

PR SENSE

Communicate the communication

India's first Corporate ezine

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MARGI MOSCARDI

Theme of this month
Public Relations
Institute of Southern
Africa (PRISA)

Guest Editor
Margi Moscardi, CEO,
PRISA

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PR-e-FACE: From the desk of Srinivasan Editor-in- Chief **“PRISA Awards are models for other countries”**

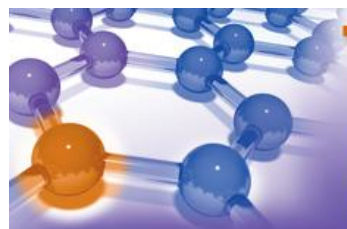


India and South Africa have historical and emotional relationship. Mahatma Gandhi, Father of Indian Nation, got the inspiration to lead the Indian Freedom Movement only at South Africa. He practised Non-violence to get the freedom. Same way, Nelson Mandela and Arch Bishop Tutu followed Non Violent methods to get rid of Apartheid in South Africa. PR-e-Sense, published from India, feels honoured to feature Public Relations Institute of Southern Africa (PRISA), particularly when they are celebrating the 50th year.

India and South Africa are developing Nations and have faced lot of challenges in their journey towards development.

PRISA has contributed enormously during their 50 years of service in building the PR and Communication profession. They are able to successfully recognise the communication professionals through Accreditation, like any other developed Nations. Their PRISM Awards Scheme is a great model for many countries.

PR-e-Sense is honoured to have Margi Moscardi, Chief Executive Officer of PRISA as our Guest Editor. She is one of the world renowned PR professionals. She was instrumental in getting ISO certification in 1998 for PRISA. Which remains as the only ISO certified PR body in the world. Through this edition, we have attempted to bring an overall view of their activities.



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. Register online today. Visit www.prsa.org/conf2008 for the complete Conference details



PR-e-FACE: From the desk of Guest Editor **Updating of knowledge needed to meet challenges**



Margi Moscardi FPRISA, Chief Executive Officer, PRISA

She can be contacted at margim@prisa.co.za

I am delighted that *PR-e-Sense* has given the Public Relations Institute of Southern Africa the opportunity to feature in its electronic magazine. On behalf of the PRISA board, it is our privilege to be involved and we wish the magazine success in its growth.

Public relations and communication management in South Africa is taken seriously – so much so that the Sector Education & Training Authority (a government body responsible for skills development in the country) is funding the registration of the PRISA levels of practice (see article on “Look no Further”) as professional qualifications.

On September 15 and 16 PRISA had its annual conference “Communication – the Sixth Sense”. It offered practitioners the opportunity to hear from newsworthy organisations, develop their personal attributes and enhance their practical knowledge. It celebrated the paradigm

shifts in thinking and communication. PRISA’s objective is to establish what breakthroughs are looming and how to position communication practices for a new tomorrow. Future trends, in the widest sense, were shared.

To make the necessary adjustments to communicate effectively into the future, it is crucial for professionals to be conversant with new research and its findings in other areas of study. Critical changes in the understanding of our inner and outer worlds and, how the rapidly expanding body of general knowledge about how these worlds will be impacting our communication processes, are necessary if we are to meet the communication challenges of the future.

International heavyweights have described PRISA’s conference plan as a breakthrough in New-Thinking as opposed to past Re-Thinking of the Public Relations paradigm.

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PR-exclusive

“We need to address the changing face of communication”



Ms. Jane Weaver, Chairman of Public Relations Consultants' Chapter of PRISA and MD of HMC Seswa Corporate Communications. She can be contacted at jane@hmcswa.co.za

The Public Relations profession today finds itself at a historic crossroads. To work effectively in this interconnected global village, we need to find ways of working that address the changing face of communication. As public relations practitioners, we need to use our communication and relationship building skills to identify, highlight and nurture common interests and common values among our audiences, nationally and internationally.

In a world of interconnectedness, public relations consultants need to work together to push the boundaries of creative thinking. Many Public Relations companies in South Africa are “re-tooling” their strategies in order to meet the needs of globalization, and in particular are creating teams to work on each account – moving away from the traditional role of having an account manager for each client.

