



# White Paper statement by the Euprera Board of Directors

## 1. Purpose

Euprera provides:

- a network for academics in Public Relations (and the universities and educational institutions that they work for)
- knowledge to national PR associations with regard to educational matters and research
- support for the recognition of public relations as an academic discipline
- a valuable resource for PR students.

Euprera does not exist for its own sake and will not attempt to become a large membership organization. Euprera will work in collaboration with national PR associations and practitioner organisations (e.g. IPRA, IABC) and others interested in the development of public relations education and research.

Euprera is to have the following membership categories (individual and institutional members):

Academics and Lecturers in Public Relations  
Universities and Educational Institutions with PR curricula  
Practitioners  
National PR Associations

Euprera also works closely with students and has established protocols for working collaboratively with CERP Students.

## 2. Leadership

The Board of Directors will maintain direct links to the leading PR Universities and Educational Institutions in Europe, thus guaranteeing access to excellent research and leading teaching principles.

In order to secure the flow of communication within the Euprera network, the Board of Directors is to be supported by an adequately staffed secretariat.

### **3. Income/Sponsorship/Funding**

The chosen membership strategy will never generate large sums of money through membership fees. Membership income will only cover costs linked to basic operational and administrative costs. Therefore, additional sources of income will have to be found that will secure the financing of e.g. pan-European research and educational projects in the domain of public relations. In order to secure the necessary funds for the functioning of the association and to finance special public relations research and educational projects, sponsorship from corporations and National PR associations, as well as funding from supra-national organisations (e.g. European Union, UNESCO, Trusts, Foundations) is to be sought.

### **4. Communication**

The communication channel most commonly used by the organisation is "e-mail". This medium is quick and reaches the Euprera members at minimal cost. The website, in order to be of use for the members, is to be continually updated and modernized. The European PR News (EPRN) in its present electronic form is well designed and should be continued. The creation and publication of a European public relations research journal by Euprera is highly desirable.

### **5. Reference Tools**

Emphasis is to be given to the further development of the European PR Body of Knowledge project (EBOK) and the maintenance and expansion of the survey of PR programmes and curricula. The compilation and codification of PR research and PR programmes is to be considered a core mission of the association.

### **6. Congresses**

Due to the complexity of the task, it has proved difficult to find organisers to prepare and stage the annual Euprera congress. Therefore on-going co-operations with the organisers of the International PR Symposium in Bled, Slovenia and with CERP students is to be developed. The focus during the Bled event would be on PR research. In addition or by alternation, a university or educational institution would organise a spring or fall congress/symposium/workshop, possibly in partnership with CERP Students.

### **7. PR Education**

Euprera will establish and maintain links with the academic world and with practitioners, in order to promote PR education and to update and anticipate the needs of the profession. The survey of the public relations programmes and curricula in Europe has been designed to bring together all universities and colleges of higher education under the same network. The EPRE project will allow universities and colleges to compare their curricula with the needs of the profession.

### **8. PR Research**

A core objective of Euprera is to promote and stimulate fundamental and applied research in the field of public relations. Euprera, therefore, will provide a network for all researchers, coordinate research efforts, and secure the financing for pan-European research projects in public relations.

## **9. PR Students**

Euprera is a useful resource for students in public relations. Euprera will provide a Knowledge Centre for public relations students and will encourage them to enjoy the rich diversity of possibilities offered by universities and educational institutions across Europe.

## **10. The Euprera Jas Willems Award**

The Jos Willems Award is well established. The award recognizes excellent student work in the domain of Public Relations. A format for the award is to be designed that will attract students from all over Europe to enter the competition.

Lake Bled, Slovenia 15<sup>th</sup> July 2002