

PR SENSE

Communicate the communication

India's first Corporate ezine

Issue No 28 – June 2008

Published by Prime Point Foundation (Supported by ABCI & PRCI)

PR-e-FACE: From the Editor-in-Chief
“Business Communication will be the future”



Recently, in the 'prpoint' discussion group, many members suggested that all Corporates and PR professionals should think beyond media and strategise on 360 degree communication. This is exactly what International Association of Business Communicators (IABC) is trying to promote.

Now we need to think of holistic communication strategies.

Todd Hattori (Chair 2007-2008) readily accepted our request to be the Guest Editor of this issue. In this issue, we bring out the various aspects of business communication and the IABC's role. We are also honoured to get the views of Julie Freeman, President of IABC and Barbara Gibson, Chair 2008-09.

The Editorial Board thanks Todd for the excellent work he has done for IABC and also congratulates Barbara for assuming office as Chair. We also thank Archana Verma, Marketing Communication Manager of IABC for the excellent coordination support. Please enjoy reading the articles.

K. Srinivasan

Theme of this month
IABC

Guest Editor
Mr Todd Hattori, Chair,
IABC 2007-2008

In this Issue:

P2 - Guest Editorial by
Todd Hattori

P4 - Julie Freeman,

P5 - Todd Hattori

P8 - Barbara Gibson

P9 - Irene Monley

P11 – On IABC

P12 - Cartoon

P13 – IABC Accreditation

Sponsors of this issue
Platinum – ONGC (P3)
Gold - KPC (P5)

Contact
www.corpezine.com
editor@corpezine.com



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

"Strategic partnerships enhances best practices of communication"



Todd T. Hattori, ABC, 2007-08 IABC International Chair; Washington State Department of Information Technology, Manager of Technology Acquisition Services. Todd can be reached at thattori@comcast.net

It is an honor to be the guest editor of this issue of PR-e-Sense. The

International Association of Business Communicators (IABC) (www.iabc.com) has a long-standing history of advancing the communication profession by providing professional resources to our global membership, the communication profession, and the organizations served by professional communicators. We acknowledge that much of this success has resulted from strategic partnerships with organizations such as PR-e-Sense.

Why do we value these partnerships? Allow me to provide an example.

Last year, Julie Freeman, ABC, APR, IABC President, Glenda Holmes, ABC, IABC Immediate Past Chair, and I had the opportunity to participate in an advisory work group that was sponsored by the State Department of the United States government. Approximately 100 public relations and communication professionals gathered in Washington D.C. to discuss and develop recommendations for how to improve international relations. The overarching goal was to establish a strategy for improving the reputation of the United States.

What I found most interesting was that the majority of the discussion focused on

"How may we help people from other countries gain a better understanding of the United States?" From our point of view, the missed opportunity was discussing "How may we help Americans better understand the beliefs, cultures, practices, and circumstances of other countries?"

The effort was driven by good intentions. The public and private partnership of United States government and communication professionals generated a range of creative tactics. However, imagine how different those tactics would have looked if the partnership involved communication professionals from various countries – the target audience of this effort.

Global communication is a challenge when we don't engage our global audience.

Global communication is a challenge when we don't engage our global audience.

Helping communication professionals throughout the world arrive at the best

strategic solution for the right strategic goal/objective is what IABC strives to achieve. We meet this goal/objective by offering a cross-disciplinary code of ethics, relevant professional development, globally recognized professional accreditation, communication research, and – very important – global networking that enables global discussions.

Thank you for giving IABC the opportunity to partner with PR-e-Sense to provide quality professional development that enhances global communication practices.



ONGC is the ONLY

Indian corporate in the
Fortune magazine's list of
'World's Most Admired
Companies 2007'



ONGC is one of the largest Exploration & Production companies
in the world having 35 properties in 17 countries.



