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## **PR-e-FACE: From the desk of Chief Editor**

**“Individual talents have no value, unless combined in a team”**



In some of the earlier group discussions, many of the youngsters raised the 'serious concern' about the lack of youth empowerment and not involving youth in many of the decision making activities. Based on that, we dedicated this July 2007 issue of PR-e-Sense for the youth. We requested Mr Tushar, one of the enterprising youth to be the 'Guest Editor'. Messages were circulated repeatedly for youth volunteers to participate in making this ezine.

Surprisingly, we could get only three volunteers to be part of this ezine. I feel that the youth of today, have great potentiality. The contributions made by these young people in this ezine are really excellent. This is only a sample of youth potentiality.

Individually, they have great talents in them. When the opportunity was given, there was a hesitation in accepting the responsibility. We need

to analyse this phenomena as to why there is a hesitation in coming out and working in a team, pooling all the resources. The combined talent is more beneficial to the industry. Individual talents have no value, unless they are pooled for the betterment of society. In turn, working in a team, helps the individuals to develop 'team spirit' and 'leadership skills'.

This is a very serious challenge before the youngsters. A time has come that both seniors and youngsters should come together to identify the reasons for such 'indifference' and involve the youth in the mainstream team.

The Editorial Board places on record the appreciation and initiative taken by the Guest Editor and other three young professionals.

*K. Srinivasan*

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## **PR-e-CISE – Inside this ezine**

- An exclusive interview with Mr Al Ries, Co-Author : “Fall of Advertisement and Raise of PR”
- Expert views by Mr Roger C B Pereira, CEO & Managing Director R&PM:Edelman.
- Expert views by Harish Bijoor, Brand-domain specialist & CEO, Harish Bijoor Consults Inc.
- Expert views by Anurag Batra, Managing Director and Editor-in-Chief, Exchange4media Group.

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

**“If you don’t speak, you don’t have right to complain”**

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When we decided that we would bring out the special issue of ‘PR-e-Sense’



focusing on young generation in public relations, we were hoping that many of our young friends will

come forward and share their views on the business and seek clarifications. We were hoping that they would convey their needs and desires. But unfortunately, very few people came forward.

Don’t you think that it is reflective of our business culture where just born PR professionals don’t speak? This reminds me of a great line penned by a well-known author Gracie Allen: “When I was born I was so surprised I didn’t talk for a year and a half”.

I think most of our just born PR professionals are equally surprised to see the ‘very’ different world in the real PR business.

In this issue we have tried to capture the PR world that exists today and going to emerge tomorrow.

We have collected guidance from some of the most talented people in the communications business today, which I am sure, will help you to shape up your future. It will help you to decide whether you want to pursue your goal of creating a career out of a PR job or look for another job.

This is my first effort as an editor (though I contributed and produced many in-house journals) of such wonderful publication and I look forward to your feedback and suggestions, which may help me shape my skills as an editor. I would like to thank all the contributors and motivators for their valuable time and advice.

Parting wisdom: Those who do not speak when the right platform is being provided, do not have a right to complain that I was not consulted. Converse.

With a hope to hear from readers, I remain.

*Tushar Panchal*

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## **PODCAST TRIBUTES TO DR ABDUL KALAM – HE REDEFINED INDIAN PRESIDENCY**



Dr Abdul Kalam after glorious five years of tenure as President of India, has stepped out of Rashtrapathi Bhavan and started continuing his journey to motivate the young people Please listen to the exclusive podcast

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## PR-eXCLUSIVE

**“PR will be the driving force in marketing programmes”**



Al Ries & Laura Ries need no introduction. The duo authored a much debated book *“The Fall of Advertising & Rise of PR”*, which created ripples in the world of communications and established the importance of PR in a never before manner. Here in an exclusive email interview with *Tushar* for *PR-e-Sense* Al talks about the future of PR and how we should be preparing ourselves for the same.

**Q:** Its quite some time now since you have written the legendary book on PR Industry. The world is moving at a speed of light and in this fast changing world where does PR industry stand today?

