

PR SENSE

Communicate the communication

India's first Corporate ezine

Issue No 29 – July 2008

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PR-e-FACE: From the Editor-in-Chief **“New cartoon character PRince launched”**



This July 2008 issue of our ezine is unique in two ways. As our readers know, your ezine was the Media Partner for the 5th World PR Conference held at London during June 2008 hosted by Chartered Institute of Public Relations. For the first time in our ezine history, we are bringing out excerpts from the International Conference for the benefit of our readers. PR-e-Sense places on record the excellent coordination by Nina of CIPR.

Secondly, from this issue, we are introducing a new cartoon PR character PRince. The PRince represents the youth in the communication field. PRince has been created by Triambak Sharma, a well known Indian Cartoonist and the first cartoon has been launched by Former President of India Dr A P J Abdul Kalam.

Your ezine is getting more and more recognition world over. We will also be the Media Partner for the International PR Conference to be held in Detroit in October 2008 organised by PRSA.

We will continue to provide quality contents sourced across the globe.

K. Srinivasan

Theme of this month
5th World PR
Conference, London

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PR-e-FACE: From the desk of Collin Farrington **“5th World PR Conference & Festival (London) Manifesto”**



Colin Farrington, Chairman, Global Alliance for Public Relations and Communication Management

In the March 2008 issue of PR-e-Sense I reflected on some of the challenges facing the PR industry globally, like how it must overcome the common misconception that it is about ‘spin’, and how in the CIPR’s 60th Anniversary year we wanted to make strides to convey to the wider world the benefits of public relations.

Our biggest such stride was to host the World PR Conference, which was themed ‘The Public Benefit of Public Relations’, in June 2008 in London. A truly global event, the conference brought together over 200 professionals from across the world to share ideas and experiences – and to celebrate the good PR work being carried out worldwide.

Delegates representing more than 30 different countries attended the packed, two-day conference programme. And, with over 20 sessions on topics and case studies like how PR has been used to challenge the marginalisation of disabled people and ethnic minorities, and many more besides – some of which are covered in this issue of PR-e-Sense – nothing

could have been further from the media stereotype of PR as spin.

So why did these busy people take time out to travel, in some cases several thousand miles, to this event? Well, apart from wishing to take part in a landmark event, network with other professionals and hear from speakers, because they are passionate about what they do, the reputation of the industry and its future direction.

The conference sessions and strong sense of a common purpose were both inspiring and uplifting.

The conference sessions and strong sense of a common purpose were both inspiring and uplifting. It would have been a crime not to capture them in some way for future

generations of PR professionals and for the wider world, so we produced the ‘London Manifesto’. This document not only summarises the conference’s main themes, but will serve as a permanent legacy of the event and a statement of the vision and values of the global PR industry for years to come.

To view the manifesto, visit

<http://cipr.co.uk/wprf08/manifesto.html>



PR-exclusive

“Restoring America’s Reputation in the World: A Business Problem “



Lou Capozzi is Chairman Emeritus of the Publicis Public Relations and Corporate Communications Group, part of the world's fourth-largest communications holding company. He is the President of International Communications Consultancy Organisation, New York.

ICCO President Lou Capozzi addressed a plenary session of the World Public Relations Conference and Festival in London this June, outlining the issues created by the dramatic decline in America's relationship with the rest of the world. His presentation was based upon research from an American not-for-profit organisation called Business For Diplomatic Action (BDA), where he serves on the board, and documented the decline of U.S. reputation. He also went on to outline the implications for business and for communications professionals in particular.

While there is no doubt that one of the root causes of America's problems is its unpopular foreign policy, apparently that's not the whole story. Capozzi noted in his speech that tough American immigration and visa policies, the global cooling toward American culture, and the widespread belief that American people are 'arrogant, ignorant about the world, loud and rude' are all contributing factors. As one German woman put it in a recent study: "How can Americans think they lead the world when they don't know anything about it?"

Article courtesy: ICCO

Capozzi pointed out that this should be a cause for great concern among all businesses, not just American ones. Quoting statistics from The Economist magazine, he showed that even European giants like Airbus and BMW are directly affected by the issue.

Finally, he made the case that businesses themselves are uniquely qualified to help solve the problem thanks to the skills and abilities of multinational companies, their people and their brands.

