



▶ RAISING STANDARDS: RATIFICATION OF THE GLOBAL PROTOCOL ON ETHICS IS REQUIRED FOR GOOD MEMBERSHIP STANDING WITHIN THE GLOBAL ALLIANCE ... 2



▶ THE GA WAS INVOLVED IN A MAJOR EVENT WITH MORE THAN 1,000 WORLD LEADERS PROMOTED BY THE UNITED NATIONS GLOBAL COMPACT ..... 3



▶ THE LATEST NEWS ABOUT THE PREPARATIONS FOR THE UPCOMING WORLD PR CONFERENCE AND FESTIVAL IN LONDON, JUNE 2008 ..... 4



# global alliance newsletter

## Member focus

This section will be dedicated to showcase member associations of the Global Alliance for Public Relations and Communication Management. Small associations and more professional bodies, national associations and regional confederations, historical and recent associations: all will have a say here. The idea is to present the most interesting projects, the areas in which the member association excels and innovated so that all can learn from each other. And it will be particularly interesting to show how the benefits of membership to the Global Alliance are being perceived by your members and what strategies you have been following for that. But more than just a presentation, this focus on members intends to multiply effects and create synergies, so if your association has a particular problem to solve you can also use this space as a call for help and advice from the most powerful network of PR Professionals worldwide: the Global Alliance network. Send us your ideas and be the first member on Focus.

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## From the Board

*The GA Executive Board has defined its vision to make the Alliance more valuable for members of all associations, big or small.*

### We are determined to make the GA a greater reality

Your Board are determined to make the GA a greater reality for members of all associations, big or small. Now that we have a part-time administrator we can have continuity in implementing our vision. I have set some specific targets. Many of these can be delivered centrally: transforming our website to make it truly inter-active; launching an information association project to help associations develop. But the most vital depend on you. By the time of our 2008 Conference and Festival in London I want to feel that we have a genuine and inter-active relationship with at least 25 national

associations; and an in-depth relationship with at least 15. By that I mean not just paying subscriptions, receiving e-mails or attending meetings – but where we have your full involvement in our projects and in our information gathering for the benefit of our profession. So please look at all the areas we are now covering, and ask yourself the question: how can I and/or my associations contribute? And let João know- he will be asking you anyway; and I will ask you personally if I have the privilege of meeting with you and your association.



#### Global Alliance appoints Executive Officer in a quest for professionalism

João Duarte (Portugal) was appointed Executive Officer for the Global Alliance (GA) after an international recruitment campaign. João Duarte has experience working as PR professional, educator, researcher and a record of involvement with other international associations. The main objectives of the Executive Officer function are to increase the quality of services to GA members, to improve the ability of the GA to engage members in important projects and to help the Executive Board accomplish the strategic plan. The main achievements so far include a study on membership, the revision of the strategic plan, the re-launch of the GA Newsletter and the implementation of cost effective communication channels between the Executive Board. The next step will be the individual contact with every member association, but meanwhile you can also contact the GA Executive Officer. See details on the box.

## More Landscapes to come

Sixteen PR Landscapes are available on the GA Website. The last three business guides to the public relations industry in the United Kingdom, United States and Venezuela represent advancement in terms of comprehensive and relevant data. Other documents are in the making, such as Colombia, Germany and Russia. The new Landscapes emphasize facts, figures and key development of the public relations sector in various parts of the world with environmental and infra-structural information as complement. GA association members whose countries have not been profiled yet are encouraged to submit their Landscapes (make them available to [jmolleda@jou.ufl.edu](mailto:jmolleda@jou.ufl.edu)). A suggested Wikipedia-type of platform will be developed to maintain the documents updated and relevant. However, as it has been our norm, any PR Landscape can be updated and improved by any professional, scholar, student or association member of the already profiled countries. The PR Landscapes have proved to be useful to further understand the progress of the public relations practice globally. For further information, please contact the coordinators of the project Juan-Carlos Molleda ([jmolleda@jou.ufl.edu](mailto:jmolleda@jou.ufl.edu)) or Jean Valin ([valinj@tc.gc.ca](mailto:valinj@tc.gc.ca)). The goal for this year is to produce at least 8 additional Landscapes, including areas of the world that has not been documented in existing trade or academic literature.

