

2009 Atlas Award Presentation  
on International Public Relations

*No Better Time*

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2009 Recipient  
PRSA Atlas Award for Lifetime Achievement  
in International Public Relations

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## *No Better Time*

Michael Morley

2009 Award Winner

**PRSA Atlas Award for Lifetime Achievement  
in International Public Relations**

It is a signal of honor to be given the Atlas Award for Lifetime Achievement in International Public Relations. To join the pantheon of previous recipients is to be in the company of a group of professionals who have been instrumental in shaping not only international communications but the entire field of public relations itself.

Some of these have been mentors and close colleagues who played a vital role in my career and vocation. Others were respected rivals or pioneers of best practice whose example acted as guiding beacons.

I thank those who nominated and supported me for this award. I thank my bosses, partners, peers and staff over the past 50 years. They must share this honor because without them there would have been no “lifetime achievement” at all.

As I reflected on the past half century it became clear to me that this has been a period of preparation for public relations as it enters a new phase. I believe we are entering a golden era for public relations practice and international PR practice in particular. It is as if we have been playing the prologue and the main play is about to begin.

That is why I have chosen to give the paper the title *No Better Time*. I believe there has not been, and may not be again for a long time, a better time in which to be practicing or preparing for a career in public relations. The only question is whether this lucky generation will seize the wonderful opportunity open to it and win for itself and succeeding generations a place at the head of the table of all branches of communications practitioners.

The advances of communications technology that have occurred in the past 50 years have been revolutionary and rapid. Consider the print arena alone, without even taking into account the growth of radio, telegraph and telephone and the emergence of television. The linotype machine, itself a revolutionary invention in 1886, acted until 1960 as a kind of tourniquet on the spread of news, information and ideas. Linotype machines were costly and owned by wealthy individuals who were proprietors of news organizations. They were operated by skilled compositors, mostly organized in restrictive unions. Information was in effect controlled by two warring factions – owners and operators over which the consuming public had little influence and no control.

This state of affairs persisted for about seven decades until the arrival in the 1960s of computer phototypesetting and offset printing, which allowed owners to break the power of the unions in many markets.

The other newer wired and wireless communications methods were of course dramatic and changed the way in which people received their information. They even enabled information to reach remote and illiterate publics. But even they did not provoke a change in the gatekeeper structure, merely an exchange of gatekeepers from one wealthy or powerful or proselytizing individual or group to another.

From the 1960s to the present day – roughly the span of my working life – there has been an accelerating, technology-driven transformation in communication. It is a revolution that has arrived at a point when all the ingredients to change the power structure are now available and being enhanced on a daily basis.

It may be time for someone to do for public relations what Intel's George Moore did for computer hardware, and create a law defining the velocity of change. Moore's law, you will recall, states that the number of transistors that can be inexpensively placed on an integrated circuit doubles exponentially every two years.

Like many other transformational moments in the history of human enlightenment (and surely we in public relations are agents of that process) it is hard while living in the moment to assess the impact of the change or the speed at which it will occur.

To use once again the example of printing: although woodblock printing had been established in China around the year 200 when the invention of the printing press by Johannes Gutenberg in 1440 took place, how many besides Gutenberg himself and a few intellectuals knew just how important this was, or how long it would take for the press to be copied in other countries? In fact, by the standards of the time the method caught on rapidly and most of civilized Europe had adopted or emulated Gutenberg's method before the end of the century. The first book printed in English, by William Caxton, was made in Brugge, Belgium, in 1775, not in England – an early demonstration of the power of thought and invention to ignore geographic borders.

The next significant technical advances in printing had to wait nearly another 400 years until the invention of steam power driven presses. They dramatically increased the number of impressions that could be made each hour.

History shows us that technical advances are invariably accompanied by (some would argue are precipitated by) great leaps in intellectual or spiritual thought.

It is hard now to sense the time it took, the martyrdom of scholars who were seen as heretics by the ecclesiastical hierarchy, before the bible was translated into English (and the vernacular in other countries). The scholar William Wycliffe, who was the first to translate the New Testament into English, even had his grave dug up many years after his death and his bones burned by an infuriated Roman Catholic Church. Why? The official reason was that this would ensure his soul did not reach heaven. But the underlying reason was that, then as now, this entailed the dangerous transfer of power from one privileged group to a wider population. With the bible and liturgies in Latin the clergy held a position of power as the gatekeeper of the relationship all parishioners had with their God. What would happen when they could read and understand God's word and commune with him or her directly and the new technology of printing made this possible on a much wider basis? This was a dangerous unknown and threatened the power structure within society. It was fiercely resisted not only by the bishops and clergy but also by the lay rulers who, rightly, feared the unknown consequences of change.

As the clerical gatekeeper lost control – although perhaps not all influence – and newer techniques of printing and broadcasting were invented and popularized it appeared as if there was a democratization of communications. Within limits this was true because publishers, marketers and broadcasters conducted opinion research to determine the interest and preferences of their consumers. But all that really changed were the gatekeepers. The clergy were replaced – or more often joined by – the aristocracy, dictators, political parties, the military and corporations. Depending on which country you live in and during which period, one or other of these has sought and attained a degree of control over the communication of ideas.