PR-exclusive

“Communication contributes to business success “



Julie Freeman, ABC, APR, is president of the International Association of Business Communicators (IABC). She has 25 years of experience in communication and nonprofit management and has helped organizations undergoing financial crises to recover and to rebuild their public image. Since becoming president of IABC in July 2001, Freeman has worked to improve the association's financial health and enhance the value of IABC membership. She can be reached at jfreeman@iabc.com

- IABC was established in 1971. The purpose is to help individuals working for companies, schools, governments, or NGOs in organizational communication. It is to help people to excel in their career by understanding the latest in their field and also developing a strong professional network.

- When a communicator is effective in his/her organization and makes a real contribution, it gives a message to the Management that communication is important and that it can make a contribution to their business. We are doing it indirectly by keeping our members updated with the latest professional developments. We also speak to non communication groups and do media interviews with the general and business press to talk about the importance of communication.

- IABC functions in 74 countries. We have members in US and Canada, Mexico, Central America, North America, Europe, South Africa, Africa, Asia. In Asia We have chapters in Hong Kong, Manila, Philippines, and India.

- Our accreditation programme has been going on for a number of years and it is the measurement of communication knowledge of individuals. It is the combination of written exam and oral exam but before taking the test the

candidates present a portfolio of their work and analysis of their projects which they have done. We have partnered with other associations and are in discussion with some other associations about offering our accreditation programme in partnership with them.

- Our future plans are to expand. We are looking at establishing our Chapter at China. We have been working with the Shanghai Public Relations Association. We are already providing and will continue to provide articles in our publications and research projects that will help professionals do their jobs better. What we need to understand is how to make the materials relevant and

valuable to Asian professionals.

- Business Communication is going to continue to be important and is going to gain more importance. Business leaders all over the world have understood that communication does contribute to their business success. That's in two ways. (1) It helps customers and the community understand what the business is doing and how it is contributing to the community. (2) It is also very important to communicate with the employees. When employees understand the purpose and strategies of business and what it is doing, they are much more likely to be engaged. In other words they are more likely to

Business leaders all over the world have understood that communication does contribute to their business success.



care about the business and make an effort to contribute. This trend is very important and more so in developing countries. Communication practices are newer there. Still, business leaders have realised that customers and employees are more likely to support their business, only when they understand the cause and strategies of business and it's contributing to the society.

- When an organization is in financial crisis, it is very important to communicate very honestly with the stakeholders. Have a plan of how you are going to address

the situation and then to let the stakeholders know what you are going to do. Because usually a financial problem is not corrected overnight. It is not a matter of going to a big donor or lender to infuse cash. You often need to work on a number of small steps. I have found that if you are honest and admit the mistakes and if you have a plan and communicate the plan then members are more than happy, to give the benefit of doubt. They will work with the leadership to correct the situation.

The podcast interview of Julie Freeman may be listened through the following link
<http://www.corpezine.com/2008/07/june-2008-international-association-of.html>

Karnataka Power Corporation Ltd.

At a time when most utilities in the Power Sector are responding to the imperatives of reform, KPCL to its pioneering spirit has formulated its responses in a pro-active manner. Notwithstanding the rigour of the transitional phase in the reforms sweeping the sector, KPCL has formed new initiatives to serve as model for other utilities. Innovative Engineering and funding of its new projects, effective financial, contract, coal, ash and environment management and above all creating a new paradigm in project development, operation and maintenance and consultancy to other utilities are the contributions for a new look power sector in the country.



Today, KPCL has an installed capacity of 5509 MW, appetite for growth is not satiated. KPCL has taken up the challenge to add over 3000 MW in the next 5 years from the projects like Bellary Thermal Power Station Stage-II, RTPS Unit-8, Bidadi Combined cycle power plant, Varahi Hydro Electro Project Stage-II and R & M of power projects.

Tel: 080 22256568, Fax: 080 22252144

E-mail : cccm@karnatakapower.com

Web : www.karnatakapower.com

Advt.