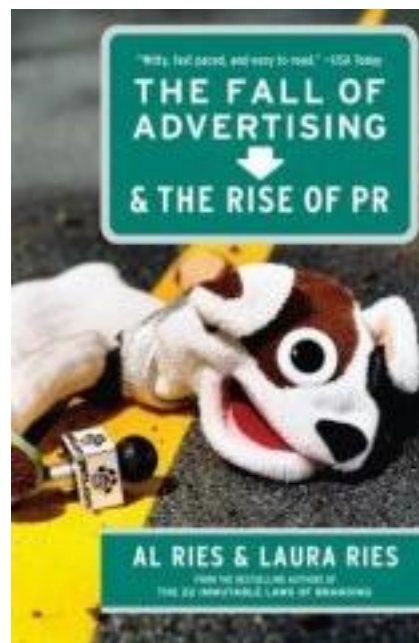
**A:** While the PR industry might be moving at the speed of light in your part of the world, the same thing isn't true here and in many other countries of the world.

It was our concept (in the book, *The Fall of Advertising & the Rise of PR*) that brands should be introduced by PR and only when the brand is established should the company switch to advertising.

Furthermore, we believe that PR people should be primarily responsible for the strategy of a new brand, not advertising people.

That notion has not been accepted by most companies here in the U.S. Today, more companies look to their advertising agencies to develop the strategies for new brands.

Actually many PR agencies are reluctant to be involved in strategy.



They seem to feel that if they did, they would be blamed for the failures of new brands. They seem to believe their job is to deliver media clips for their clients and not to be responsible for the success or failure of brands.

However, we believe that the PR industry will eventually move in the direction we suggested in our book. As we said in the book, it's going to take some time for this to happen.

**Q:** As it has been increasingly said that PR builds the brand, what in your opinion are the ideal traits of a successful PR Manager to be able to replace the traditional brand managers?

**A:** A successful PR manager has to look at a brand from the consumer's point of view. And then try to figure out what attributes of the brand would make the best impression on consumers.

Actually, looking at a brand from the consumer's point of view is quite similar to what media do when they decide whether or not to run a story about a brand. So in many ways, a good PR manager already has the traits necessary to become a good brand strategist.

**Q:** You visit India quite frequently and I am sure you must have got a chance to observe Indian PR business as well, what is your opinion on Indian PR business?

**A:** While Laura and I have visited India a number of times, we still don't feel that we know about Indian PR business to comment on this question. We have been pleased, however, that there seems to be great interest in PR

in India. Much more so than in many other countries.

**Q:** Where do you see the Future of PR and what advice would you like to give to young and aspiring PR professionals to become the future-proof?

**A:** We see the future of PR to be the future of marketing. In other words, PR will become the driving force in most marketing programs.

Young and aspiring PR professionals should take a great interest in strategy rather than just in the traditional PR skills. "Getting your name in the paper" is not the goal of a marketing program. "Building a powerful brand in consumers' minds" is the goal of a marketing program. PR is just a tactic in the broader goal of winning the battle in consumers' minds.

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Laura's blog: [www.originofbrands.com](http://www.originofbrands.com)

Laura's email [laura@ries.com](mailto:laura@ries.com)

## **PR – e- Groups – Have you joined discussion groups?**

**Image Management Group** – Second largest yahoo group on PR with nearly 1500 global members. Click here

[http://finance.groups.yahoo.com/group/Image\\_Management/](http://finance.groups.yahoo.com/group/Image_Management/)

**PRpoint Group** - The largest Indian group for PR/CorpComm /academic professionals with 720 plus members. Click here

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

**New Media Forum Group** – A group for Indian journalists with around 350 members. Click here

[http://groups.yahoo.com/group/New\\_Media\\_Forum/](http://groups.yahoo.com/group/New_Media_Forum/)

**India Vision Group** – A group for Indian youth on India Vision 2020 with around 1200 members. Click here

[http://groups.yahoo.com/group/India\\_Vision\\_2020/](http://groups.yahoo.com/group/India_Vision_2020/)

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## PR-eXCLUSIVE

“PR industry needs more commitment ”



**Roger C. B. Pereira,**  
CEO & Managing  
Director  
R&PM:Edelman, a well  
known communication  
professional of India, in  
an interview with 'PR-e-  
Sense' shares his views

on the business and today's PR professionals.