He concluded by outlining some of the ways communications people can help turn the situation around and urged the group to begin by: pledging to avoid communications that exacerbate the problem, embracing the problem as their own, advising management on constructive courses of action and offering counsel to their American counterparts where appropriate.

The World Public Relations Conference and Festival was sponsored by the Chartered Institute for Public Relations (CIPR) and The Global Alliance. More than 450 public relations professionals from across the globe were in attendance.



PR-exclusive

“Britain’s ‘Are we taking the dis?’ campaign “



Influencing attitudes to disability: Using PR to promote equality and social inclusion - Agnes Fletcher MCIPR, Specialist in Disability Communications. She was Director of Policy and Communications at the DRC until September 2007. She is now a freelance consultant.

Britain’s Disability Rights Commission (DRC) launched a public affairs campaign called ‘Are we taking the dis?’ in January 2006. The campaign used the media, web, events, direct mail, cinema, press and broadcast adverts “to put disability equality at the heart of public policy”.

The aim was to demonstrate that disability is a highly relevant issue. That in fact, far from being sorted out by benevolence, welfare benefits and anti-discrimination legislation, the situation of disabled people in Britain needs to change profoundly. It needs to change if we are to meet aspirations about being an effective economy and cohesive society and if we are to meet the significant challenges of the future – including in relation to an ageing population.

The messages of the campaign included that:

- Discrimination and disadvantage have a major impact on disabled people and their families.
- Disability isn’t a charity issue; it’s a major political issue: government

can’t meet its targets on child poverty, employment or health without tackling disability discrimination and disadvantage.

- Disabled people aren’t just wheelchair users – lots of people experience this type of inequality.
- Among the most enduring forms of discrimination are experienced by people with learning disabilities and mental health conditions.

In two months, there were 74 million opportunities to see campaign messages in broadcast, press and online editorial. Adverts directed people to the ‘Disability Debate’ website, which received a 535 per cent increase in hits. In two months, 160 comments were posted. A press release on child poverty was widely quoted, including in The Guardian and The Sun.

The campaign was independently evaluated and judged successful – raising the profile of disability issues and encouraging public and political debate.

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PR-exclusive

Issues in communicating with Muslim Women in Pakistan



**Omer Aftab Country Director – PIELLEVision2015 – Pakistan
Director – Women's Empowerment Group – Pakistan**

Pakistan - the sixth most populous country in the world with the second largest Muslim population after Indonesia. Out of the 130.6 million population 48 % are women. Literacy rate amongst women is 32.6 % that further reduces to 12% among rural women. Mixed Indo-Pak culture, prevailing British rules, U.S. driven development agenda, lack of skills, limited economic opportunities, and social and cultural restrictions not only restrict communication with women but also limit their chances to compete for resources. The present research document could be taken as an effort to understand the various challenges being faced in communicating with women in Pakistan and the PR strategies being used to make their presence more meaningful. As far as economic development was concerned, Pakistan was ranked 100 on the Gender

Empowerment Measurement (GEM, 1999) out of the 102 countries measured. The health situation, too, presents a gloomy picture where approximately 1 in 9 of Pakistani women are suffering from breast cancer at some point in their lives. Violence against women has risen alarmingly, according to an assessment by Lawyers for Human Rights and Legal Aid (LHRLA) for 2000-2005, in total 40,669 cases of violence got registered. For making PR work to improve communication for women in Pakistan, Pielle Vision 2015 and WEG have reached joint collaboration to use established communication management and public relations techniques based on 'engagement' for economic, social and health development, thereby making the contribution of women folk more significant for the national economy.

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PR-exclusive

“From clean, green to Business machine – How ‘New’ was put back in New Zealand “



**Fiona Acheson, Communications Director
Wellington, & Ziena Jalil, Marketing &
Communications Manager - North Asia, Hong
Kong, New Zealand Trade & Enterprise**



What do you do when 120 companies account for 80 per cent of your export revenue; when children aspire to be rugby players rather than entrepreneurs; when the rest of the world thinks you are a retirement village or full of sheep and green grass? At the bottom of the world, far from export markets, New Zealand began thinking – ‘New Thinking’.

‘New Zealand New Thinking’ is a campaign developed by New Zealand Trade and Enterprise (NZTE), New Zealand’s economic development agency, to tell the world we are more than clean and green. We are also innovative, creative and technologically advanced. But it’s not enough to tell the world.