Karnataka Power Corporation Ltd.,

82, Shakthi Bhavan,

Race Course Road,

Bangalore – 560 001



PR-eXCLUSIVE

"Technology is not used to the fullest advantage "



Exclusive interview with our Guest Editor Todd Hattori. You may listen to the podcast interview in the following link:

Todd T. Hattori, ABC, 2007-08 IABC International Chair; Washington State Department of Information Technology, Manager of Technology Acquisition Services. Todd can be reached at thattori@comcast.net

IABC and Business Communication

International Association of Business Communicators aims to help our global membership understand what is important to organizations and to help them succeed from the organization point of view. We also want to help the profession by providing leadership and helping professional communicators align themselves strategically within organization as counsellors. The alternate goal is to help companies and business to understand the importance of communication and value what professional communicators can bring to their group.

Some of the really successful things have come out of our knowledge offering. We have manual, planning tools, online resources, best practices, models, success stories, Case Studies that people can download and learn from. We have the research foundation that produces global research and tool for communicators to use within the organization. We also offer training and conference opportunities both online and offline.

We cover all aspects of communication. We are not specialized in Public Relations or marketing, we cover the entire profession. The ability of IABC to share

knowledge across various specializations to professional communicators adds value to them and what they can bring to their organization. We function in more than 70 countries. With more than 100 chapters around the world, our ability to share knowledge with each other helps us learn. The practices in United States are bit different from India / Europe. Since many organizations are doing business around the world, this network has become highly beneficial.

What information departments in Govt. can do?

Around the world, I have been talking about the technology and how important that is to communication. Unfortunately, the fast developing technology is not used by people correctly. We don't use it

to the absolute best advantage. The communicators have to make sure that they learn the options in technology and figure out the best way to implement it within the organizations. We should educate our users on how to use the technology. Few important aspects that we need to know:

1. Connect the computer learning to the technology

The Management or the Leadership has to connect to the use of technology



2 Make sure it is a two way conversation. It is difficult to say what the technology tool is; what it does; and how you need to use it. Educate the users and make them to work with you.

3. The Management or the Leadership has to connect to the use of technology. It would be nice for the organizations to say that they value two way communication. If the Management / leadership does not provide the required funding and the personnel support to build a good website, intranet, blogging tools, it really hinders the effectiveness of using the technology

4. Recognize the limitation of technology. Even though technology opens the door

for communication, it poses challenges also. Constant monitoring, having good policies in place and establishing good rules and communicating those rules will help people understand how to manage the technology.

5. Recognize that different types of technologies have various specific reasons and so we can't sacrifice face to face communication, written communication, oral presentations. It is important to help people use technology well.

The podcast interview of Todd Hattori may be listened through the following link:
<http://www.corpezine.com/2008/07/june-2008-international-association-of.html>

IABC Volunteers Help the Big Apple Turn Green

IABC joined up with New York Restoration Project and Million Trees NYC for a fun-filled day of tree planting in East Harlem on the Saturday before the start of the 2008 International Conference. The New York Restoration Project and Million Trees NYC share an ambitious goal to plant one million trees in New York in the next decade. IABC members and staff got their hands dirty planting over thirty trees in one afternoon.

The project supports IABC's corporate social responsibility efforts and helps to reduce the environmental impact of our

event on the community. In addition to beautifying the neighborhood, trees help clean the air - a vital addition to this neighborhood, which has disproportionately high asthma rates among children.



IABC made a donation to the New York Restoration Project in honor of every speaker who participated. The project was also supported by individual donations and company contributions from Towers Perrin, FPIInfomart.ca and ROI Communication.

**For placing advertisement and sponsorship
contact**

editor@corpezine.com or prpoint@gmail.com



PR-eSTIGE

“Advocate for the highest standards of ethics “



Barbara Gibson, ABC, 2008-2009 Chair, IABC - Barbara heads London-based independent consultancy SpokesComm, providing both strategic communication planning and media spokesperson development. E-mail: bgibson@spokescomm.com

Q: Why are ethics needed for communication professionals and what is their implication? What is IABC's role in promoting ethics amongst professionals?