Many organisations in South Africa still face the challenges of social transformation. Disparate groups of people with totally different cultural backgrounds are required to work together in an environment with strict policies and structures that do not accommodate their needs, values and beliefs. These policies and structures often

restrict open communication, creative thinking and innovation – prerequisites for a Public Relations consultancy responsible for building their clients brands.

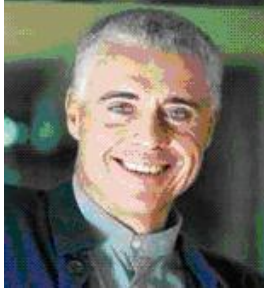
Today, organisations are changing their mindset and are urging staff to show their character and make a long lasting contribution within a team, rather than only concentrating on the pursuit of prestige. Teams within a Public Relations consultancy that operate in this way are more likely to generate innovative solutions and achieve success. The environment in which a team operates also plays an important role in its success. Understanding and appreciating each individual's role within the team is the first step to a cohesive work environment.

Each person brings his unique expertise to the company but the real potential and energy of a team is unleashed when these skills are combined. In doing so, it is important for employees to build mutual respect for each others values, needs, preferences and unique contribution. In the creative Public Relations consultancy environment, a team setting facilitates better work coordination which in turn builds the trust of the clients; they feed off each others creativity producing a vibrant energy which translates into creative campaigns.



PR-exclusive

“Ethics and professionalism in PR and Communication”



Mixael de Kock APR FPRISA, MIPRA – immediate past president PRISA. He can be reached at mavhold@mweb.co.za

Public relations is what it says “building relationships with all your publics” – whether they are internal (employees) or external (community, shareholders, suppliers, customers, etc).

Professionalism and ethics are like Siamese twins – and you often sacrifice one when you separate them. These concepts raise several questions:

PR and Communication is a profession, represented by a professional body with a code of ethics, defined levels of practice and continuing professional development for its registered practitioners.

What are ethics? Ethics = a set of moral principles = rules of conduct = truth, respect and responsibility.

Public relations and communication practitioners are often cast as the “social conscience” of the organisation, playing a role in the development of ethical standards within institutions. They are the custodians of the messages and information which is disseminated about an organisation

What are our core professional values? - These, more often than not, are included in the various codes for our national, regional and global professional

bodies. They include advocacy for the public interest and a voice for the profession; honesty to adhere to the truth; integrity in conducting business; expertise to use specialized knowledge to build mutual understanding; independence to remain objective and accountable; loyalty to those we represent and fairness in all our dealings.

What are our professional principles?

- Protecting and advancing the free flow of accurate and truthful information.
- Promoting healthy and fair ethical climate.
- Encouraging open communication to foster informed decision-making.
- Trust - protecting confidential and private information.
- Avoiding real, potential or perceived conflicts of interest.
- Working constantly to strengthen trust in the profession.

Decision-making should be guided by a higher sense of serving the public as opposed to specific constituencies on an exclusive basis.

Consideration should be given to the protection of privacy of individuals and respect for the spirit as well as the letter of applicable laws.



PRINCIPLES

TRUST TO PROTECT CONFIDENTIAL & PRIVATE INFORMATION



UPDATING OF KNOWLEDGE NEED TO MEET CHALLENGES





P R I S A
PUBLIC RELATIONS &
COMMUNICATION MANAGEMENT
ESTABLISHED 1957

Background

Established in 1957, the Public Relations Institute of Southern Africa (PRISA) represents professionals in public relations and communication management throughout the southern African region and has registered practitioners in Botswana, Namibia, Lesotho, Swaziland and South Africa.

It is a founding member of the Global Alliance for Public Relations & Communication Management and initiated the formation of the Council for Public Relations & Communication Management (CPRCM) in South Africa. The Council is the co-ordinating body representing various groupings of professionals in South Africa.

PRISA plays a leading role in uniting professionals and driving transformation. As the recognised leader of the public relations and communication management profession in southern Africa and beyond,

PRISA provides the southern African industry with the local professional advantage.

PRISA represents and positions its members at various forums, including the 2010 Communication Partnership, the Services Seta, chambers of commerce, Marketing Advertising and Communication Charter committee and other industry bodies.

