

# e-news 06/08



Dear EUPRERA Member:

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

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## Editorial

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### Dear Member

As our network, that is Euprera, grows and becomes more dynamic, the benefits of membership are becoming far more easily apparent, with the main benefit, as ever, being contact with each other. Like this newsletter, the new and much improved web site is to be especially welcomed for the role that it will continue to play in keeping us up to date and in contact. To make it work to the optimum, information must be provided as fully as possible, about our interests, ideas, offers and needs and it is up to each and every one of us to provide it, as requested by email recently by Anne Marie Cotton.

Member involvement can be as active or as passive as the individual or institution desires but great efforts have been taking place to help to satisfy those who really want to get stuck in and make something happen.

The proposed new statutes have been drawn up, on the one hand to provide a more stable platform from which Euprera can develop into the future and on the other to open the organisation up for more activities and member involvement. After Bledcom symposium, next month July 4-5, another letter, summing up recent feedback and setting forward the details of the new proposals will be sent out.

Whatever the level of involvement you choose it is important that you vote on statute changes that affect Euprera's shape and function. So, book now to come to Milan (the conferences always provide the very best way for us to keep in contact and share ideas) and if you cannot make it please be sure and send your vote there by proxy.

**Sue Wolstenholm**  
President



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## Focus on Conferences, Calls for Papers, and Events

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### Euprera 2008 Congress Now Open for Registration

Dear Colleagues,

We are pleased to inform you that registration for the Euprera 2008 Congress is now open. You will find the registration form and details about the congress on the website [www.euprera2008.com](http://www.euprera2008.com)

Have a look at the interactive area where everybody's comments are welcome in the forum. You can also see interviews with PR academics and practitioners.

We look forward to meeting you in the website community and at the congress, from October 16<sup>th</sup> to October 18<sup>th</sup>.

Kind regards,

Emanuele Invernizzi, IULM University, & Toni Muzi Falconi, Ferpi

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### Euprera PhD Seminar – Registrations Now Open

Dear Colleagues,

We are pleased to announce the second Euprera PhD Seminar. **Registrations will be open from May 26<sup>th</sup> to July 31<sup>st</sup>**. You will find the registration form on the Congress website [www.euprera2008.com](http://www.euprera2008.com)

The PhD Seminar will be held in an ancient and beautiful congress centre in downtown Milan, from October 19<sup>th</sup> to October 21<sup>st</sup>, just after the Euprera 2008 Congress.

You can choose whether to register only to the PhD Seminar or only to the Congress, but it is highly recommended that PhD Students attend both the Congress and the Seminar, *using* a special package fee.

The aim of the Seminar is to provide an international setting where doctoral students in PR and corporate communication can present their ongoing work, get feedback from experts and peers and establish a valuable network for the future.

The main focus of the Seminar will be on the work in progress of participants. A special focus will be on the several subjects, approaches and methods used in different universities. A variety of working activities will be organised to make the Seminar dynamic and inspiring.

The participants must submit:

- **One page abstract of personal ongoing work by July 1<sup>st</sup>**.
- **Ten pages paper of personal PhD project by August 31<sup>st</sup>**.

at the [euprera2008@iulm.it](mailto:euprera2008@iulm.it) address, specifying in the subject "PhD Seminar".

It is recommended that the paper will raise and discuss specific problems rather than being conclusive. It will describe the subject of interest and the theoretical and

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methodological approach and it will indicate what kind of feedback is especially wanted. It will also specify the development phase of the PhD project, in order to get an appropriate and stimulating feedback.

During the Seminar participants will make a brief presentation of their work and will give a structured feedback to up to 3 papers, selected on the base of personal interests.

The maximum of participants is 15. The fee will include:

*Only PhD Seminar*

- all Seminar materials;
- accommodation for 2 nights (October 19<sup>th</sup> and October 20<sup>th</sup>);
- breakfasts and lunches for 3 days (from October 19<sup>th</sup> to October 21<sup>st</sup>).

*Package fee Congress + PhD Seminar*

- all Congress and Seminar materials;
- coffee breaks and lunches during the Congress (from October 16<sup>th</sup> to October 18<sup>st</sup>);
- farewell dinner (October 17<sup>th</sup>);
- social programme (October 18<sup>th</sup>);
- breakfasts and lunches during the PhD Seminar (from October 19<sup>th</sup> to October 21<sup>st</sup>);
- accommodation for 2 nights during the PhD Seminar (October 19<sup>th</sup> and October 20<sup>th</sup>). Accommodation during the Congress days is not included.