A: I believe that the communication profession is facing a major crisis of credibility and trust – a backlash to the “spin-doctor” tactics that have become the accepted industry standard in the past couple of decades. The problem with ethics is that it isn’t a matter of black or white, right or wrong, legal or illegal. Every communicator I know knows how to draw those lines. But is it ethical to spin bad news into something more positive? To issue statements that, while not actually untrue, don’t fully disclose information that employees, investors or the public has a right to know? Whose responsibility is it? Is it an issue of ethics for the communicator? Or does the responsibility for ethics rest solely with the CEO or some other senior executive?

Last year’s IABC Research Foundation study on ethics found that many communicators don’t believe they should be the ethical conscience of their

organizations. But I believe that we have no choice, that to simply follow orders and abdicate responsibility for ensuring openness and honesty puts not only our organizations, but our entire profession, at risk. We lose all credibility. Both the media and the public assume that every press release, speech and official statement is full of lies. They turn instead to other sources, like blogs and social networking sites, to get the real story.

Is it ethical to spin bad news into something more positive?

So what can we do to turn things around, and what is the role of IABC? I think we should be leading the discussion, raising the questions, debating the ethics of spin, and helping the profession examine itself. We need to advocate for the highest standards of communication ethics, and help business and political leaders understand the role of the communicator in safeguarding the organization’s credibility and reputation. As an association, and as individuals, we need to take a leadership role when it comes to ethics.

Visit the Face book of IABC
<http://www.facebook.com/group.php?gid=1914992>



PR-eSTIGE

“Research and measurement are bookends of communication”



Irene Monley - 2008 – 2009 Chair, IABC Research Foundation

Irene is a senior communications professional, currently responsible for global human resources communication at Tyco Electronics E-mail: imonley@comcast.net

What is the importance of communication research and measurement?

Let's begin with the premise that communications are intended to change audience behavior or beliefs. In that context, research and measurement are bookends to the strategic communications process.

Conducted during the development phase, research provides insight into the audience—demographics, opinions, knowledge, beliefs and access to media. It also identifies external influences that may impact the audience.

Research identifies the gap between where the audience presently stands and the objectives of a communication. The findings provide a backdrop to developing messages and media based on the specific characteristics of the audience.

Measurement, on the other hand, tracks progress and provides insight into whether the communications were effective. It looks at what change occurred and the extent to which goals were met. Measurement also guides decisions about next steps to take.

Whether the data is gathered formally or informally, research and measurement are essential to developing effective communications. Without them, the communicator is travelling without a roadmap—without a beginning, guidepost or destination.

How IABC is contributing to the profession through research?

According to Dr. W.

Edwards Deming, an expert on business management, “Without theory, experience has no meaning. Without theory, one has no questions to ask. Hence, without theory, there is no learning.”

The IABC Research Foundation, an affiliate of IABC, contributes to the body of knowledge for the communications

“Without theory, experience has no meaning. Without theory, one has no questions to ask. Hence, without theory, there is no learning.”



profession. Its work bridges the gap between communication theory and practice, providing real-world knowledge and applications for the communication professional.

Ranging from its seminal work, *The Excellence Study*, to its recent publication of *The Business of Truth: A Guide to Ethical Communication*, the Foundation's reports and articles explore emerging issues and latest trends. Senior practitioners, academics and IABC

members help identify organizational issues and trends in workforce organization, corporate structural change and communication best practices to examine.

The IABC Research Foundation's publications are available to members of IABC around the world and to the public at large. Highlights of recent research are included below. For more information visit <http://www.iabc.com/rf> <http://news.iabc.com>.