New Thinking needs to be ‘lived’ by each of our four million residents and the one million New Zealanders living overseas. New Zealand New Thinking is as much a national ‘hearts and minds’ campaign as it is an exercise in international branding. It is as much about internal communications, as it is about

communicating with external audiences throughout the world across cultures, sectors, backgrounds. And the bottom line is to build New Zealand business capability and international connections, and foster a culture of enterprise and growth.

Fiona Acheson, Communications Director and Ziena Jalil, Marketing & Communications Manager – North Asia presented New Zealand New Thinking as a case study at this year’s World PR conference in London showing how public relations can be harnessed as a catalyst for economic growth.

They also presented the results of their first brand monitor which measures awareness of New Zealand with business audiences in New Zealand’s key trading markets. New Thinking is a long term public relations and branding programme as changing perceptions and increasing recognition of New Zealand’s capability and innovation in a business context is not expected over night.

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PR-exclusive

“Digital Marketing and Online Video in Public Relations “



Matthew Thomson, MD Europe/SVP Global Operations, The NewsMarket (www.thenewsmarket.com)

Online video is becoming a vital tool in any communicator's arsenal. Global brands, governments and NGOs are increasingly producing and distributing video as part of their marketing campaigns. Hitachi, Dell, NATO and Bridgestone have all produced highly targeted, relevant video, available in their own branded environments. Bridgestone, in particular, shows how video can be used to reach both consumers directly and through the media. Thanks to the internet and advances in production technologies, it is easier and more affordable than ever for companies of all sizes to produce broadcast-quality video.

Here are a few tips on how to maximise your video campaigns:

1. Shoot video that will work across all media. If you shoot at the highest possible quality the output can be used across broadcast TV, online news, video sites, company website etc. to reach the widest possible audience. Why limit your options?

2. Always tell a good story. Images speak louder than words so make sure that yours actually tell a story.

3. When it comes to distribution choose an off-the-shelf video solution. Choose one of the many video distribution services already out there. Ideally, the video should reside on your site so (potential) customers can view it in your own branded environment.

4. Make it "shareable". Today's consumers want to share and interact with content so make sure your video can be linked to, embedded in blogs, emailed and that journalists can easily gain access to high-quality versions

Whilst consumers have been watching and interacting with online video over the years, communicators have fallen behind. It's time that communicators wake up and recognise the power of online video in public relations.





Global Alliance Board members left to right

Mixael de Kock (Public Relations Institute of South Africa (PRISA)); Toni Muzi Falconi (Italian PR Association (FERPI)); Thorsten Luetzler (German PR Association (DPRG)); John Paluszek (PRSA); Jeffery Julin (PRSA); Annette Martell (International Association of Business Communicators (IABC)); Colin Farrington (Chartered Institute of Public Relations (UK) (CIPR)); William Murray (PRSA)

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www.prpoint.com





National Association dignitaries left to right

Fiona Cassidy (Public Relations Institute of New Zealand (PRINZ)); Mixael de Kock (Public Relations Institute of South Africa (PRISA)); Margaret Moscardi (Public Relations Institute of South Africa (PRISA)); Jeffery Julin (PRSA); Margaretha Sjoberg (Swedish Public Relations Association (SPRA)) – lady middle back; Elisabeth Lewis-Jones (Chartered Institute of Public Relations (UK) (CIPR)) – lady middle front ; William Murray (PRSA); Derrick Pieters (Canadian Public Relations Association CPRS)); Professor Ikechukwu Nwosu (Nigerian Institute of Public Relations (NIPR))

Network with global PR professionals

‘Image Management Group’ the second largest yahoo PR discussion forum

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

PRPOINT Group, the single largest group for Indian PR and communication professionals

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



'King' blesses the 'PRince'



Inspired by the talk of Dr Abdul Kalam, former Indian President, *PR-e-Sense* has introduced cartoons from the May 08 issue. Subsequently, we decided to create a new cartoon character symbolizing the PR youth. When we floated the idea in the prpoint and Image Management groups and sought the suggestions for name, we got nearly one hundred suggestions. Ms Uma, one of the members and a communication professional from Chennai suggested the name of 'PRince', which was accepted by all. Mr Triambak Sharma, Editor, Cartoon Watch, the only cartoon magazine of India, has created the 'PRince'.

In the first cartoon, PRince takes blessings from Dr Abdul Kalam to start his journey in the future ezines. (see next page) PRince is in line with the 'common man' character created by the noted Indian cartoonist Mr R K Lakshman.

