



e-news 04/08

Dear EUPRERA Member:

**An April round up for you: ... focus on conferences ... call for papers ...
focus on research ... focus on education ... member news ...**

Editorial

Dear Member

Euprera's third EuroBlog Symposium, held in Brussels, March 13-15, clearly illustrated ways in which social media is impacting on PR practice and thinking.

EuroBlog 2008, Social Media and the Future of PR: New Ideas, New Research, New Business, brought together around 100 academics and practitioners and wide-range of sometimes conflicting perspectives. Our partnership with Edelman allowed us to invite some prominent speakers as well as funding the attendance of researchers who were making their first presentations to a Euprera event.

As well as exploring developments in theory and practice, delegates also considered ways in which teaching should respond to new technologies and new thinking.

EuroBlog 2008 was supported by a blog, www.euroblog2008.org, which includes live commentary by Philippe Borremans and his Blackline team. Some of the presentations, and links to photographs, video and other commentary are included on the EuroBlog wiki at <http://euroblog2008.pbwiki.com> - please contribute.

More material will shortly be posted on the Euprera website, including a range of valuable papers that will be available in the members' area.

Plans are already being drawn up for EuroBlog2009. Anyone who wishes to be involved should contact Philip Young (philip.young@sunderland.ac.uk).

The event was hosted by Institut des Hautes Etudes en Communications Sociales, with support from Comu at L'Université catholique de Louvain. Our thanks go to Pierre de Villiers and his team.

**Sue Wolstenholme
President**



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Focus on Conferences, Calls for Papers, and Events

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2nd Annual International Forum (AIF) within the German Congress on Crime Prevention (www.gcoep.org).

On June 2 and 3 2008 the 2nd AIF-Prevention will take place in Leipzig in line with the 13th GCOCP. The AIF-Prevention will present on both congress days 5 lectures of international prevention experts (in English language). International, non-German speaking participants, have - next to the AIF-Prevention - the possibility to join the GCOCP: Hear the opening and closing plenum (English simultaneous translation), have a guided walkabout over the exhibition (with over 150 institutions from the field of prevention displaying their work), and take part in the evening reception. International guests can also present a poster with no additional costs to the two day congress price of 95 Euro.

Since the GCOCP is one of the biggest congresses in crime prevention with over 2.500 participants every year since 1995 in different German cities, this is your chance to network and discover new approaches in crime prevention.

Connected to this years congress is the European Workshop "Probation meets Prevention" (June 1 - 3 2008) which is organized by the GCOCP and CEP – Conférence Permanente Européenne de la Probation. This event focuses on practitioners in the field of probation from all European countries. The language of this event will be English. For more information please visit: www.cep-probation.org.

On our homepage you'll find all information needed: <http://www.gcoep.org>

The congress flyer in English language: <http://www.gcoep.org/html/GetDoc.cms?XID=28>

The congress flyer in German language: <http://www.gcoep.org/go/flyer>

The Quick-Programme for international guests: <http://www.gcoep.org/html/GetDoc.cms?XID=27>

We hope very much to see you in Leipzig!

Kind regards, Erich Marks and Dr. Marc Coester

German Congress on Crime Prevention - GCOCP

Coordinator International Affairs

Am Waterlooplatz 5 A

30169 Hanover - Germany

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Successful CSR Strategies: Discuss with the leading experts on June 12/13

On behalf of The School of Business, Media and Politics (SBMP), I am pleased to invite you to come together with the foremost experts in the field of Corporate Social Responsibility at our new conference, which will take place on the 12th - 13th of June 2008 in Brussels.

Speakers will include:

- Vladimír Spidla, Commissioner for Employment, Social Affairs and Equal Opportunities, European Commission

- Etienne Davignon, President, CSR Europe

- Prof. Björn Bloching, Partner, Roland Berger Strategy Consultants
- Martina Bianchini, Director, EU Government Affairs and Public Policy, The Dow Chemical Company

For more information please visit http://csr-conference.eu/files/CSR_Programme.pdf where you will find the new conference programme and a comprehensive overview of the cutting-edge topics to be addressed at the conference, and the renowned speakers who will be tackling them. We would love to have you in attendance! Please register online at www.csr-conference.eu.

We look forward to seeing you at the conference!