1. Professional communicators uphold the credibility and dignity of their profession by practicing honest, candid and timely communication and by fostering the free flow of essential information in accord with the public interest.
2. Professional communicators disseminate accurate information and promptly correct any erroneous communication for which they may be responsible.
3. Professional communicators understand and support the principles of free speech, freedom of assembly, and access to an open marketplace of ideas, and act accordingly.
4. Professional communicators are sensitive to cultural values and beliefs and engage in fair and balanced communication activities that foster and encourage mutual understanding.
5. Professional communicators refrain from participating in any undertaking that the communicator considers to be unethical.
6. Professional communicators obey laws and public policies governing their professional activities and are sensitive to the spirit of all laws and regulations. Should any law or public policy be violated, for whatever reason,

- professional communicators act promptly to correct the situation.
7. Professional communicators give credit for unique expressions borrowed from others and identify the sources and purposes of all information disseminated to the public.
8. Professional communicators protect confidential information and, at the same time, comply with all legal requirements for the disclosure of information affecting the welfare of others.
9. Professional communicators do not use confidential information gained as a result of professional activities for personal benefit and do not represent conflicting or competing interests without written consent of those involved.
10. Professional communicators do not accept undisclosed gifts or payments for professional services from anyone other than a client or employer.
11. Professional communicators do not guarantee results that are beyond the power of the practitioner to deliver.
12. Professional communicators are honest not only with others but also, most importantly, with themselves as individuals. Professional communicators seek the truth and speak that truth to themselves first.

IABC Code of Ethics



The International Association of Business Communicators (IABC) is a global network of communication professionals committed to improving organizational effectiveness through strategic communication. Established in 1970, IABC serves more than 15,500 members in over 65 countries and 100 chapters.

IABC members practice the disciplines of corporate communication, public relations, employee communication, marketing communication, media relations, community relations, public affairs, investor relations and government relations.

The association is organized into three levels:

Chapters – Chapters offer a range of local services, including regular professional development meetings and workshops, member newsletters, awards programs and job placement. Chapters also provide an excellent opportunity for local networking with peers.

Regions – Regions provide services ranging from management support for chapters to annual conferences and awards programs.

International – The international level of the association offers an array of direct services to individual members as well as

management support to chapters and regions.

IABC's offerings include:

- § **IABC Research Foundation:** original research studies and reports that bridge the divide between communication theory and practice.
- § ***Communication World:*** an award-winning print magazine covering current trends and best practices.
- § **The IABC eXchange:** IABC's new online networking tool lets members connect, collaborate and share ideas.
- § **Online Content Library:** resources including books, manuals, case studies, and more.

§ **MemberSearch:** searchable electronic member database.

§ **International Conference:** an annual opportunity for professional development and networking.

§ **MyComm:** an online communication-

planning tool developed by Cisco Systems.

- § **Accreditation:** IABC's professional designation program recognizing communicators who have reached a globally accepted standard of knowledge and proficiency in their chosen field.
- § **Gold Quill Awards:** the prestigious awards program recognizing communication excellence.
- § **Job Centre:** career resource for the communication profession, serving both job seekers and employers.



For more information, visit www.iabc.com or

contact us at: IABC World Headquarters One Hallidie Plaza, Suite 600, San Francisco, CA 94102, USA - Tel: +1 415.544.4700. Fax: +1 415.544.4747





CARTOON SENSE

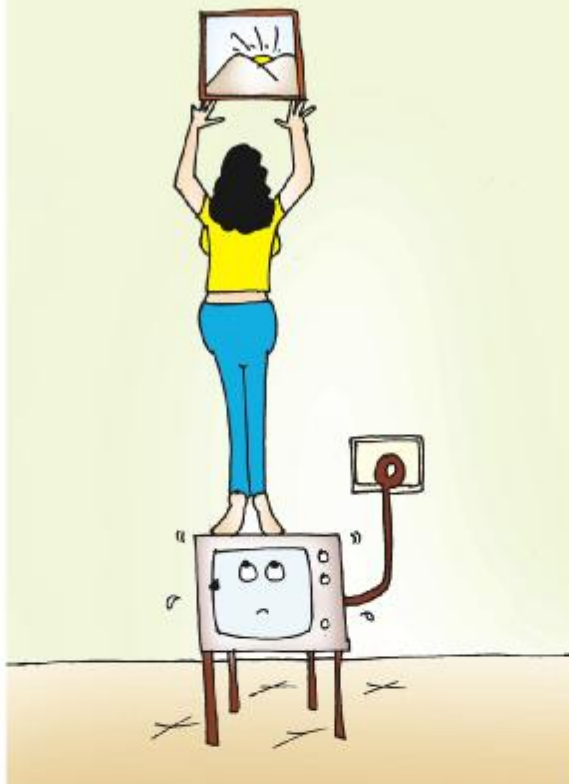
Communicate with Humour



By **TRIAMBAK SHARMA**

www.cartoonwatchindia.com
www.triambaksharma.blogspot.com
E-mail : cartoonwatch@gmail.com