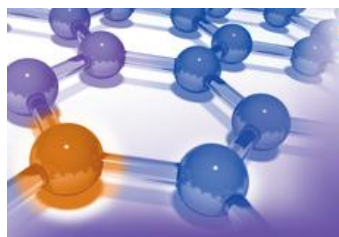
When the cartoon was presented to Dr Abdul Kalam during his visit to Chennai, on 24th July 2008, he looked at the cartoon very carefully and appreciated the concept. He also said, "all cartoons should bring smile". Impressed with the cartoon, Dr Abdul Kalam, spontaneously signed on the cartoon as a mark of his greetings and appreciation. The cartoon with the signature of Dr Abdul Kalam is published in this ezine.

On behalf of the readers of *PR-e-Sense*, we welcome PRince into our midst. He will represent the new generation communication professionals globally. Editorial Team thanks Mr Triambak Sharma for creating this new cartoon character. In the picture above, Dr Abdul Kalam is seen signing the cartoon. K. Srinivasan is holding the cartoon folder.

– Editorial Team



6/10/15
APJ A B R



The Point of Connection

2008 PRSA International Conference
Detroit | October 25-28

Your ezine PR-e-Sense is now the Media Partner with PRSA for their 2008 International Conference to be held at Detroit in October 2008.



Career requirements are evolving daily. Join thousands of professionals for four jam-packed days at **The Point of Connection, PRSA's 2008 International Conference**. Join more than 200 leading experts during four jam-packed days of 100+ Professional Development sessions and dynamic keynotes in Detroit, October 25 – 28. Gain insider strategies and techniques on the hottest topics including social media, emerging technologies, green marketing, reputation, branding, integrated communications — and much more!

Make Your Connections - Network with thousands of your peers throughout the Conference workshops and make new connections at our opening night event, networking dinners, luncheons and breaks. Return to your work inspired and ready to incorporate your new knowledge into your communications programs.

Get more bang for your buck — this is the one event that covers all aspects of public relations and communications. It only takes a few minutes to secure your spot at the biggest public relations event of the year. Join us to learn, share and network with your peers at the premier public relations event of 2008!

Register online today and save \$200. Visit www.prsa.org/conf2008 to view the full Conference schedule.



Health Tips - ABC of Diabetes

Diabetes is a chronic disease that is **BEST MANAGED BY YOU**, with support from your family, friends, and healthcare team. Most persons think of diabetes as a disease of high blood sugar, but for many persons it is associated with high blood pressure and high cholesterol.

Controlling **ALL** of these factors is important to **REDUCE** the risk of developing the major complications of diabetes: blindness, foot disease, kidney failure, heart attack, and stroke. **IN FACT**, the major cause of disability and death in diabetes is heart disease and stroke. For many persons with diabetes, controlling blood pressure and cholesterol, taking aspirin, and **NOT** smoking are the most important steps that they can take.

DIABETES SELF-MANAGEMENT HEALTH TIPS

ABCs of Diabetes : It is important for you to know what target values for blood sugar, blood pressure and blood cholesterol are best for you.

A1c- Haemoglobin A1c is a 2-3 month average of your blood sugar level. Know your target number!

Blood Pressure: Controlling blood pressure is the most effective treatment for preventing cardiovascular disease in persons with diabetes. Check your blood pressure at home. Have your blood pressure checked at every doctor's visit. Know your target level!

Cholesterol: Know your cholesterol level

goal to protect your heart! Good Bad Triglycerides (HDL) (LDL)

Eyes: Know whether or not you have signs of diabetes related eye disease (retinopathy), and establish a schedule for a dilated (drops in your eyes) eye examination by an eye specialist (optometrist or ophthalmologist).

Feet: Look at your feet daily. Tell your health provider about any changes. Symptoms of pain and numbness in your feet are not always present, so ask your provider whether you have signs of blood vessel or nerve damage in your feet. If you have blood vessel or nerve damage, you are at higher risk for developing severe foot conditions and should be under the care of a foot specialist.

Kidney Function: Protein in urine is an early sign of kidney disease. Your health provider can determine this from a urine and blood test.

Sick Day Management: Common illnesses can cause problems for people with diabetes. When you are sick, check your blood sugar every few hours. If your blood sugar remains over 250 or is repeatedly below 70, contact your healthcare team or go to the hospital. Take your insulin or diabetes pills unless you cannot take any food or liquid. Drink liquids every hour to avoid dehydration.