PRISA is the professional's partner throughout their careers. One of its roles is to provide continuing professional development (CPD) for its registered practitioners and students. CPD takes on various forms, including formal education and training, skills programmes, workshops, conferences, research, sharing of information through presentations, case studies, participation in awards programmes, mentoring and coaching. PRISA's CPD programme, PRogressions, was introduced as a pilot project in 2003.





Consulting and standards

The industry is segmented with most large public relations consultancies being affiliated to international companies, with the remainder being smaller consultancies. Public relations, like advertising, has changed because of client pressure and is now much more bottom-line driven resulting in many firms branching into strategic communication rather than events. Some consultancies are taking an integrated communication approach whilst others have become more specialised, focusing on their core competencies, e.g. media relations.

The Black Economic Empowerment (BEE) pressure to transform in South Africa has resulted in many partnerships – particularly amongst the larger consultancies. The smaller companies are finding it more difficult as the money to be made in public relations is less attractive

for significant BEE investors, especially those requiring 51 percent. The smaller companies are becoming more involved in training programmes and offering bursaries to facilitate transformation.

PRISA has developed a set of standards for the consulting industry – with different measurements for small, medium and large businesses. Accreditation ratings will be based on criteria including transformation, business plans, new business, resources, client campaigns, human resources and training. The benefits of being an accredited consultancy are for both the companies and their clients. Consultancies can use their achievement as a marketing tool and clients will have recourse if something does go wrong.

PRISA's endorsed partners – Education & Training

PRISA has a set of endorsement criteria for qualifications, learning and skills programmes, conferences and workshops and forms partnerships with education institutions in presenting these. Endorsed partners for three year qualifications and skills programmes in public relations and communication are ProVox Centre for Public Relations & Communication and Varsity College.

For all past ezines visit www.corpezine.com





PRISA's registration levels help to identify top-notch communicators who will add value to your company's bottom line. The PRISA registration system is based on both academic qualifications and experience.

The Accredited Public Relations Practitioner (APR) is a well qualified widely experienced public relations expert with a meaningful understanding of his/her organisation's overall goals and strategies. The APR is able to construct communication strategies in line with corporate goals, manage a department and its budget, evaluate advanced public relations research and communication audits. He/she can provide strategic input to top management - of which he/she is a member, either at executive, board or senior management level.

The Chartered Public Relations Practitioner may write CPRP behind his/her name. The CPRP is able to manage a public relations programme, manage a budget, and advise management on public relations issues affecting the organisation, or the organisations public relations needs.

Public Relations Practitioner (PRP) is the first of three senior registration levels. The PRP can plan, launch and implement communication programmes and undertake a basic evaluation of them.

Associates and Affiliates have recently entered the field of public relations and are qualified for junior practitioner or assistant positions.

For more details visit www.prisa.co.za



PRISA PRISM AWARDS

By Bridget von Holdt

PRISA PRISM Awards recognise public relations and communication professionals who have successfully incorporated strategy, creativity and professionalism into public relations and communication programmes.

The 11th PRISA PRISM Awards took place on 26 March 2008 with the Gautrain Project winning the highly sought-after and prestigious award.

The Gautrain Project scooped gold awards in both the Media Relations and Public Sector categories, as well as walking away with the prestigious overall PRISA PRISM Gold Award. The judges praised the Gautrain submission as “highly professional” and commented on its huge successes in changing people’s negative perceptions about Africa’s largest public private partnership into positive ones. The project faced tremendous criticism in the beginning phases, fuelled by negative media coverage.

The Gautrain Media Campaign had two objectives:

- § To achieve a minimum of 50% positive and very positive coverage overall from May to July 2007.
- § To achieve a minimum of 50% positive and very positive coverage on major issues (skills; 2010; spatial development; construction; public transport in relation to Gautrain; and socio-economic development) from May to July 2007.

Both of these objectives were met, through a proactive implementation

campaign with his diverse stakeholder groupings. The execution of the Gautrain public relations campaign was also highly ranked. The media activities were implemented in a short time frame from May to July 2007. The campaign evaluation was exceptional. In May to July 2007 there were a total number of 844 media reports on the Gautrain, with an overall total of “positive to very positive” reports being 68.7% of those media reports. Objectives were not just met, but exceeded by more than 18%.