TECHNOLOGY IS NOT USED TO
FULLEST ADVANTAGE



IN OUR PROFESSION ALSO
360 DEGREE
IS EFFECTIVE...



ABC ACCREDITED BUSINESS COMMUNICATOR

IABC's professional credential program recognizes communicators who have reached a globally accepted standard of knowledge and proficiency in their chosen field. It offers communicators a way of demonstrating their ability to think and plan strategically and to successfully manage those skills essential to effective organizational communication, which could include internal communications, media relations, crisis communications and external relations.

Achieving accreditation demonstrates to fellow communicators, and to present or perspective employers and clients, that an important milestone in professional development has been attained. The process consists of rigorous evaluation that identifies and recognizes the highly-qualified, well-rounded communicator through a review of their portfolio of work, and written and oral examinations. Candidates meeting the exacting requirements of the process earn the designation "Accredited Business Communicator" (ABC).

There are currently 757 Accredited Business Communicators throughout the world. For more information about the

accreditation process, please visit, "Becoming an Accredited Business Communicator" on IABC's web site: <http://www.iabc.com/abc>.

QUICK FACTS

V The accreditation process:

- Ø Application
- Ø Qualification (the portfolio)
- Ø Examination (written and oral)

V Eligibility:

- Ø A minimum of five years of experience in business communication (organizational communication, public relations or communications management) and
- Ø A bachelor's degree, or a total of nine years of combined post-secondary education and/or experience.

V Cost:

- Ø IABC Members: US\$290 or CDN\$406
- Ø Non-members: US\$500 or CDN\$700
- Ø Group discounts available through the Accreditation Partnership Program

V Deadline:

- Ø Portfolios accepted throughout the year.

Do you want to get this monthly ezine regularly? Click http://finance.groups.yahoo.com/group/PResense_ezine/join



Health Tips - 10 brain damaging habits

1. No Breakfast - People who do not take breakfast are going to have a lower blood sugar level. This leads to an insufficient supply of nutrients to the brain causing brain degeneration.

2. Overeating - It causes hardening of the brain arteries, leading to a decrease in mental power.

3. Smoking - It causes multiple brain shrinkage and may lead to Alzheimer disease.

4. High Sugar consumption - Too much sugar will interrupt the absorption of proteins and nutrients causing malnutrition and may interfere with brain development.

5. Air Pollution - The brain is the largest oxygen consumer in our body. Inhaling polluted air decreases the supply of oxygen to the brain, bringing about a decrease in brain efficiency.

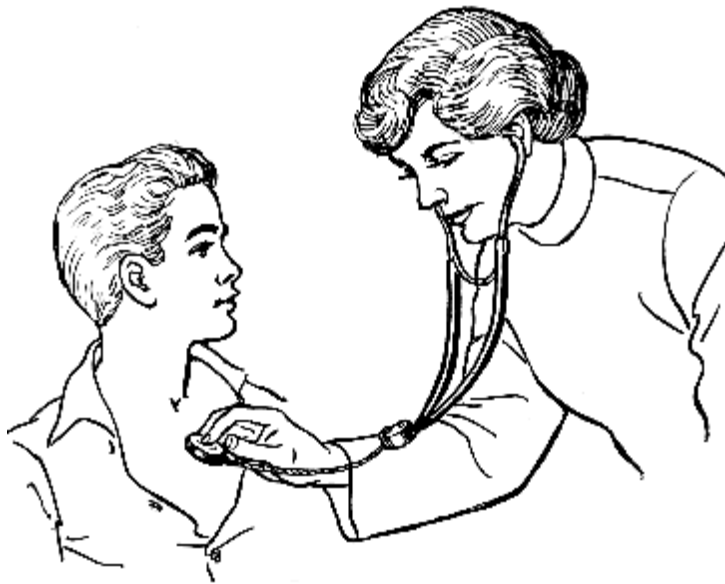
6. Sleep Deprivation - Sleep allows our brain to rest.. Long term deprivation from sleep will accelerate the death of brain cells.