Varvara Garneli
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 13-15, Rue de la Charité
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Meet your peers at the summit . . . IAOC International Conference 2008
The Online Communicators Summit Conference
June 12-13, Reykjavik, Iceland

Join us in Reykjavik, Iceland for the third annual conference of the International Association of Online Communicators (IAOC). Meet with your colleagues from Europe and the Americas at the conference where academics, practitioners and technology leaders present their latest findings and insights into online communication. The conference will comprise roundtable paper presentations, a keynote luncheon speaker and a panel discussion.

Paper Presentations

Peer-reviewed papers will be presented in roundtable fashion on Thursday and Friday. Attendees will have an opportunity to hear and interact with each presenter.

Papers and supporting materials will be available on IAOC's website following the US and European conferences, and a selection of the best papers from both conferences will be published in a journal.

Topics include:

- "Radio 2.0 and research methodologies for web 2.0"
- "The CEO as Celebrity and Blogger: Is there a Ghost- writer in the Machine?"
- "Loud Voices, Silenced Voices; The Ethics of Online Content in Media Coverage of High Profile Child Death and Child Disappearance cases"
- "Let's Get Together: Options for Integrating Web 2.0 Collaborative Tools into the Workplace"
- "Issues of Organizational Commitment in the Era of the Virtual Office"

Agenda

Thursday, June 12

2:30-3:45 Roundtable Paper Presentations

4:00-5:15 Roundtable Paper Presentations

5:30-6:30 Reception. Blackline Social Media Consulting will host a complimentary reception following the round- table sessions.

Friday, June 13

8:00-9:00 Breakfast

9:15-10:30 Roundtable Paper Presentations

10:45-11:45 Panel Presentation

12:00-1:30 Lunch and Keynote Speaker

Keynote Speaker

Don't miss the luncheon presentation by Peter A. Gloor on swarm creativity, collaborative innovation networks, and coolhunting. Gloor is a Research Scientist at the Center for Collective Intelligence, part of the Massachusetts Institute of Technology's Sloan School of Management. He was Mercator Visiting Professor at the University of Cologne, and is a lecturer at Helsinki University of Technology.

Panel Discussion

Philippe Borremans and Dee Rambeau will moderate a European/American panel discussion on International Online Communications using RSS and other social media tools. The discussion will include:

How to manage online collaboration on a global scale. Examples of organizations that are bridging oceans with social media. Effective multi-language website tactics

Low-cost opt-in content delivery across time zones using RSS

Low-cost content distribution using RSS Internal crisis communications across times zones.

Conference Location

Hotel Holt - Reykjavik, Iceland

IAOC has a block of rooms at Hotel Holt, Bergstadastraeti 37, Reykjavik, Iceland (www.holt.is). Book your travel through LT Travel (air and hotel) with a \$40 down payment (Iceland Air, payment due 45 days prior to travel).

Email Lina@LTTravel.com

Register Online Now

Registration is \$199 for members, \$299 for non-members.

For more information and online registration visit: <http://iaoc2008.eventbrite.com/>

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Journées d'études ParcourSic Lille 2008 - 18-19 - 20 juin 2008

Le parcours intellectuel et pratique d'un jeune chercheur en Sciences de l'Information et de la Communication

ParcourSic Lille 2008 - 18, 19 et 20 juin 2008, Université Lille 3 - Villeneuve d'Ascq

Un an après l'organisation des premières journées d'études ParcourSic par l'Association de Recherche en Sciences de l'Information et de la Communication (Avril 2007, MSH Paris Nord), les journées ParcourSic 2008 se tiendront à l'Université de Lille III les 18, 19 et 20 juin 2008 avec le soutien du laboratoire GERIICO, de l'association ParcourSic et du Collège doctoral européen.

Ces trois journées d'études seront l'occasion pour les jeunes chercheurs de mener une réflexion sur l'usage de la littérature scientifique, sur leur posture épistémologique et leurs choix méthodologiques, ainsi que sur leur rapport au terrain. Outre les échanges scientifiques prévus lors de ces journées, plusieurs tables-rondes se tiendront sur des questions concrètes qui se posent lors du parcours de thèse : pratiques de lecture, usage des citations dans l'écriture, insertion professionnelle des doctorants, organisation des champs scientifiques de la communication à l'international.

Le programme de ces journées est disponible sur le site internet de la manifestation à l'adresse suivante: http://www.parcoursic2008.docsic.org/cariboost1/crbst_8.html

Par ailleurs, nous vous invitons à partager une soirée conviviale le jeudi 19 Juin lors d'un dîner dans l'estaminet lillois "Chez la Vieille " (60, rue de Gand).