**Q:** You are amongst the few legends who started PR practice in India and you have seen how it has evolved over a period of time. What do you think about Indian PR industry today?

**A:** Whilst I am grateful to you for the credit, I can't honestly claim to have started the PR practice in India. I can think of Anand Akerkar, the true doyen of the profession who set the pace in India.

About the PR industry in India today, quite frankly, I am disappointed. I have seen both industries - Advertising and PR in its infancy. The advertising industry, fortunately, has always had more dedicated professionals who were willing to raise the bar and take the business to greater heights, intellectually and business-wise. Unfortunately, I don't see the same commitment in the PR industry. Isn't it a pity?

**Q:** What is your take on today's young generation of PR professionals?

**A:** I can only speak about those who I have interacted with. Some of them

**What is Public Relations?**

When the circus comes to town and you put up posters announcing it, that's advertising. When you put a sign on an elephant and parade it down Main Street, that's promotion.

are just fabulous. They have many more opportunities, both in terms of professionalism and technology than we had, and they are exploiting them to the hilt. They also have the advantage of shared experiences that have worked. Regretfully, that represents just about 50 - 60% of the professionals. The remainders treat it as just another job.

**Q:** How do you look at the future of PR business in the country?

**A:** When I switched from advertising to PR, quite honestly, I was not terribly happy. I did it out of necessity. I was bored working as a consultant, spending more time on writing reports than on doing the work. But today, it seems the PR business has an even greater future than advertising has, in the country. The challenge is to navigate the many pitfalls that are strewn along the way by different stakeholders (read: vested interests).

**Q:** What would be your advice to today's generation of PR professionals to remain relevant all the time and become a successful PR manager?

**A:** I don't think I am qualified to give advice to anyone, but if I were starting my career afresh today, I would do a couple of things:

- a) Stay ahead of technology.
- b) Stay ahead of what's happening around the world, in every respect.

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When the elephant tramples the mayor's flower garden and a picture shows up on the front page of the paper, that's publicity. When the mayor laughs about it --- THAT'S public relations!

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## PR-eXCLUSIVE

**“Future PR is all about niche PR and not mass PR”**

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Harish Bijoor,  
Brand-domain  
specialist & CEO,  
Harish Bijoor  
Consults Inc.  
shares his views  
on the role PR

has to play in the branding,

**Q: You are amongst India's most respected Brand Gurus and I believe PR plays a very important role in Branding - what's your observation?**

I do believe PR has a potent role to play in the process of building brands. The point is simply this; advertising is getting trusted less and less. The advertising medium is a medium that is accepted with some degree of cynicism, even in new-gen advertising markets such as India.

Advertising is therefore working best at the level of creating awareness among consumers. Other marketing roles such as the need to get consumers interested in the offering, desirous of possessing the offering, the actual physical action of sale and indeed managing post-sales dissonance, often requires other tools to help out with. PR is one such useful tool to date. Today of course it is overdone, just as advertising got overdone!

PR done with subliminal respect for the consumer at large always works. PR needs to however take care not to repeat the mistakes of mass advertising at large. This is golden goose that must not be squeezed dry with insensitive use.

**Q: Successful brand manager should be successful communicator as well, is it true?**

I do believe that any successful person needs to be a successful communicator as well. Does not matter whether you are a scientist working on an oblique bit of cutting edge science, or whether you are a brand manager.

**Q: What's your advice to today's young generation of PR professionals?**

My advice to young gen PR personnel would be to stick to the knitting of integrity all the while. Never sell your personal integrity level for short term goals of any kind. The company is important and so is the client. But remember, what you will carry with you all the while is your personal self and its reputation. Manage your reputation well and manage it with integrity. Everything else will fall into place.

Never allow PR to get the bad name it just might be on the verge of getting due to the behaviour of a generation of people who have used it rather wrong.

**Q: According to you, what is the future of PR and how we should prepare for it?**

The future of PR is all about niche PR. Not mass PR. Old PR is all about a mass approach with publications of every kind and media of every kind. Future PR is about niche media, broad-based media and indeed about the larger community as well. PR that seeks to impact on the larger community 1:1 is true blue PR of tomorrow.

