



Global Alliance Newsletter – July 2009



John Paluszek, GA Chairman

Welcome to a new cycle of international service by the Global Alliance for Public Relations and Communication Management – service to Global Alliance members and *their* members; to the global public relations profession; and, by extension, to today's interconnected global society.

Commencing with this issue of the newsletter, Global Alliance member associations, and all other interested parties, should expect a regular flow of information and commentary that we hope will enhance their public relations performance – and therefore the success of their organizations.

Equally important, this newsletter, in association with the Global Alliance website (www.globalalliancepr.org) and other services, should be seen as a conduit for two-way communications, that is, for dialogue.

We can, and we must, learn from each other.

In the months ahead, we will not only present information on Global Alliance services – programs established by GA leaders and members in recent years, as well as several planned service initiatives; we will also share news and insights from public relations professionals around the world.

We ask only two things of you:

First, please send us regular, brief reports on PR industry news, information, achievements and ideas from your region that you believe would benefit your public relations professional colleagues in other nations. You can send your updates to info@globalalliancepr.org.

Second, please take the opportunity to participate in Global Alliance professional services and programs, thereby contributing to their goal: further evolution as instruments for impactful public relations. The new Global Alliance Board is pledged to that pursuit.

Together, Global Alliance members, and all interested public relations professionals, will help accomplish that goal in the months and years ahead.

John Paluszek, Senior Counsel at Ketchum, is the 2009 -2011 Chair of The Global Alliance For Public Relations and Communication Management, effective July 1, 2009.

PR professionals focus on new media and measuring value: Global Alliance survey

Raise standards, share knowledge, advocate for the profession – the message to the GA from respondents around the world

The focus for public relations practitioners across the globe is new media, measurement and demonstrating the value of public relations to business leaders, according to the Global Alliance's recent survey of the leaders of the world's PR industry associations.

The survey, which received responses from 16 countries, also shows that members see international collaboration as critical to their success, particularly through efforts to raise standards of public relations education, credentials and practice, share knowledge and advocate for the profession with media and business leaders.

“These international priorities – raising standards, sharing knowledge and advocating for the profession – form the foundation of the Global Alliance's new strategic plan,” said John Paluszek, the incoming chair of the Global Alliance. “To these three priorities, we have added a fourth: the strengthening of public relations associations, which bring together practitioners to do all of these things.”

Here are the survey's key findings (Refer to figure 1 & 2):

- **Leading trends:** new media landscape; challenging macroeconomic environment; and need to demonstrate value of public relations to CEOs, executives and managers.
- **Greatest opportunities for practitioners:** use social/digital media to reach audiences more effectively; own a larger functional role within an organization; and greater need for PR in recessionary and post-recessionary times.
- **Greatest threats:** Failure to stay current; insufficient adherence to professional standards; and challenges to PR's reputation and relevance.
- **Highest priorities for GA:** Raising standards in education, credentialing and practice; sharing knowledge between associations and practitioners; and advocating with media and business leaders.