La date limite d'inscription est fixée au 30 avril.

Le montant de l'inscription est de 20 euros pour les trois jours (tarif unique, restaurant non compris) ou 50 euros (restaurant compris).

Merci de nous faire parvenir le formulaire d'inscription ci-joint (ou à télécharger à l'adresse suivante: http://www.parcoursic2008.docsic.org/cariboost1/crbst_6.htm) accompagné d'un chèque libellé à l'ordre de l'agent comptable de l'Université Lille 3 à l'adresse suivante :

Romain Huët - CREE
41 rue du Port
59046 Lille cedex.

L'ensemble des informations concernant ces journées (programme, inscription et modalités de participation) sont disponibles sur le site de Parcoursic2008 à l'adresse suivante : http://www.parcoursic2008.docsic.org/cariboost1/crbst_0.html

Bien Cordialement

L'équipe de Parcoursic 2008

(Nathalie Casemajor Loustau, Romain Huët, Jean-Pierre Machart, Sandy Montanola, Géraldine Oury, Tiphaine Zetlaoui)

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EUTIC 2008

EUTIC 2008 will take place in Lisbon this October. The general theme will be "The dynamics of development: at the crossroads of the world". It is aimed at university teaching staff and students, professionals and decision makers concerned with questions concerning the impact of ICT on the dynamics of sustainable development and is being organized by C.I.T.I. - The Centre for Research into Interactive Technologies of the New University of Lisbon.

To consult: http://www.citi.pt/eutic/index_eng.html

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The Fourth International Public Relations Symposium Tehran, 9-10 January 2009 "The Role of Public Relations in creating and promoting social capital"

The Arman Public Relations Institute invites all interested colleagues to the Fourth International Symposium in Tehran, Iran, 9-10 January 2009.

Social capital is fundamental to functioning in our complex and interdependent society and is especially central to the practice of public relations. Social capital may contribute to a range of beneficial economic and social outcomes including: growth in GDP, more efficient functioning markets, higher educational attainment, lower level of crime, better health, etc. Social capital, when enhanced in a positive manner, can improve project effectiveness and sustainability by building the community's capacity to work together to address their common needs, fostering greater inclusion and cohesion, and increasing transparency and accountability. The terms such as ethics, trust, two-way understanding, symmetric relations, proper reputation and image, etc, are specially emphasized in public relations with the aim of achieving suitable social and economic results, which lead to social capital. Therefore the importance of social capital on one hand, and the capability of public relations in creating and promoting social on the other hand are the issues that will be reviewed and focused on in the Fourth International Symposium. It is expected that the results of the symposium as a guideline will assist public relations in creating and promoting Social Capital and public relations academics and practitioners learn how to develop, foster, and maintain social capital.

Deadlines:

Abstracts: 20 July 2008

Full papers: 09 November 2008

For more information please contact Amir Rastegar: amirrastegar51@gmail.com

Or view: [Fourth International Symposium Tehran.pdf](#)

Focus on Education

Behind the Spin Magazine

Behind the Spin magazine is now online at www.behindthespin.com. The current issue includes a report from EuroBlog 2008.

It is primarily the magazine for UK universities with CIPR-approved degree courses, but it's not an exclusive club. I'm keen to encourage contributions from students, academics, practitioners – and can envisage a network of regular correspondents from outside the UK.

Themes for the next major update include:

- Media relations
- PR in retailing
- Courses, careers, skills etc

If you would like to write for the magazine, contact editor@behindthespin.com

Richard Bailey

Public Relations and Communications subject group

Blog: www.prstudies.com

Wiki: <http://prbooks.pbwiki.com>

Magazine: <http://www.behindthespin.com>

Tel: 0113 812 6007

Call for Education Collaboration

Hi there,

I am considering undertaking a similar project to that outlined in the research paper to be found here: <http://www.pucrs.br/famecos/pos/revfamecos/28/melvinsharpe.pdf>

It would involve a group of undergraduate students from my institution (University College Falmouth, Cornwall, UK) working with a similar group from a different part of the world on a PR campaign project.

To summarise, the project works with both groups 'reciprocally' researching a client (possibly a not-for-profit organisation) and the media/PR environment in each other's country. The client should be the same or similar, but there should be differences in the media/PR environment. Ideally, the greater geographical/cultural difference between the two countries, the better.