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## PR-eXCLUSIVE

**“Lead your clients; don’t follow them”**



**Anurag Batra,**  
Managing  
Director and  
Editor-in-Chief,  
Exchange4media  
Group, in an  
interview with  
*‘PR-e-Sense’*,

shares his views on the future of PR industry from the other side of the table.

**Q:** You have seen the business of communication closely than many of us would have. You are witness to the evolution of PR business in India. Would you please share your views about Future of Indian PR business?

The Future of PR and Communication Business is very bright in India as the business is booming and so many new launches and initiatives are happening. PR and communication business in India is also under the throes of change. Global PR agencies are looking at tie ups with Indian companies. There is a paucity of well trained PR professionals. The spends on PR in India are the lowest in world and are likely to go up tremendously.

**Q:** It sounds like a great future ahead. What do you advice to today's young PR professionals to cope with this kind of scenario?

I would advice today's young generation with following points:

- Understand the Brand

- Understand Media issues. Understand Readership and Viewership. Learn how to run TAM
- PR is also an intellect and knowledge driven business. Its not just about wining and dining
- Understand that writing a press release is a small part of your job
- You are a business advisor. Do you understand the business environment?
- It's not about looking good. It's about intellect.
- It's about breakthrough ideas.
- Be a professional who understands business issues and imperatives. Rest will follow

**Q- 3:** You are associated with the business of media. We have seen many earth-shattering changes in the media field, how does it impact PR profession?

Internet and Mobile devices is changing our world. Reputation Management on the internet space is most important. Dissemination of information and retrieval of information, both are changing, how does one leverage it is the challenge

**Q:** A final word of advice for today's young PR professional?

Go for it. Become a business leader. Lead your clients don't follow them.

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**August 07 issue - Theme : PR 2.0**  
**Guest Editor: Ms Bhavani, President, IPRS, Singapore**

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## PR –e- Views – Professional experiences

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Ms Subha Ganesh, Account Manager, New Media Marketing, , London  
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**“Traditional concepts need to be understood, to move to next-gen PR”**



I am an online marketing professional, working everyday on getting a good promotion for our clients business on

the web. I was reading some articles and blogs on PR and was really surprised to see that what I do everyday is nothing but advanced PR or in other words PR 2.0 and I have been just terming it as online marketing. I got really interested in what was written on the blog and also I was enjoying because in my devils mind I was seeing my next new idea for promotion of my clients business.

But for a split second I wanted to know what exactly then is PR and PR 2.0 and what is the difference between them?

The major PR tools during that time were the press release in the newsprints to publicity by means of word of mouth campaign. Later on with the development of PR field as a profession, the need for planning, evaluating and understanding the need and targeting of the audience became an integral part of the process.

With the domination of internet, the entire way people think, do and see things have changed, which got about a revolution the way business thought PR and promoted themselves.

PR 2.0 is the enhancement of PR due to the industry push towards more influential mediums for corporate communication. With the advent of internet age, no more the focus of the communication is on the audience, it is about people whom we need to reach.

The companies are no more satisfied with just people who are looking for them, but they want to target to the people who might become interested in them.

With the number of options in the market, the businesses are no more interested in the contents, but about the conversation and conversions. This push in the industry led to the new mediums of PR which included online mediums like SEO, blogs, social and business communities, online press releases in the related web sites to the face to face mediums like focus groups, talk show, newsletter, email campaigns.

Company's ignorance and innocence are making them to forget that PR 2.0 is not a discipline in itself but just an extension of the traditional PR and its not just about technology but how we use the technology for our purpose.

It's very important for any PR person to have an insight and knowledge into the overall PR concept and not just about PR or PR 2.0. But the worrying part is that though we used to have excellent PR professionals, with the new technology and trends, the younger PR persons are focused just on the new development and forget to strengthen their roots in the field by exploring and understanding the traditional concepts.

First as a PR professional, its important to understand the traditional mediums and modes of communication and explore the new mediums and combine the knowledge and come up with their unique style of PR... Generation Next PR.