Smoking: If you smoke or use tobacco, **STOP!**

- Contributed by Dr S. Manivannan, CEO, Medcall



PR-eVENTS

Spiritual communication Award to Karuna Bhai



National Public Relations Fraternity of India in association with Global Forum for Public Relations (GFPR) has conferred on Rajayogi BK Karuna Bhaiji, Chief of Media, Communication & Public Relations of Brahmakumaris **"ICON OF SPIRITUAL COMMUNICATION AWARD"** at a function held at Hyderabad, India on 18th July, 2008. (Photo) Honourable Minister for Labour and Employment, Government of Andhra Pradesh Mr G.Vinod presenting the Award and Citation to Rajayogi BK Karuna Bhaiji.

PR-e-Sense salutes Dr Narasimha Reddi on his 75th birthday

Dr C V Narasimha Reddi completes 75 years on 6th August 2008. He is one of the veteran PR and Communication professionals in India with around 50 years of experience in the profession. Even at this age, he continues to be very active. He is also the Editor of 'Public Relations Voice', a quarterly magazine published from Hyderabad since 1997. Some of his achievements are:

The first Indian book on public relations "How to be a good PRO" was written by him in 1974. "Uttama Praja Sambandhalu" was the first book in Regional language on public relations written by him in 1986 won popular book award from Andhra Pradesh Telugu Academy. Dr Reddi is the first public relations practitioner who wrote 19 books on communication and public relations and the 20th book "Effective public relations and Media Strategy" is being published by Prentice Hall of India Ltd., New Delhi.

He is the first National President of PRSI who gave a call to celebrate April 21 as "National Public Relations Day" since 1986 which is being observed every year. University Grants Commission appointed him as National Professor in PR for a two-year term 1989-90 and he is the first Indian PR professional to hold this position.

Dr Reddi is the first Indian PR practitioner who has been invited as Vice Chancellor's visiting scholar by University of Canberra in 1999 to teach and study public relations in Australia. He has delivered lectures on Indian Public Relations at 7 foreign universities in countries such as UK, USA, Australia and China

He is the first Indian PR professional who was instrumental in launching both PG Dip in Public Relations and Bachelor of Public Relations at Dr BR Ambedkar Open University Hyderabad in 1986 and 1992 respectively. Dr Reddi was also instrumental in launching MS public Relations course at Sri Venkateswara University, Tirupati



PR eTTY - "Keep your parents happy for ever"

Father was sitting on the sofa in his house along with his highly educated son. Suddenly a crow perched on their window.

The Father asked his Son, 'What is this?'
The Son replied 'It is a crow'.

After a few minutes, the Father asked his Son the 2nd time, 'What is this?'

The Son said 'Father, I have just now told you 'It's a crow'.

After a little while, the old Father again asked his Son the 3rd time, what is this?'. At this time some 'expression' of irritation was felt in the Son's tone when he said to his Father with a rebuff. 'It's a crow, a crow'.

A little after, the Father again asked his Son the 4th time, 'What is this?'. This time the Son shouted at his Father, 'Why do you keep asking me the same question again and again, although I have told you so many times 'IT IS A CROW'. Are you not able to understand this?'

A little later the Father went to his room and came back with an old tattered diary, which he had maintained since his Son was born. On opening a page, he asked his Son to read that page. When the son read it, the following words were written in the diary :-

'Today my little son aged three was sitting with me on the sofa, when a crow was sitting on the window. My Son asked me

23 times what it was, and I replied to him all 23 times that it was a Crow. I hugged him lovingly each time he asked me the same question again and again for 23 times. I did not at all feel irritated I rather felt affection for my innocent child'.

While the little child asked him 23 times 'What is this', the Father had felt no irritation in replying to the same question all 23 times and when today the Father asked his Son the same question just 4 times, the Son felt irritated and annoyed.

So... If your parents attain old age, do not repulse them or look at them as a burden, but speak to them a gracious word; be cool, obedient, humble and kind to them. Be considerate to your parents.

From today say this aloud, 'I want to see my parents happy forever. They have cared for me ever since I was a little child. They have always showered their selfless love on me. They crossed all mountains and valleys without seeing the storm and heat to make me a person presentable in the society today'.

Say a prayer to God, 'I will serve my old parents in the BEST way. I will say all good and kind words to my dear parents, no matter how they behave.



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