Transparency was central to Gautrain’s planning process, resulting in increased respect, support and understanding from the media. The message that Gautrain Media Relations formulated is that Gautrain is a safe and reliable world-class mode of public transport. Traditional media activities were used, but along with those, monthly construction updates were distributed and personal contact and interviews were held which helped build face value and credibility.

The Gautrain Media Relations campaign, will be submitted to the international IPRA (International Public Relations Association) Golden Awards. The project also received the Jenna Clifford Trophy and the Ivan O’ Brien Award.

Campaigns entered for the PRISM Awards must demonstrate a high standard of excellence in a number of programme aspects. Five key criteria were assessed during the judging – statement of the problem or opportunity, research, planning, execution and evaluation.

Winners in all categories for this year’s PRISA PRISM Awards can be found on www.prisa.co.za



PRISA'S Gold Medal honour to Archbishop Desmond Tutu



The PRISA honours remarkable individuals who have used public relations and communication to reach the people of southern Africa and place South Africa on the global map with 'Gold Medal'.

The Most Reverend Desmond M. Tutu, Anglican Archbishop Emeritus of Cape Town, received the PRISA Gold Medal for Outstanding Public Relations for South Africa at

the PRISA PRISM Awards 26 March this year. Archbishop Tutu is a Nobel Laureate and has fought against Apartheid. (Picture – Archbishop Tutu, Margi and Mixael de Kock).

In the past 50 years PRISA has awarded only eight Gold Medals. Previous recipients include Dr Chris Barnard (1968), Gary Player (1973), Dr Nico Diederichs (1975), Dr J G Loubser (1978), Louis Rive (1981), President F W de Klerk (1991), President Nelson Mandela (1996) and Mark Shuttleworth (2002). Desmond Tutu will be the ninth person to join this prestigious group.

Glimpses from the PRISA Annual Conference on the theme "Communication – the Sixth Sense". Held on September 15 and 16, 2008



Delegates with Hein Kaiser, managing director of Marcus Brewster Publicity (3rd from left, back) who presented a PRISM Gold Award winning case study for Mango Airlines.

Conference delegates – Marilyn Gray, Jabu Maphalala, Bridget von Holdt (speaker), Shadrach Munyangane and Claire Louise Grundy



Health Tips - ABC of dental care

Dental problems Dental problems can range from toothaches and tooth decay to cold sores, abscesses and dental phobias. Toothaches are a common dental problem, and can occur even if you're diligent about oral care. However, what seems like a toothache is often mistaken for another condition, trigeminal neuralgia.

Cosmetic Dentistry
Improve gummy smiles, Seal gaps Fix, chips and cracks, Correct rotations, Replace worn-down or discolored teeth

Teeth Whitening
Dental surveys show that 80% of people would like to have whiter teeth. Today, the answer is Teeth Whitening through a simple and safe procedure called Dental Bleaching. Bleaching lightens and brighten teeth and is tough on stains but gentle on your teeth. Coffee, tea, tobacco, red wine, antibiotics and age can all darken teeth.

Tooth Damage And Dental Emergencies

As we all know, toothaches and any type of oral injury can be extremely painful and should be seen by a dentist immediately. Dental emergencies should be seen immediately by a dentist, day or night. These emergencies include broken teeth, teeth that have been knocked out, or teeth that have been forced out of the socket. With some emergencies, the cheeks, lips, or gums will have cuts or abrasions on them from where the teeth come out of the socket. If you've had a tooth recently knocked out, the first thing you should do is look for that tooth. When you've found the tooth, gently scrub it to get rid of any dirt or debris. Once

you have cleaned it, you should place it back in your mouth between the cheek and gums.

Common causes of tooth decay and infection - Dental Care and Hygiene

On eating food, some food particles get lodged between the teeth. These residual food particles in the mouth breed bacteria.

This bacteria can cause infection and tooth decay.

Proper oral hygiene can minimize tooth decay and infections. Some methods for effective daily dental care:

Brush your teeth everyday. This removes residual food particles and plaque.

The tooth is embedded in the jaw. The visible portion of the tooth is called the crown and the hidden, embedded part of the tooth is called the root. (Remember to use a good quality tooth brush and tooth paste.)