By Juan Carlos Molleda

## Ethics for all - a Global Protocol

*It is a landmark in the accomplishments list of the Global Alliance, it represents the best of several professional associations' efforts to promote Ethical PR practices and it is being translated to several languages. By Jean Valin*

When one looks at the way professions are defined and organized, one finds a set of standards that define the profession and suggest ways to move the professional body forward.

One of the ways professions define themselves is to agree on a common set of standards on a global scale.

In 2000, the Global Alliance for Public Relations and Communication Management (GA) launched a study on ethics to examine, as a first step, all codes of ethics prescribed by the members of the GA. This culminated with the adoption at the GA Annual meeting held in Auckland in 2003 of a global code of ethics with a proposed

protocol to facilitate implementation around the world. Indeed it was recognized that GA association members would require some flexibility to account for cultural differences and a set of regional of local rules which would be added to the [core global code](#).

To ensure compliance, members of the GA are now required to adopt the code or certify that they comply with the code in order to maintain good standing with the GA. We are also in the process of translating this important document in several languages. If you have not completed your certification of compliance, it is not too late to do so.



## Personal Credential - Accreditation

Achieving the highest level of recognition in a profession is indeed a high water mark in one's career. A GA study which is now nearing completion has found that at least eleven associations confer the designation APR to members who meet certain criteria. Others have a different- front-loaded scheme whereby one needs to demonstrate competence before being admitted as a member. The GA set out to look at the various accreditation schemes and determine- as we did with ethics- if there is a common set of principles or methods that assess personal levels of competence.

This exercise might lead to another world standard for the profession. We are now analyzing the degree to which the different programs compare against a matrix of core principles and areas of competencies. Within a few months, the GA board will be reviewing the findings and deciding on next steps. If your association has an accreditation program, you should have been contacted by team leader Pierette Leonard or by Executive Officer João Duarte to complete our analysis. If not, we will be in touch very shortly.

## Outreach and External Relations

*The Global Alliance recently took part in "The 2007 Global Compact Leaders Summit, Facing Realities: Getting Down to Business", which was described as "history's largest and most significant event on the topic of leadership and corporate citizenship".*

The United Nations Global Compact is a UN initiative comprising 4,000 of the worlds' biggest C-suite leaders in business, government, non-governmental organizations, labour, foundations, academe and international corporate social responsibility. 1,000 of these leaders recently convened in Geneva for the 2007 Global Compact Leaders Summit, in which the Global Alliance for Public Relations and Communication Management also took part. Perhaps the most important message coming from that meeting of decision-makers and organisational leaders was a clear reinforcement of the need to think the role of those different kinds of organizations in creating a better economy and a

better society. As Mr. E. Neville Isdell, Chairman and CEO of Coca-Cola Company, put it in Geneva: "we will change the world because we can and we must". At the end of the Summit, in which GA's Board Member John Paluszek (Ambassador at large) was present, the "Geneva Declaration" was issued. One of the areas of the document looks at the Role of Business in Society and how it has been changed by globalization. The belief of these world leaders was stated quite clearly: "through responsible business practices a more sustainable and inclusive economy can be realized." Specific topics mentioned include better adoption of responsible business practices and an active

communication of progress in the implementation of those practices, thus building multiplying effects. This is in fact a pivotal area for the connection of PR with this issue as well as the need to partner and cooperate with different stakeholders in order to solve problems. One other area in which PR is essential is in increasing the transparency and accountability which are fundamental principles in the Geneva Declaration - Mobilization, Engagement, Involvement, Encouragement. All of these represent the desired outcomes of the Geneva Declaration.