Looking forward to meeting you at the Congress and at the Seminar,

Emanuele Invernizzi, IULM University  
Inger Jensen, Roskilde University  
Toni Muzi Falconi, FERPI

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## Call For Papers

### **EUROPEANISED AFTER ALL: European publics in the EU communicative space**

Edited by Chiara Valentini (University of Jyväskylä, Finland) and Giorgia Nesti (University of Padua, Italy)

Proposals are invited for a collection that examines the EU and different communication actions towards, with, by different publics. Communicating the EU, its institutions, policies and achievements should not only be perceived as a top-down strategy, that is from the EU to its publics. Several interesting cases of bottom-up communication activities - from a public towards the EU - have shown to be of a great assistance to existing EU information and communication actions. In this respect, we are interested in presenting a portray of information and communication activities planned and/or already developed both by the EU institutions at the European, national and local levels and by private and public organizations and civil society actors. The intent is to analyse and discuss past, present and future actions, campaigns, initiatives from the perspectives of several EU countries. We welcome contributions from different theoretical perspectives and fields of study, including but not limited to political and intercultural communications, public relations and management, organizational studies, psychology, sociology and cultural studies. This book attempts to present different facades of EU communications within multi-national and multi-theoretical frameworks.

*Potential topics include (but are not limited to):*

- *EU communication and information policies*: we are interested in contributions that describe historical developments in the EU information and communication policies from the early stages of integration until recent events (the Plan D, the White Paper on Communication, etc..) but also in theoretical analyses investigating EU communication strategies.
- *EU web communication* (communications with citizens via web 2.0, such as blogs and other online media tools): the diffusion of ICTs and recent developments in the internet structure have opened up for new innovative forms of political interaction and participation. EU institutions are employing the web 2.0 to test new tools for communicating with citizens, such as EUtube, blogs, forum, etc. Besides, even more interesting experiences of Europeanization through the web are spreading from below, thanks to citizens' willingness of creating their own actions. Papers dealing with this topic should describe and critically assess EU initiatives on the web 2.0 and/or any relevant case study of online activities developed at the local/national or at the trans-national levels specifically aiming at creating an European public sphere.
- *EU media relations* (communications with/towards journalists/media): A discussion of EU policies and activities launched in the last 5-6 years for attracting national media professionals on EU issues and institutions, but NOT papers on EU media content analyses or discussing EU media coverage. In this topic we welcome critical discussions - even supported by qualitative/quantitative data - on what EU has lately been doing for addressing journalists' needs and expectations; for instance, analyses on the quality and usefulness of EU media courses for journalists or qualitative/quantitative studies on national journalists' satisfaction with the activity of EU press and communication departments, how cultures influence reporting EU news at the national level, differences/ constrains/ skills of Brussels correspondents versus national journalists, etc.
- *EU and civil society* (communication with/towards non-profit organizations/associations): Contributions should take a multidisciplinary look at the concept of civil society and its application at the EU level, focusing on the interactions between civil society organisations and the EU (functions, roles within EU political discourses and decisions making, significance of civil society's activities at local level, etc.). We also welcome case studies describing the activities of the national Europe Direct centres for the involvement of civil society organisations as well as studies on specific campaigns and informative actions implemented by civil society organizations dealing with EU themes.
- *EU and its business partners* (communications with/towards multinational companies). We are interested in papers that present both qualitative/quantitative studies and critical discourses on EU policies/ activities for involving diverse business partners/stakeholders as EU communication multipliers. We also seek case studies on activities created and developed by business partners/stakeholders which have an EU framework, for instance, but not limited, papers that present and discuss specific information campaigns put in place by financial/economic organizations for informing employees and surrounding communities about the introduction of the euro, about energy/environmental issues and/or other EU and business themes.

- *EU diplomatic communication* (communications with non EU nation-states). We are interested in contributions that describe EU information campaigns for the enlargement in new member states and/or in candidate countries and that critically assess the main issues concerning EU diplomatic communications.

*Guidelines for proposals:*

Proposals should be **between 500-1000 words**. They should be sent via email to: [dr.chiara.valentini@gmail.com](mailto:dr.chiara.valentini@gmail.com) and [giorgia.nesti@unipd.it](mailto:giorgia.nesti@unipd.it)  
Applicants should also send a short bio indicating title, affiliation, and scholarly interests.