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## PR –e- Views – Professional experiences

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Ms Rupali Kalav, Manager, Corpcom, SBI Capital Markets Ltd [rupali\\_kalav@yahoo.com](mailto:rupali_kalav@yahoo.com)

**“PR executives should understand employers’ contemplation”**



We always talk about the problems, challenges we face as a PR Professional from our various stakeholders. While working, we always look at stakeholders, who matter to us, but in the process we tend to forget that even our employer, our immediate reportee also becomes our stakeholder.

Since, this issue is concentrating on the issues faced by youth, I thought it would be appropriate to talk about the employers expectations. I know the topic will create an upheaval but nevertheless wanted to give few tips to our fellow professionals who are planning a shift or recently shifted to the corporate world.

- **Sector Knowledge:** Its imperative to have sector knowledge that you are working in, as this will help to plan the right strategy based on strong objectives and present the plan showing your knowledge and perspective.
- **Training and Interactions:** Top management expects PR person to be proactive, provide proper training, construct key message, brief them on media nuances and how to handle the media.
- **Opportunity Identification:** New media opportunities, which go

beyond regular press release, and conference. Story ideation and weaving new ideas around the organization’s activities.

- **Media familiarization:** Every organisation feels that they should get quoted in each and every story, and this is what he expects from the PR professional. Here, it is necessary to educate the people how publicity works. **“Every news may be a worthy news to the organisation but not for publications”**
- **Measurement:** Management expects ROI (Return on investment), and PR being the most intangible, they expect it to be measured and present a plan incase if corrective actions are needed.

Not that the PR professionals are not following it up, infact few must be already practicing it, but thorough understanding of the organization environment is equally important and a lot depends on it to be successful in your organization.

So in short, employer expects you to be Advisors, to be Educators and to make it Happen.




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## PR –e- Views – Professional experiences

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Ms Debanjali Chakraborty, Manager – Corpcom, Elixir Web Solutions  
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**“PR executives should guide the client based on their need ”**



A very general myth about PR industry is that it can sell, be it a person's image or be it some goods for a company. It's been almost three years in this industry and one thing that I have come to know very strongly is that PR is still looked upon as one of the marketing pattern. There are clients who use Public Relations merely to fortify their selling gimmick. When I had joined as a trainee and the kind of lifestyle clients I was handling, at the end of the day the clients used to come back to me and ask “why my things are not selling?” Same thing had come from three clients of mine. At that time I had decided that I have two options. Either I help them sell their thing or guide them how to sell their things.

I very truly believe in an old adage: “light a candle instead of cursing the darkness”.

The PR industry has reached its threshold where it should start guiding its client and demarcate between advertising and PR. The clients should be well consulted and not just to be followed. And to become a true consultant we should have our research strong and well grounded. We should be well equipped with

proper knowledge about the industry and its working pattern. I have done it myself for my clients and believe me it helps. If somebody wants to have his or her own identity in this vast field of PR, the groundwork should be perfect. PR is not a hard core marketing stunt but managing of outside communication of an organization or business to create and maintain a positive image.

When someone reads a third-party article written about any product or views coverage on TV, they're seeing something client didn't pay for and view it differently than they do paid advertising. In public relations, you have to have a nose for news and be able to generate a buzz through that news. Public Relations need patience and perseverance that leads to success.

I would like to wind up by saying those who are in this field should take the plunge to make PR a credible and organized profession. We should be the one to guide the client with what kind of PR they have to go for as per their need and the media on the various kinds of trends going on in the industry. It's us to decide and to give a proper shape on how this industry should look like.



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## PR eTTY - Relax – Light bulb story

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How many PR people does it take to screw in a light bulb?

**PR Manager Answer:**

Two. One to screw in the light bulb, one to write the press release.

**Corporate Communications answer:**

We are aware of the light bulb and should we choose to participate, look forward to its implementation.

**PR Firm answer:**

Hmmm...light bulb. That depends. Is this a launch? Are we taking it on tour? Let us think about it and we'll get back to you with a proposal.

**Hollywood PR Firm answer:**

Just one light bulb? Goddamn it! When I set this shoot up I told you explicitly that we were to have no less than 20 light bulbs, a technical advisor and catered lunch for the talent. You want screwed? Give me the name of your boss! You're through in this town!

**Brand communications answer:**

Let's not focus on the people or bulbs. Let's own "light".

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## PResenters of PReSENSE

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