Flossing should be done everyday. Flossing helps to remove residual food particles and plaque that the tooth brush fails to remove. A simple practice of rinsing the mouth with water after every meal can be very effective in protecting your teeth from infections and decay. Fluorides are useful to prevent tooth decay or caries. It is good to use a tooth paste with the correct amount of fluoride in it.

Dr. M.S. Chandragupta, Dentist. Email sharathchandragupta@gmail.com



PR eTTY -

“Never try to uninstall wife 1.0 to re-install Girlfriend 5.0”

Dear Tech Support Team:

Last year I upgraded from Girlfriend 5.0 to Wife 1.0. I soon noticed that the new program began unexpected child-processes that took up a lot of space and valuable resources. In addition, Wife 1.0 installed itself into all other programs and now monitors all other system activities.

Applications such as BachelorNights 10.3, Cricket 5.0, BeerWithBuddies 7.5, and Outings 3.6 no longer run, crashing the system whenever selected. I can't seem to keep Wife 1.0 in the background while attempting to run my favorite applications. I'm thinking about going back to Girlfriend 5.0, but the 'uninstall'

doesn't work on Wife 1.0. Please help!
Thanks,
"A Troubled User"

REPLY:

Dear Troubled User: This is a very common problem that people complain about. Many people upgrade from Girlfriend 5.0 to Wife 1.0, thinking that it is just a Utilities and Entertainment program.

Wife 1.0 is an OPERATING SYSTEM and is designed by its Creator to run EVERYTHING!!! It is also impossible to delete Wife 1.0 and to return to

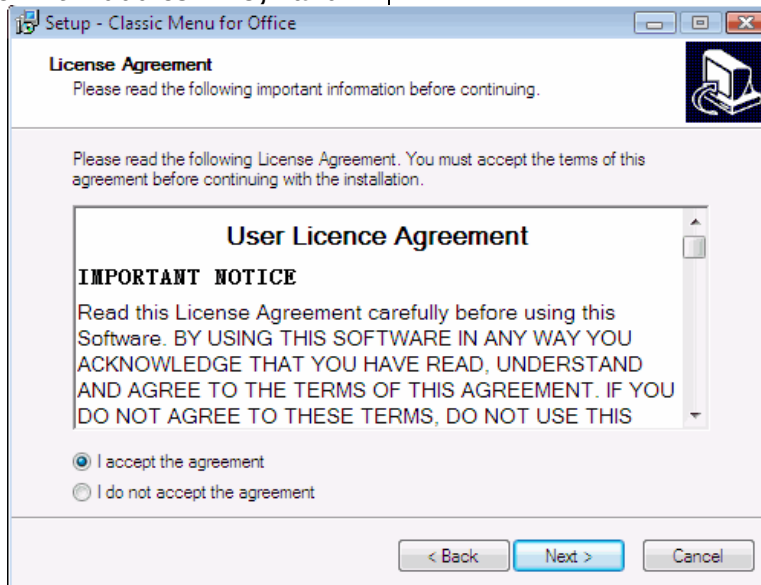
Girlfriend 5.0. It is impossible to uninstall, or purge the program files from the system once installed. You cannot go back to Girlfriend 5.0 because Wife 1.0 is designed not to allow this. (Look in your Wife 1.0 Manual under Warnings-Alimony-Child Support) . I recommend that you keep Wife1.0 and work on improving the environment. I suggest installing the background application "Yes Dear" to alleviate software augmentation. The best course of action is to enter the command C:\APOLOGIZE

because ultimately you will have to give the APOLOGIZE command before the system will return to normal anyway.

Wife 1.0 is a great program, but it tends to be very high maintenance. Wife 1.0 comes with several

support programs, such as Clean 2.5, Sweep 3.0, Cook 1.5 and DoLaundry 4.2. However, be very careful how you use these programs. Improper use will cause the system to launch the program NagNag 9.5 . Once this happens, the only way to improve the performance of Wife 1.0 is to purchase additional software. I recommend Sarees 2.1 and Jewellery 5.0.

STATUTORY WARNING: DO NOT, under any circumstances, install Secretary With ShortSkirt 3.3. This application is not supported by Wife 1.0 and will cause irreversible damage to the operating system. Best of luck, Tech Support ...
(Source : unknown – taken from net)



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