



▶ KNOW MORE ABOUT THE OPEN POSITIONS FOR THE GA EXECUTIVE BOARD AND MEET THE NEW REPRESENTATIVES FROM CIPR AND PRSA2



▶ THE LATEST INFORMATION AVAILABLE ABOUT THE LONDON WORLD PUBLIC RELATIONS CONFERENCE & FESTIVAL 3



▶ EUROLOG 2008 TO CONFIRM THAT BLOGS ARE AT THE CORE OF THE PUBLIC RELATIONS RESEARCHERS AND PROFESSIONALS AGENDA4



global alliance

newsletter

Member focus



Professional Council of Public Relations from Argentina

The [Consejo Profesional de Relaciones Públicas de Argentina](#) - Professional Council of Public Relations from Argentina was formally accepted as a Full Member of the Global Alliance for Public Relations and Communication management at the last board meeting in December 2007. The Global Alliance now welcomes the leading professional association in Argentina who will be celebrating its 50th Anniversary during this year. Currently with 330 members, the Council represents both individual members as well as consulting firms. Graciela Fernandez, President of the Council, expressed a "great motivation to join the Global Alliance network and bring our experience and views into all possible projects". One of the first priorities of the membership will be to update the Argentine PR Landscape available at the GA website.

The GA representation in the region thus grows to yet another country while a formal membership from PRORP (Mexico) is also expected soon.

GA Contact: João Duarte
 Mobile: +351 96 249 49 06
 VoipBuster: alvesduartej
 Skype: globalallianceforpr
 Email: joao.duarte@globalpr.org
<http://www.globalpr.org>

From the Board

The Global Alliance meetings at the World PR Conference & Festival in London will show a real progress made by our organisation. A workshop on Associations Management will be held and other communication innovations will be presented.



Colin Farrington
Global Alliance Chair

Progress and Innovation

Welcome again to further news from our Global Alliance. My primary aim as Chair has been to improve communication between our members around the world and to ensure that GA membership by associations was valued for our members. By the time of our annual meeting and association management seminar in London on June 22 (more on this below) we will be able to show real progress, through a revamped website as well as through these more regular and more attractively framed newsletters. We are also working on other basic communication outlets like an institutional presentation of the Global Alliance which we will make available to all our members soon.

And of course progress continues on those projects covering information, education and accreditation which make up the substance of what we do. The Global Alliance is not a conference organiser. But we have always asked our hosts each year to organise something for us; and I am delighted that my own organisation Chartered Institute of Public Relations (CIPR) has risen to the challenge. We are now close to a named and timed programme for the World Public Relations Conference & Festival on June 23 and June 24. I can guarantee an innovative and stimulating programme offered at CIPR member rates to all GA members. I look forward to seeing you in London then.

PR professionals attend presentations of possible public-private partnerships within the U.N.

The Public Relations Society of America's International Section sponsored a one-day event at the United Nations Headquarters to raise awareness of PR professionals about the existing possibilities of Public-Private partnerships with six U.N. Agencies. The event, which took place last December, was held in cooperation with the U.N. Office for Partnerships. The sixty representatives from the private sector heard presentations by UNICEF, U. N. Environmental Program (UNEP), U. N. Development Program (UNDP), Joint U.N. Programme on HIV-Aids (UNAIDS), among others. The presentations focused CSR case histories and opportunities for partnering with these agencies for humanitarian and business objectives. John Paluszek, Global Alliance Ambassador at Large, in association with his company, Ketchum, co-promoted this initiative and is available to GA societies and their members interested in such partnerships. Videos of the presentations and Q&A sessions are available at the [PRSA International Section](#)

Global Alliance welcomes applications for open Executive Board seats

The Global Alliance for Public Relations and Communication Management has just announced a call for applications for its Executive Board. Three new board members will be formally elected at the next AGM to take place in June 2008 during the World Public Relations Festival in London for the positions of Chair-Elect, Treasurer and Secretary. If you are attracted by global public relations, have the support of your organization to embark on a fascinating experience to help your profession develop, we strongly recommend that you contact the Global Alliance board members or secretariat to find out more about the expected profile and qualifications.

The Global Alliance Executive Board is the body where day-to-day decisions are made and direction is taken for GA affairs. It consists of a minimum of five officer positions: Chair, Chair-Elect, Past-Chair, Secretary and Treasurer. All seats are for a two-year term where board members are expected to attend several telephone meetings and, occasionally, face to face meetings generally held at major events where the Annual General Meetings can also take place.

All candidates advanced for election (formal position or appointed) must therefore have the full support and endorsement of the home organization, which must be a Global Alliance Full Member with good standing. The GA strongly encourages interested member organizations to carry an official designation process within their board or most active members. The GA chair, Colin Farrington, is available to talk to any potential applicants informally at any time.