The **deadline for submission is 13th JULY 2008**.

Applicants will be notified of the selection process by **15th AUGUST 2008**.

We need to receive the **final draft of the paper by 1 NOVEMBER 2008**. The paper should be **between 6000 and 8000 words** and **should be proofread by the authors**. We will be more precise about the length once we receive specific information by the publishers.

*Summary info:*

Deadline proposal: 13 JULY 2008

Notification of the selection: 15 AUGUST 2008

Submission of the full paper: 1 NOVEMBER 2008

Expected publishing date: SPRING/SUMMER 2009

**Dr. Chiara Valentini**

Organizational Communication and Public Relations

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ITA-Mob. +39 347 978 8739

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## **7th Biennial PACA International Conference: Communication Encounters Across Cultures**

The Department of Communication, Faculty of Modern Languages and Communication, Universiti Putra Malaysia (UPM), Serdang, Selangor, will be organizing 7th Biennial PACA International Conference entitled '**Communication Encounters Across Cultures**'. This conference is jointly organized between us and the Pacific and Asian Communication Association (PACA). The conference will be held on the 10-12th January, 2009, at the Universiti Putra Malaysia, Serdang, Selangor, Malaysia. (*Serdang is located 23 km from Kuala Lumpur, capital of Malaysia*) The organizing committee cordially invites you to participate in this conference. Scholarly papers on any aspect of communication presented either by individual or panel sessions are welcome. A 300-word abstract and registration form should be sent to the conference secretariat before **15<sup>th</sup> August, 2008**. An abstract should also include a brief biodata of the presenter. Further information about the conference can be obtained from the web-site at [www.fbmk.upm.edu.my/paca2009](http://www.fbmk.upm.edu.my/paca2009)

### **Important Dates:**

Acceptance of Abstracts 15 August, 2008

Notice of acceptance 15 September, 2008

Full Paper submission 10 November, 2008

The conference secretariat would be very grateful if you could extend this invitation to your friends and colleagues. Should you need any assistance about this conference, please do not hesitate to contact us at:

PACA2009 Secretariat 7th Biennial International Conference of Pacific and Asian Communication Association,  
 Department of Communication /Faculty of Modern Languages and Communication  
 Universiti Putra Malaysia  
 43400 UPM, Serdang, Selangor,  
 Malaysia.  
 E-mail: [paca2009@fbmk.upm.edu.my](mailto:paca2009@fbmk.upm.edu.my)  
 Web-site: [www.fbmku.upm.edu.my/paca2009](http://www.fbmku.upm.edu.my/paca2009)  
 Tel: +603 - 8946 8790 (Dr Mohd Nizam Osman) / +603 - 8946 8777 (Dr Siti Zobidah Omar) / +603 - 8946 8764 (Dr Muhamad Sham Shahkat Ali) / Fax No: +603 - 8948 5950

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### **Echo Summit: "Sustainability - What Does It Mean To You?"**

Wednesday 8 October 2008 from 2.00 pm - 9 pm at No. 4 Hamilton Place, Hyde - Park Corner, London W1V 0BQ

To support and guide best practice in reputation management and stakeholder engagement, this year's Echo Summit will be opened by David Grayson, CBE along with other guest speakers to stimulate debate among Echo clients and friends. Aspiring to be an 'interpreter of change', Grayson is widely acknowledged as a leading guru on 'practical' sustainability. He is Director of the Doughty Centre for Corporate Responsibility at Cranfield School of Management, Chairman of Housing 2, Chairman UK Small Business Consortium and Director of Business in the Community.

By invitation to all Echo clients and friends, keep 8th October 2008 free in your diary. Look out for more details to follow.

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### **International Conference on 'Reviewing Social Anomie and damaging factors on Journalism'**

**15-16 October 2008, Tehran, I.R.Iran**

#### **Objectives:**

- 1) Reviewing new journalism innovations in the third millennium
- 2) Identifying problems and challenges on nongovernmental newspapers
- 3) Identifying procedures for improving journalism activities
- 4) Familiarization with scientific and practical theories and viewpoints on journalism which can be used by journalism educators and students.