The aim is for each group of students to create a PR campaign of relevance to a target public in their counterparts' country. By doing this, the students not only have to research and

develop a campaign outside of their home country, but also benefit from coaching/counselling each other on specific issues relevant to their country's media/PR environment.

Obviously any partnership would depend upon many factors, but I would be keen to hear from any interested institutions as soon as possible.

Many thanks,

Jon Cope
 Course Leader - BA (Hons) Public Relations
 University College Falmouth
 Cornwall - UK
 tel: +44 (0) 1326 253753

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Call for PhD Survey Collaboration

Dear public relations teacher,

My name is Elina Erzikova. I am a doctoral candidate in the College of Communication and Information Sciences at the University of Alabama.

These days, I am working on my dissertation, Teaching Ethics to PR Majors. The purpose of this study is to examine the present state of teaching ethics in university public relations departments throughout the world. Your opinion is valuable to me and will help me better understand teaching perspective of those who educate future professionals. Your responses will be completely confidential and your participation is strictly voluntarily. The survey will take 15-20 minutes for you to complete.

To access the survey, please visit the following website:

<http://www.zoomerang.com/Survey/?p=WEB227NXUX7X5K>

When you click on the above link, you will automatically be logged into the survey.

Thank you,

Elina Erzikova

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Focus on Research

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New CATI/CAWI studio just started in Department of Public Relations and Economic Journalism at University of Economics, Poland

Department of Public Relations and Economic Journalism launched a CATI/CAWI studio. The survey is conducted using the telephone interview technique from a special studio equipped with 4 integrated telephone and computer workstations with installed CATI/CAWI and Skype software.

Using the telephone, the interviewers ask questions visible on their computer screens, and record the respondents answer using a keyboard (also interviewers can stop interview and can send the questionnaire to the respondent by Internet). The data recorded is automatically stored in the computers memory. The project coordinator thus has complete on-going information regarding the surveys progress, and can also check the interviewers work and the degree to which the sample has been covered at any time. Survey results are available practically immediately upon completion of the interviews, although they can also be calculated during the survey, after a specific number of interviews.

Our department is focus on research in strategic communication, international public relations, transition public relations, organizational communication and internet public relations. If you plan some international survey from our topics don't hesitate contact with us!

For more information please contact: Prof. Ryszard Ławniczak is a Head of Department (ryszard@prelite.pl) or PhD Waldemar Rydzak (Waldemar.rydzak@ae.poznan.pl)

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VIENT DE PARAÎTRE

La revue canadienne/québécoise de langue française, Communication, de l'université Laval est heureuse de vous présenter son 61ième numéro. Communication est membre de l'Association des Revues Scientifiques et Culturelles A.R.S.C. (<http://www.arsc.be/>)

* Si vous voulez connaître la revue, prière de vous rendre sur le site http://www.com.ulaval.ca/publications_liens/revue_communication/index.php

Je vous remercie de votre bienveillante attention. Salutations cordiales,
Roger de la Garde, Directeur

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Focus on Members

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Guenter Bentele 60 years - Birthday symposium with more than 400 PR spearheads in Leipzig

High-level public relations professionals and colleagues from all over Europe met at the famous Gewandhaus in Leipzig on April 11th to celebrate the 60th birthday of Guenter Bentele, former EUPRERA president and one of the leading minds of our community worldwide. At the symposium the question of trust and public relations was discussed from a variety of perspectives.

Thomas Steg, speaker of the German government, shared his experiences with Felix Gress, Vice President Communications BASF Group, Betteke van Ruler, University of Amsterdam, and representatives from top management and journalism.

Bentele, whose curriculum vita and impressive list of publications is presented in the appendix, has published almost 40 books and more than 180 articles or book chapters. In his laudatio, Otfried Jarren from the University of Zurich (Switzerland) pointed out that he holds the first chair in public relations at a German University and has since made Leipzig to a place renowned for it contributed to public relations research and education worldwide. Bentele has served as president of the German Association of Communication Science (DGPUK) and as visiting professor at many universities both in Europe and overseas. In Germany, he has been awarded the titles "Professor the year" recognizing his contributions to public relations education, and "Public Relations head of the year" in honour of his efforts to bridge the chasm between theory and practice.

As a big surprise, colleagues from all over the world have contributed to Festschrift "Public Relations Research" which was presented at the symposium. After the official part, a party until long after midnight was staged at the legendary Moritzbastei. Guenter Bentele himself joined the band "Tajo and band" for one of his legendary gigs.