GA member associations to benefit with IPR membership

The recent announcement of the Institute for Public Relations as associate member of the Global Alliance for Public Relations and Communication Management means good news for the GA network. Find out why!

Following a background of cooperation and partnership with the Global Alliance and its member organizations in many projects, the Institute for Public Relations was recently accepted as a Global Alliance associate member. This 50 year old body is a independent non-profit dedicated to the science beneath the art of public relations™ focused on bridging the academy and the profession, on supporting PR research and mainstreaming this knowledge into practice through PR education. The Institute, currently led by Frank Ovaite, has worked over the years to help the development of public relations from an occupation to a profession and will now bring added value to the Global Alliance. GA member associations are

expected to take advantage of the increased access to the Institute's high quality resources and knowledge, making those widely available to their individual members. They will also benefit from the possibility to participate and/or generate a series of research projects. On the other hand, the GA network will continue to provide an attractive source of inputs for the Institute's activities and research projects. Since many Global Alliance members are also a pivotal part of continuous education programmes in their countries, the Institute and the Global Alliance can also improve greatly the capability of transferring knowledge into practice through professional associations.



Frank Ovaite,
CEO of the Institute for PR

New PRSA and CIPR representatives join the Board of the Global Alliance

Starting from January 2008, the Executive Board of the Global Alliance is welcoming two new board members for the positions reserved for PRSA and CIPR representatives. The CIPR (Chartered Institute of Public Relations) has nominated Paul Mylrea as one of its two representatives, adding to Colin Farrington, current Chair of the Global Alliance. Paul has a most distinguished career in communication. Among other things, Paul has been the responsible for the crisis communication efforts following the 7/7 London bombings as Director of Group Media Relations at London's integrated transport authority. He currently works for the British

Government as Director of Communications for the Department for International Development. Paul is also a CIPR board member. The other representative joining the Global Alliance board is Jeff Julin who was recently elected Chair and Chief Executive Officer of PRSA (Public Relations Society of America). Jeff is a champion in ethics and has had a fundamental role in developing the current PRSA Code of Ethics. This 30 years veteran runs his own PR firm and is particularly known for his work in involving community and activist groups. Jeff will now succeed Rhoda Weiss as the second PRSA representative on the GA Board in addition to PRSA President Bill Murray.



Paul Mylrea
CIPR Board Member



Jeff Julin
PRSA Chair and CEO

Programme update for the 5th World Public Relations Conference & Festival

Following CIPR's inter-active process and 'call for papers' in November 2007 over 80 proposals were made or sourced for plenaries and workshops. These have been narrowed down to 9 plenary sessions (with 15 speakers/panelists) and 12 workshops all taking place in two intense conference days June 23 and June 24. During late January and February CIPR will be contacting contributors.

The WPRC&F will be a hard-hitting conference with detailed exposition of ideas, themes and techniques that can grow the public relations profession and its practitioners. CIPR has already confirmed the following structure:

- 'Public relations as a driver of economic growth and regeneration':

Research on issues that affect investment and location decisions (eg Olympic Games) and how this can be handled by public relations practitioners: such decisions are not economically or politically driven, but driven by reputation. Case studies will be delivered from four continents. What is meant by 'country reputation'? Can it be measured? Is it

a government or a private sector responsibility?

- 'Public relations that challenges commercial stereotypes in an environmentally conscious world' Public relations representatives of major corporations will tell us how they are meeting the challenge of a 'green' world without lapsing into 'greenwash' – how they are challenging and changing thinking in their companies in an inter-active process that illustrates the best in public relations. They in turn will be challenged.
- 'Public relations that accepts and celebrates diversity' Not just lip service or political correctness, translating a few leaflets, but how can public relations

techniques help us face the challenges of different cultures, minorities and relationships that can make or break our societies. Not only racial but issues such as disability and cultural norms that we need to understand. In addition, representatives of public relations associations will receive separate notification from GA and CERP of their meetings over the weekend June 21 and June 22, including a seminar on association management. And there will be important informal networking opportunities, with a trip along the beautiful River Thames on Sunday June 22 and a reception on Monday June 23. The whole structure is designed to bring the pr people of the world together...



Visit www.cipr.co.uk/wpriu8

New GA project will provide useful outputs for association's management

One of the major concerns of Professional association these days is how to be more effective in creating value for individual members. The Global Alliance is now starting a workgroup to create a set of relevant tools and principles for the professional and voluntary management of associations. The Global Alliance Executive Board has approved a new project for 2008 to identify the specific challenges of managing a professional association in the field of Public Relations. A second aim of the project is to agree on a common set of principles for the management of these associations.