Further information and the full Geneva Declaration are available at [www.globalpr.org](http://www.globalpr.org).



## Educational Standards

GA research on public relations curriculum standards around the world has entered a new stage with the recent publication of "The Professional Bond, Public Relations Education and The Practice" by the Commission on Public Relations Education.

"The Professional Bond" report, while it acknowledges that public relations education and practice somewhat reflect the society 'in which they serve', presents recommendations for undergraduate and graduate education in North American colleges

and universities. The GA plans to gather comparable data from the member societies and other sources to identify curricular "universals" as well as national or regional anomalies. It will then present its analysis and recommendations as a service to the global public relations community.



By John Paluszek

## World Bank

In a significant international "outreach" initiative, the Global Alliance is working with the World Bank (WB) to explore potential cooperative programs. Building on discussions in Washington D.C., Delhi and at the recent World Public Relations Festival (WPRF) in Cape Town, South Africa, GA and WB seek to identify possible projects of mutual interest, mainly in the area of communications excellence and effectiveness. For example the factors influencing a country's reputation is being explored. The discussions will continue and likely be a subject on the agenda of the WPRF in London in June, 2008.



# Agenda



## London's WPRF to discuss "The Public Benefit of Public Relations"

London is already looking forward to host the IV World Public Relations Conference and Festival, 23/24 June, 2008. In a recent meeting, the steering group involving several national and international members of the Chartered Institute of Public Relations (CIPR) and the Global Alliance confirmed that the main theme of the Conference and Festival will be "The Public Benefit of Public Relations". The contribution of public relations as a driver of reputation and economic

growth, its decisive relevance in building bridges and dialogues between minorities, or the increasing importance of public relations in dealing with new markets and concerned consumers are among the sub-topics to be debated. The London Conference and Festival is due to attract a great number of visitors from all over the world and offers also a unique opportunity for Global Alliance Members. Along with the main program, a series of fringe events will

take place in different settings and with different purposes. For example, a workshop aimed at exploring how to empower success in managing professional associations will be held. But with a title that is surely demonstrating our positive contribution as a profession, the Program of the event is also committed to bring the discussion to the "dark side" of the profession and avoid creating a self-congratulatory event. Some of the recognized "critics" of the profession will be actively engaged in the

debate in an attempt to bring new questions and challenges to our way of thinking about ourselves. In trying to achieve this, the program will include case studies, relevant research presentation, debates and other forms of contributions leading to the advancement of the profession. For regular updates and more information log on to the [WPRF web site](#) or the [GA website](#).



## Call for participation

You are invited to participate in a confidential study about relationships between news media and news sources, and the practice of paying for news coverage.

**Study Title:** The Study of Media Transparency and Payments for News Coverage Practices Worldwide

**Principal Investigator:** Dr. Katerina Tsetsura, University of Oklahoma, Norman, OK, USA

This study is a part of a larger effort to study media and news source transparency across the world. Your opinion as a communication leader and a member of an

international professional organization is extremely important. We would like you to answer survey questions about current media practices. It will take you about 15-20 minutes to complete the survey. If you are interested in sharing your opinion regarding this important issue, please click on the link below. The link will take you directly to the survey: [Survey on Media Transparency](#) Please do not fill out the survey more than once.

*Dr. Katerina Tsetsura*

## Events & Meetings

Submit your event today and show it to the worldwide community of Public Relations Professionals. Use our on-line platform and boost your event by emphasizing the "The World at a member's rate" policy by which GA Member-Associations offer each other member's rates for their events. Take a look at it [here](#).

## Read your news here

We want to provide relevant information of what goes on in the Public Relations field across the world. All Global Alliance members are invited to share news about improved services, innovative partnerships, international courses or other relevant information. Please send all information to [joao.duarte@globalpr.org](mailto:joao.duarte@globalpr.org) and you will probably read your news here very soon.

The Global Alliance Executive Board for 2007/2008

- Colin Farrington, Chairman (CIPR) UK
- Sejamothopo Motau 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