#### **Themes of the conference:**

1. Media economy with emphasis on press
2. Nongovernmental Newspaper with low circulation and reviewing methods for increasing the circulation of nongovernmental newspapers
3. Comparison between journalism situation in Iran and the World
4. Marketing and reviewing methods for better distribution of nongovernmental newspapers
5. Nongovernmental newspapers and political and occupational security

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6. The economy of nongovernmental newspapers: stagnancy or promotion
7. The role of nongovernmental newspapers in directing public opinions and national policies

**Date and Venue of the conference:**

15-16 October 2008, Islamic Azad University, Sciences and Research Branch, Tehran, I.R.Iran.

**Note:** It should be mentioned that press exhibition will be held and prominent figures in the field of journalism will be introduced and commended during the Conference.

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**International Conference on:**

**Communicative Thoughts of Imam Khomeini Focused on Public Relations.  
(Tehran, I.R.Iran, 30 October 2008)**

Public relations is communication management, skill, art. People who benefit from this skill, possess appropriate instrument for success and kindness.

Although public relations is an acquiring science, only people can exploit this knowledge that possess suitable personality. They are called people with persuasive personality.

Imam Khomeini, Founder of Islamic Republic of Iran, during his fight against Pahlavi regime and during his leadership after Islamic revolution showed that possessed this ability (public relations) very well.

Definite researches on communicative capability of Imam Khomeini have not been conducted yet, despite some hints by intellects. It is expected that this conference will be a starting point for carrying out future researches in this regard.

No doubt, Imam speeches, Imam gestures, Imam behavior indicated an ideal model of public relations. With reviewing his communicative thoughts, we –Imam Khomeini followers- should compile them and make them accessible to public relations societies of Islamic Countries until they will not be forgotten and used as guideline for assisting us to establish ideal and model public relations.

**Topic of Conference:**

"International Conference on Communicative thoughts of Imam Khomeini focused on public relations"

**Objectives of Conference:**

1. Reviewing and extracting communicative aspects in Imam Khomeini`s speech, behavior and thoughts.
2. presenting a practical model of Imam Khomeini`s public Relations.
3. Creating a suitable ground for further researches on this subject and theorize Imam Khomeini`s speech, behavior and thoughts'.

**Organizer:**

Arman Public Relations Institute

**Collaborators:**

Sooreh Institute of Higher Education, Islamic Republic of Iran`s Broadcasting (IRIB), Islamic Azad University, Keshavarzi Bank, Public Relations Confederation of Islamic Countries, Cultural Commission of Islamic City Council of Tehran, Compiling and Publishing Institute of Imam Khomeini`s Works.

**Date of holding Conference:**

30 October 2008

**Venue of holding Conference:**

International Hall of IRIB.

**Information:**

For receiving further information on the Symposium, please email:  
[amirrastegar51@gmail.com](mailto:amirrastegar51@gmail.com)

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### **The Second International Conference on Religion and Media**

The Second International Conference on Religion and Media will be held in Tehran and Qom, Iran, from November 9th to 12th, 2008. We cordially invite all media researchers and scholars, representatives from diverse religious traditions, professionals and students involved with the subjects of the conference to attend and submit a paper. Further information could be found at conference website: <http://www.religion-media.ir/>

A few scholarships are available to partially subsidize the costs of participants with selected papers.

Sincerely,  
 Mahdiye Tavakol  
 Conference Coordinator  
 IRIB University,  
 Niyayesh Highway, Vali-e-Asr Street,  
 Tehran, Iran.  
 Tel: +98 21 22652238 - Fax: +98 21 22652238 - [rm2008@religion-media.ir](mailto:rm2008@religion-media.ir)

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### **Focus on Research**

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### **The 14<sup>th</sup> reflection from the research project *Business effective communication***

The latest instalment of the collaborative research project between the Swedish Public Relations Association and the Stockholm School of Economics, *Communicative Leadership: Development of middle managers' communication skills at Volvo Group*, by Charlie Nordblom, Volvo Group, and Sven Hamerfors, Stockholm School of Economics / Mälardalen University is now available:

<http://www.informationsforeningen.se/in-english/research-statistics/business-effective-communication.aspx>

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### **Focus on Members**

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### **Up date on Euprera Member Richard Linning**

Richard Linning was recently elected to be President of IPRA in 2011. As President Richard has promised to acknowledge the existence of public relations beyond the traditional Anglo-Saxon/ Euro-centric models and to validate its role in raising the

existing high standard of global practice; to fully address issues of language and cultural differences under one umbrella; to make it my business to encourage greater member input and to promote the growth of more affordable and accessible regional organisations and activities. Also to promote more outreach to and co-operation with national and other bodies involved in public relations.