Strategic issues, 2009-2014

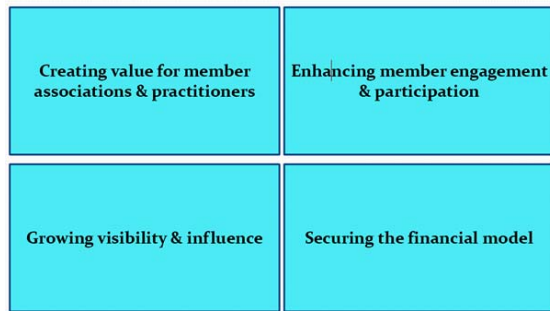


Figure 1: Strategic Issues, 2009 2014

Primary objective & business lines

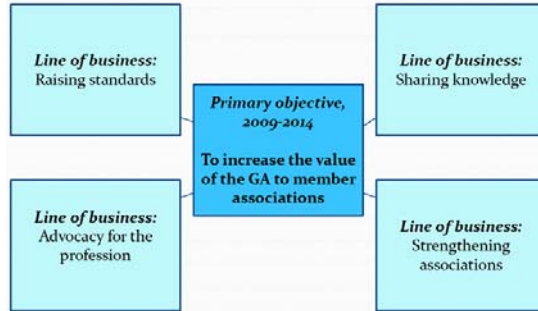


Figure 2: Primary Objectives U Business Lines

“With this survey, the Global Alliance took the pulse of the public relations profession,” said Daniel Tisch, the Global Alliance’s new chair-elect, who managed the survey and the subsequent strategic planning process. “The message is clear: PR professionals seek to use new media strategies to reach audiences and new measurement strategies to demonstrate value. It’s clear the Global Alliance – and its 77 member associations – can do much to support professionals in pursuing these directions.”

The survey was conducted between March and May of 2009. Respondents included PR association leaders and professionals in Argentina, Australia, Bulgaria, Canada, Denmark, Finland, Germany, Italy, Kuwait, New Zealand, Nigeria, Norway, Slovenia, Turkey, the United Kingdom and the United States of America. More details at <http://bit.ly/s94wj>

Global Issue Monitor



United Nations and the Global Climate Change

In the run-up to the December World Summit on Global Climate Change in Copenhagen, a Global Alliance representative participated in a June “environmental best practices” webinar sponsored by the United Nations Global Compact. The June webinar, focusing on “A Low-Carbon Economy” will be followed by another this summer; this next webinar will relate climate change issues to the Global Compact’s “Principles for Responsible Management Education.”

(The program is offered by “GCLeads” which initiated the series for Global Compact members earlier this year addressing the subject, “Responsible Practices in the Downturn”.)

Public relations professionals interested in these events, and the Global Compact itself, can get more information at the organization’s website:

www.unglobalcompact.org.

Observer



This is the first in a series of Global Alliance reports on current developments in social media/social networking. In this brief introductory commentary, Toni Muzi Falconi reflects on the subject as examined at the June Edelman New Media Academic Summit.

Here are a few seminal “take-aways” from the two-day summit on social media for educators held in Washington D.C. June 13-14:

The first has to do with the increasing practice of social media in employee engagement.

Traditionally, organizations have engaged employees to be ensure that they have access to, and fully understand, the organization’s mission, vision, objectives and strategies – this in the name of operational effectiveness. Human resources departments have largely been responsible for this.

More recently, however, responsibility for employee engagement has, in many cases, shifted to the public relations departments, that is, experts on intranet and other social networking systems, with the objective of inviting employees to be external “ambassadors”.

This raises some ethical and operational questions (which we may address in future GA Newsletter issues) such as possible exploitation of employees; distraction from employees’ core duties; and potential employee backlash.

I’d much prefer that public relations executives and other managers carefully define specific policies on these issues and make them public.

Secondly, today social media not only greatly expands corporate storytelling, but, by definition, defies national regulatory bodies (for example, think China).

The global financial meltdown was largely driven by this communications phenomenon. And the importance of social media tools in health, safety, consumer and public policy is rapidly heading in the same direction.

Is this the future: A beautiful, but scary, “free for all” where vested interests distribute their stories, accessible to all with no control by anyone, anywhere? Is this where social media is leading public relations tactics that attempt to attract attention and persuade?

It’s not difficult to take full advantage of these social media possibilities. So this not only calls for nation states to agree on normative and coordinated global frameworks, but also for a coalition of global organizations and professional associations to engage with regulators and advocate self-policing norms ensuring equal access and non discrimination.

Perhaps a job for The Global Alliance?

Toni Muzi Falconi is Past Chair of the Global Alliance as well as President of Ferpi, the Italian Federation of Public Relations. He can be reached at: tonimuzi@methodos.com

Global Alliance in the news

Thoughts, interviews and commentary from the Global Alliance have been appearing in many countries in recent months, with the GA survey warmly welcomed by many. Follow the links below to read more.

