year, in July 1980, we tried again to launch the satellite -- and this time we succeeded. The whole nation was jubilant. Again, there was a press conference. Prof. Dhawan called me aside and told me, "You conduct the press conference today."

I learned a very important lesson that day. When failure occurred, the leader of the organization owned that failure. When success came, he gave it to his team. The best management lesson I have learned did not come to me from reading a book; it came from that experience.

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**Published by
Prime Point Foundation**

**Feedback and sponsorship
editor@corpezine.com**

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