Thanks a lot to everyone who was there, and also to those who couldn't come but sent greetings and to the sponsors who made this remarkable event possible.

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Toni Muzi Falconi Elected to Chair Commission on Global Public Relations Research

Toni Muzi Falconi, adjunct professor at New York University and LUMSA University in Rome, has been elected chair of the Commission on Global Public Relations Research. The group, operating within the Institute for Public Relations, seeks to create, encourage and disseminate new research on the practice of public relations across regions, countries and cultures.

All works of the Commission are available free on the Institute's website, www.instituteforpr.org. In its first three years, the commission has produced research on the worldwide economic impact of public relations, bribery for news coverage, and the total body of academic and trade articles on international public relations from 1990 to 2005.

The Commission also was instrumental in creating a new Institute special award for the best new research on the personal influence model and its relationship to the institutionalization of public relations and communication management. The prize will be awarded at the 2008 EUPRERA (European Public Relations Education and Research Association) World Congress in Milano, Italy from October 16-18, 2008, organized by FERPI (Italian Federation of Public Relations) and IULM University.

"There is definitely a science beneath the art of public relations, and this is true whether the focus is national, international or global," said Muzi Falconi. "The Institute for Public Relations has emerged as the leading global independent foundation supporting research-based knowledge in our field, and I am privileged and honored to have this opportunity to contribute."

Contact:

Frank Ovaitt, +1 703-568-5611, iprceo@jou.ufl.edu

Toni Muzi Falconi, +39 335 6100384, tonimuzi@methodos.com

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News from PRIME

PRIME - the European Association of PR & Communications Students from Italy, Portugal, Germany, Spain, England, Romania and Slovenia met up in Slovenia for the Annual PR Tour from the 25 to 29 February 2008. In this congress we discussed many topics, but the most important was the rebuilding of PRIME and the election of a new Board of Management, submitted by the members that were present. We have the pleasure to announce the changes:

- President - Patrick Hacker (Germany)
- Vice-President - Cláudia Soeiro (Portugal)
- Contents and Internal Communications Manager - Cristina Lafata (Italy)
- Finance Manager - Jernej Pristov (Slovenia)
- Technical Operations Manager - Alessandro Ventura (Italy)

Besides these formal changes we all agreed that it is really time to take PRIME further by encouraging other countries to join and hence putting the ideas of PRIME onto broader shoulders. One way to accomplish this goal is to re-launch our website to improve the communication - both with interested newcomers and the members PRIME already has. We are taking the measures to achieve our objectives.

Given these developments a new breath of fresh air is expected within the European Association of PR and Communications Students - with a lot of motivation to make PRIME better than it ever was.

Please feel free to contact us if you have any further questions.

Yours faithfully

Patrick Hacker

President

PRIME - The European Association of PR & Communications Students

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mobile +49 176 63000884 ; e-mail: patrick.hacker@lprs.de

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News from the Global Alliance

The April 2008 edition of the Global Alliance newsletter brings you updated information about its activities. For the latest news and up dates on the World Public Relations Festival please visit: http://www.globalpr.org/news/newsletter.asp#Newsletter_Archive

For more information on the Global Alliance and its activities please contact:

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Focus on New Books

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Public Relations Research: European and International Perspectives and Innovations

Ansgar Zerfass, Betteke van Ruler & Krishnamurthy Sriramesh (Eds.)

Wiesbaden: VS Verlag fuer Sozialwissenschaften, April 2008.

454 pp. with 44 figures. Hardcover. EUR 59,90 - ISBN 978-3-531-15602-6

This volume is a major contribution to the trans-national debate on public relations research and communication management. It presents dominant concepts and findings from the scientific community in Germany in English language. At the same time, the compilation contains a selection of the most influential and relevant approaches from European and international researchers. Editors and contributors are renowned academics from all over the world.

Chapters have been written by: Robert L. Heath - James E. Grunig & Larissa A. Grunig – Steve May – Ronél Rensburg – David McKie – Jaquie L'Etang – Dejan Verčič – Peggy Simcic Brønn – Jesper Falkheimer – Jakkko Lehtonen – Susanne Holström – Finn Frandsen – Claudia

Mast – Anna Maria Theis-Berglmair – Romy Fröhlich – Ulrike Röttger – Peter Szyszka –
Juliana Raupp – Benno Signitzer – Kurt Imhof – and many others!



Thank you for sharing your news items.

Julia Jahansoozi
Email: JJahansoozi@uclan.ac.uk

