



global alliance

**November 2004**

Here is some news from your world-wide link to the profession: The Global Alliance for Public Relations and Communication Management.

### **Setting Standards**

- A universal **protocol on ethics** was adopted as a first-ever world standard to be adopted by all partners by the end of 2006.
- **Benchmarking of individual accreditation (e.g. APR)** is being updated with a view to explore the possibility of setting global standards.
- We have started to tackle the monumental task of exploring **curriculum standards**. This month, we are distributing this **online survey**: <http://www.surveymonkey.com/s.asp?u=53857707755> and are **asking you to distribute widely** to all **education institutions in your part of the country**.

### **Clearing house**

- The Global Alliance **web site** <http://www.globalpr.org>. We have transformed the web site to include a structure that more closely **follow your priorities**, provide more **searchable information**, as well as a more prominent place to **list news** from any country. We would like to **set up a group of reporters** who could send us important **news items** from their country and links to important events that we should know about. If you would like to **volunteer**, please do so and start sending us information we can post in that section. Send all articles to the GA web master.
- The **PR Landscapes**- a collection of profiles that describe **how public relations is practiced around the world in now on the web site**. Twelve countries are now profiled and another 9 are being written.

### **Member benefit**

- **Your membership in CPRS gives you member rates** for seminars, conferences, and materials in over 40 countries.

## Knowledge centre

One of the key needs of our members is to find **authoritative information** about public relations. We make a modest beginning this month on the web site and are working to secure state-of-the-art information on a database for our knowledge centre via a **partnership agreement** with Digital Management AG. This database contains both theory and best practices, cases studies that will assist the PR professional in every day work. The database is just the tip of the iceberg. A **complete software application** that is web-based makes the database come alive as a tool to prepare communication strategies for example. The national Board of CPRS is negotiating to offer this software product to its members. We should have more news on this front shortly

## 2<sup>nd</sup> WPRF in Trieste Italy June 28-30- Diversity it is!

Thanks to the **efforts of FERPI** and of our past Chair, the GA has agreed to schedule its **AGM amidst the second World Public Relations Festival** to be held in the spectacular city of **Trieste** in Italy. Please see the web site ([www.wprf.org](http://www.wprf.org)) for complete details and the 400 words manifesto on diversity. Communicating in diversity for diversity and with diversity is the theme of this major gathering.

## Other news

- At the November 2004 **meeting** the GA welcomed three new members: the Institute of PR in Malaysia, PRIME ( a European association of PR students) and Cuba ( the latter was admitted as a three year renewable provisional member)

The vision of the GA is "one profession-one voice". We can only accomplish this is we work together with our partners from around the world. In the end this makes for a stronger more respected profession.

Jean Valin APR Fellow CPRS  
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Chair of the Global Alliance