7. Head covered while sleeping - Sleeping with the head covered, increases the concentration of carbon dioxide and decrease concentration of oxygen that may lead to brain damaging effects.

8. Working your brain during illness - Working hard or studying with sickness may lead to a decrease in effectiveness of the brain as well as damage the brain.

9. Lacking in stimulating thoughts - Thinking is the best way to train our brain, lacking in brain stimulation thoughts may cause brain shrinkage.

10. Talking Rarely - Intellectual conversations will promote the efficiency of the brain.



Download past issues of ezine from
www.prpoint.com



PR eTTY - "There are more worst things in life"

A father passing by his teenage daughter's bedroom was astonished to see the bed was nicely made and everything was neat and tidy. Then he saw an envelope propped up prominently on the centre of the pillow. It was addressed "Dad". With the worst premonition, he opened the envelope and read the letter with trembling hands:-

Dear Dad,

It is with great regret and sorrow that I'm writing you, but I'm leaving home. I had to elope with my new boyfriend Randy because I wanted to avoid a scene with Mom and you. I've been finding real passion with Randy and he is so nice to me. I know when you meet him you'll like him too - even with all his piercing, tattoos, and motorcycle clothes. But it's not only the passion Dad, I'm pregnant and Randy said that he wants me to have the kid and that we can be very happy together. Even though Randy is much older than me (anyway, 42 isn't so old these days is it?), and has no money, really these things shouldn't stand in the way of our relationship, don't you agree?

Randy has a great CD collection; he already owns a trailer in the woods and has a stack of firewood for the whole winter. It's true he has other girlfriends as well but I know he'll be faithful to me in

his own way. He wants to have many more children with me and that's now one of my dreams too.

Randy taught me that marijuana doesn't really hurt anyone and he'll be growing it for us and we'll trade it with our friends for all the cocaine and ecstasy we want. In the meantime, we'll pray that science will find a cure for AIDS so Randy can get better; he sure deserves it!!

Don't worry Dad, I'm 15 years old now and I know how to take care of myself. Someday I'm sure we'll be back to visit so you can get to know your grandchildren.

Your loving daughter,
Rosie.

At the bottom of the page were the letters "PTO".

Hands still trembling, her father turned the

sheet, and read:

PS:

Dad, none of the above is true. I'm over at the neighbour's house. I just wanted to remind you that there are worse things in life than my report card that's in my desk centre drawer. Please sign it and call when it is safe for me to come home.

I love you!
Your loving daughter,
Rosie.



PResenters of *PReSENSE*



Todd Hattori
Guest Editor



K. Srinivasan
Editor in Chief



Tushar Panchal
Strategic Editor



P A Narrendiran
Content Editor



V Poornima
Cartoon Editor



Veena Vinod
Podcast Editor &
PodJockey



Shvetha Sridhar
Podcast Editor &
PodJockey



K. Bhavani
International
Editor (South
Asia)
Singapore



Subha Ganesh
International
Editor (Europe),
London



Deon Binneman
International
Editor
(South Africa)
Johannesburg



Awards won

Published by
Prime Point Foundation

Feedback and sponsorship
editor@corpezine.com

Past issues may be downloaded from
www.prpoint.com
www.primepointfoundation.org
www.corpezine.com

Listen to India's first pod-magazine
www.poduniversal.com
one stop shop for podcasts on all subjects

To subscribe to this ezine.
<http://tinyurl.com/229pyo>