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## Focus on New Books

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### ***Strategic Reputation Management* by Pekka Aula & Saku Mantere**

*Strategic Reputation Management* examines the ways in which organizations achieve "goodness" through reputation, reputation management and reputation strategies. It presents a contemporary model of strategic reputation management, helping organizations and stakeholders to analyze the business environment as a communicative field of symbols and meanings in which the organization is built or destroyed. Authors Pekka Aula and Saku Mantere introduce the eight generic reputation strategies, through which organizations can organize their stakeholder relationships in various ways. They illustrate their arguments using real-world examples and studies, from the Finnish Ski Association to Philip Morris International.

This book serves as required reading in advanced courses covering public relations practice, advanced topics in PR, corporate communication, management, and marketing. Professionals working in PR, business, management and marketing will also find much of interest in this volume.

<p><b>Paperback List Price:</b> \$34.95  <b>ISBN:</b> 9780805864267  <b>ISBN-10:</b> 0805864261  <b>Publisher:</b> Routledge  <b>Publication Date:</b> 05/02/2008  <b>Pages:</b> 256</p>	<p><b>Hardback List Price:</b> £60.00  <b>ISBN:</b> 9780805864250  <b>ISBN-10:</b> 0805864253  <b>Publisher:</b> Routledge  <b>Publication Date:</b> 02/05/2008  <b>Pages:</b> 256</p>
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### **Public Relations Metrics, edited by Betteke van Ruler, Ana Tkalac Vercic, and Dejan Vercic**

Responding to the increasing need in academia and the public relations profession, this volume presents the current state of knowledge in public relations measurement and evaluation. The book brings together ideas and methods that can be used throughout the world, and scholars and practitioners from the United States, Europe, Asia, and Africa are represented.

<p><b>Paperback List Price:</b> \$39.95  <b>ISBN:</b> 9780805862737  <b>ISBN-10:</b> 0805862730  <b>Publisher:</b> Routledge  <b>Publication Date:</b> 05/28/2008  <b>Pages:</b> 344</p>	<p><b>Hardback List Price:</b> \$110.00  <b>ISBN:</b> 9780805862720  <b>ISBN-10:</b> 0805862722  <b>Publisher:</b> Routledge  <b>Publication Date:</b> 05/28/2008  <b>Pages:</b> 344</p>
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**Flat Earth News Nick Davies Published by Chatto& Windus 2008 ISBN  
9780701181451**

**Book Review** by Richard Linning IPRA Board Member, Fellow Chartered Institute of Public Relations

The words of the former US Secretary of State Henry Kissinger still ring in my ears. And still ring true. "Intelligence, intelligence, intelligence- that's right, my boy." Kissinger was giving his comment on the public affairs strategy I had prepared for my client. And incidentally his stamp of approval. The very valid point Kissinger was making was this: unless you know the other side of any issue and the arguments of those who support it as well as you do your own, then you know less than fifty per cent of your own argument. A new book by a British Journalist of the Year, Nick Davies provides intelligence, intelligence, and more valuable intelligence about the current state of news reporting by both the traditional and new media. In my opinion *Flat Earth News* should be compulsory reading for everyone in our field.

Much of this intelligence is the result of research commissioned for *Flat Earth News* from the journalism department of Cardiff University in the United Kingdom. Their conclusion makes interesting reading .

The Cardiff University research team analysed every single domestic news story published in four quality British daily newspapers and in a fifth , an influential mid-market title, in two randomly chosen weeks : a total of 2,207 reports. They found that eighty per cent of the published stories came either wholly or mainly from a press agency such as the Press Association or was PR supplied material. Only 12 percent of the stories could be attributed solely to a journalist. Of the total, more than half carried clear signs of PR input.

The full report can be accessed at <http://www.cardiff.ac.uk/jomec/en/school/39/419.html>

The rest of Richard Linning's review can be found by visiting the Euprera website: [www.euprera.org](http://www.euprera.org)

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Thank you for sharing your news items. Please post your articles / papers you would like to have on the Members Only area of the Euprera website directly yourself or send them through to me and I will try to ensure they are posted (however there may be delays, so I recommend you post them directly if there is time sensitivity!).

**Julia Jahansoozi**  
**Email: JJahansoozi@uclan.ac.uk**