The project should also provide a knowledge transfer strategy to empower GA member's leaders, both voluntary and professional, to implement them in their daily practice. This project emerges after several initiatives at previous World Public Relations Festivals where the Global Alliance organized very successful seminars/workshops on best practices in association's management. A special workgroup is going to be created with the mandate to gather knowledge and experiences from all the GA member associations, focusing on how they solve common problems

or face similar challenges. The overall intention is to create a benchmark and a database of solutions to common problems, thus shaping a program to assist smaller and developing associations. If you or your association has an interest in participating in this project, please let us know by writing an e-mail to the Global Alliance secretariat. Rose-Marie Losier from the [Spanish Association of Communication Directors](http://www.spanishassociationofcommunication.com) will lead the project and can be reached through her e-mail rmlosier@dircom.org.

EuroBlog2008 Social media and the future of PR: New ideas, new research, new business

After the success of the previous two editions of Euroblog, the European Public Relations Education and Research Association (EUPRERA) is again proposing a Symposium dedicated to social media and to the role of blogs in Public Relations. With an operative partnership with Edelman, this year's event will take place in Brussels, March 13-15 2008 and the joint organizing committee had the coordination of GA Board advisor Toni Muzi Falconi.

Some of the biggest names in European and US social media will meet in Brussels in March to share pioneering research into the impact of the online revolution on public relations practice.

The European Public Relations Education and Research Association (Euprera, www.euprera.org) EuroBlog 2006 and 2007 surveys highlighted the ways in which interactive social media technologies are changing

accepted models of communication, and, with partners Edelman, the 2008 Brussels Symposium will bring together the latest academic thought with leading edge practice from Europe, the USA and elsewhere.

Speakers will include Edelman's Steve Rubel, whose MicroPersuasion (www.micropersuasion.com) site is the most visited PR blog in the world, and

Neville Hobson (www.nevillehobson.com), one of Europe's most influential social network commentators, and co-host of the For Immediate Release podcast.

Academic papers will examine ways in which research can lead and support practitioners as they embrace social media, and analyze the societal implications of social media on democracy, accountability, and personal privacy. Delegates will include

researchers from all over Europe and beyond, including many involved in the EUPRERA network of academics from more than 30 countries, PR executives from major companies and institutions, and specialists in online initiatives, interactive media, digital communication and issues monitoring.

By Philip Young – Euroblog Organizing Committee

New GA website with sponsorship and advertising opportunities

The renewed Global Alliance website is coming out soon with a new look, new functionalities and many interesting opportunities to promote your association's products or services to a greater audience. In this preview of the new home page you can see the overall layout of the website which focuses on usability, better information structuring and a lot of interactivity. In order to cover some of the development costs, the Global Alliance has decided to open a call for a general website sponsor and the profile of the desired sponsor will soon be available on the GA website.

Advertising opportunities will initially be available in Mrec/Videoad (medium rectangle=300x250) format which will be shown in all the top level pages of the website.

GA members associations and/or their individual members will be offered special conditions for the advertisement with a reduction policy of 20% and with a complementary early bird bonus in percentage of free add views. Additional information is available on request from the Global Alliance secretariat.



Events & Meetings

- March 2008
13-15 | Euprera Spring Symposium "Euroblog 2008" | Brussels, Belgium | www.euroblog2008.org
- April 2008
17 | LRVs International Conference PR FORMOS "Social Responsibility: Intersection between East and West" | Vilnius, Lithuania | www.lrvs.lt
- May 2008
22-23 | PRINZ National Conference "The Right to Advocate" | Auckland, New Zealand | www.prinz.org.nz

New Leaders

The Global Alliance congratulates the following new leader:
Carlos Rivera Cuesta – Public Relations Society of Puerto Rico
Dato' Mohd Hamdan Adnan – Institute of Public Relations Malaysia
Ike Nwosu – Nigerian Institute of Public Relations
Jeff Julin – Public Relations Society of America

The Global Alliance Executive Board for 2007/2008

- Colin Farrington, Chair (CIPR) UK
- Sejamothopo Motua FPRISA, Immediate Past Chairman (PRISA) South Africa
- Jean Valin APR, Fellow CPRS, Past Chairman (CPRS) Canada
- John Paluszek, Global Alliance Ambassador at Large, USA
- Furio Garbagnati, Treasurer (FERPI) Italy
- Ajit Pathak, Company Secretary (PRSI) India
- Rhoda Weiss (PRSA) USA
- Gigi de Mier, APR, Fellow PRSA, (PRSPR) Puerto Rico
- William Murray, (PRSA) USA