PR Journal, Germany - <http://bit.ly/sE2ZH>

Public Affairs Asia - <http://bit.ly/VEclJ>

Notizia Ferpi - <http://bit.ly/26WZq>

Ferpi – interview with John Paluszek <http://bit.ly/EhRNo>

AMEC reports clients turning to measurement in face of recession

Clients are demanding greater proof of programme effectiveness according to the International Business Monitor carried out by AMEC, an international Association for the Measurement and Evaluation of Communication. AMEC reports 77% of members identifying this trend.

Other key results include:

- Increasing client interest in measuring social media reported by 92% of AMEC members
- Clients becoming more price sensitive (92%);
- Client demand for measurement of online communications increased from 29% in 2008 to 41% in 2009.
- Strong growth was also found in client demand for broadcast media evaluation (up from 15% of assignments in 2008 to 25% in 2009).
- 77% of clients commission single country programmes or projects.

- AMEC members are cautious about industry conditions because of the recession, with 54% believing the market will worsen in the next 12 months.

Barry Leggetter, Executive Director of AMEC, said: “It’s ironic but it has probably taken a recession to be the turning point for achieving a breakthrough in the recognition of the value that proper measurement can bring to a PR programme.”

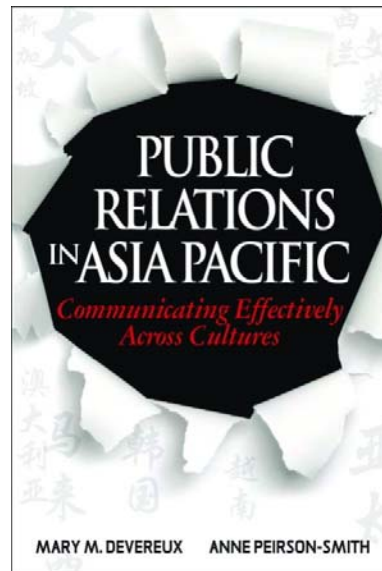
The results were released at the [1st European Summit on Measurement in Berlin](#) with delegates attending from 29 countries.

More information www.amecorg.com

New text examines Asia Pacific

Public Relations in Asia Pacific by Mary M Devereux and Dr Anne Peirson Smith looks at the rapid expansion of professional public relations in Asia Pacific and discusses the foundational skills and experience required to navigate the cultural and geographical differences within the region in order to communicate effectively with stakeholders.

The contents are both theoretical and practical, covering the core practices of public relations—public and government affairs, marketing communications, branding, media relations, corporate and financial communications, issues and crisis management, internal and change management, and corporate responsibility. The book investigates the impact of digital media across all disciplines as a common unifying theme.



Title: Public Relations in Asia Pacific

- **Hardcover:** 256 pages
- **Publisher:** Wiley (April 29, 2009)
- **Language:** English
- **ISBN-10:** 0470824301
- **ISBN-13:** 978-0470824306

For editorial reviews & book background click [HERE](#).

Conferences and Events

European Association of Communication Directors (EACD) □ Communication Summit □
July 2-3, 2009, Amsterdam - <http://www.communication-summit.eu/>

Public Relations Institute of Australia National Conference
2009 26 & 27 October 2009 Brisbane, Queensland - <http://bit.ly/nnYb3>

Public Relations Society of America (PRSA) □ November 7-10, 2009, San Diego -
<http://www.prsa.org/ic2009>

SAVE-the-DATE: 2010 GA World Public Relations Festival □ June 14-15, 2010, Stockholm,
Sweden - <http://www.globalalliancepr.org/event.php?id=8>

Note from the Global Alliance Center

The Global Alliance Center, which is based in Lugano, Switzerland, supports the Global Alliance's projects and initiatives through the oversight of membership, sponsorship, website and events. The office is led by Nina Volles, General Secretary and is supported by Jennifer Hayes, Executive Officer.

Media Lists Sought

The GA Center is looking to organize a world-wide media listing to assist in furthering the reach of the Global Alliance's events and initiatives and to promote its members on a global scale. You can assist this effort by sending your national media lists to the Center at info@globalalliancepr.org.

GA Website Updates

GA member organizations are reminded that they can update their individual website pages by using the proper login instructions. The Individual member pages can help to promote an associations projects. Initiatives and events.

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