We as public relations people have had to work with the reality, seeking to articulate points of view within the prevailing system of gatekeepers. For instance, in Iran, the gatekeepers are still the clerics. In Singapore,

China and many other countries, the ultimate gatekeeper is the government which either controls or owns the media. In Myanmar the military junta controls all information. Now, since the start of the 21<sup>st</sup> century, the tectonic plates of the world of communication are shifting, if I may be permitted the metaphor in a way future historians will recognize as being comparable with other events of the kind I have described.

What is different now is that we may be entering a time when the ability of any individual or group to exercise complete control is being removed by the transfer of technological power from centralized institutions to individuals.

The question we now face is this: are we at a point when the role of gatekeeper is on the point of being eliminated? Or does society need order and a hierarchy of some kind in order to survive and if so, will this lead to a structure in which gatekeepers continue to play a pivotal role with merely a changing of the guard and a new group of gatekeepers taking over from the old?

As we seek to answer those questions and prepare for the new societal order that is being shaped, what are the prospects for our profession? I believe there has never been a better time to be, or contemplating a career, in international public relations.

There is a coincidence of five factors that make it so:

1. There are the **tools and technology** that empower PR professionals
2. There is the **need and demand**
3. There is a new level and availability of **education and training**
4. There is a new-found **recognition** of PR
5. There are **resources** being devoted to PR

Let's examine each of these:

### *Tools and Technology*

- We are living during a digital media revolution that is linking people all over the world, exposing individuals to other cultures, ideas and philosophies and enabling those who want to establish direct virtual relationships with many others. Some governments and other powerful institutions are threatened by this development and seek to suppress freedom of access to the Internet either by decree, coercion or technical blocking devices. However, the surge towards freedom of access is relentless. Those who would control and create laws or regulations to limit freedom of information are matched by brave citizens who defy them. Witness how earlier this year the world learned about the public outcry over electoral fraud in Iran in spite of attempts by the established authorities to suppress any reporting. The kind of enforced "news blackout" that might once have worked is no longer possible in the Internet age. And an attempt by the Chinese government to make a regulation forcing all computer makers to install a chip that would block the receipt of pornographic material harmful to children has been abandoned. People viewed the motives of the government with skepticism and almost immediately ingenious minds had invented devices to circumvent the chip.
- The new era of unmediated digital contact with publics is a fresh experience for many practitioners in mid career, all of whom will have grown up working on the basis that the foundation of successful public relations practice is to win the approval of influential experts and the media, and their public endorsement for your corporation, product, service or idea. But one long term trend seen in the annual Edelman Trust Barometer is a decline in trust placed in traditional authority figures or institutions such as the media, government, business, doctors and celebrities and an increase in trust placed in peers, people "like you and me." (Caution: the data varies considerably

from region to region and country to country). At the same time the survey finds that trust is fostered only when people have a positive echo from multiple sources. It is hard to believe that the influence of “authority” experts will ever disappear altogether and they will continue to be important in public relations outreach. But we must educate ourselves in engaging directly with our ultimate audiences who themselves do not want to have their conversations mediated by interlocutors.

- PR practitioners have the motivation to lead communications in this new world. We are different from other communicators in that we have always – even in the pre- web 2.0 era – believed passionately in dialogue over dictation, influence over control, and conversation over coercion as the most effective means of communication. Richard Edelman has articulated with passion and clarity his conviction that our role as public relations practitioners will change into that of facilitating public engagement. We have sought to encourage that approach, sometimes against the wishes of clients or employers who simply wanted us to act as megaphones for their messages. Now more than ever before, technology has created the kind of forums and networks that can bring our dream closer to reality. But that will not be enough for public relations to establish itself at the head of the table. It will need new skills, constantly updated to keep pace with constant change, if we are to reap the rewards now that the world we have wished for has actually arrived.

### *The Need and Demand*

The opportunities and challenges facing public relations practitioners over the next decade and beyond are as great as any time in history. For anyone who sees a career in public relations as a vocation with a social purpose there is a long list of needs which might be met, in part, through purposeful persuasive communications. My list includes the following, but each reader of this paper might have other needs or topics which are equally pressing and susceptible to improvement through communications.

- *Job creation:* as we move towards the end of the year 2009 the most pressing problem for most of the world’s economies is unemployment. As public relations is increasingly recognized as the most cost-effective market and brand building technique available, PR practitioners should be prepared to play a more important role in stimulating the economic activity needed to create new jobs.
- *Environmental protection:* public relations practitioners can take some credit for encouraging the movement toward sustainable development and creating an increasing recognition of the importance of caring for the environment. But this work has only just begun and will encounter many reverses in the years ahead. There is a vital role for us, using examples like GE and Siemens, to persuade more corporations, governments and consumers that good environmental practice is not a costly luxury but a business opportunity.
- *Democracy and Freedom:* the duty of defending democracy and freedom is a continuous task for those of us who live in countries where it exists now. But in many parts of the world millions of people live in totalitarian, intolerant or corrupt states where freedom is denied and many are bound in slavery. In controlled societies it is propaganda that prevails, a form of communication which we decry because it only works when there is a single, uncontested message and the articulation of alternative points of view is not permitted. Public relations can only flourish in societies that encourage or at least permit freedom of speech.
- *Health and Nutrition:* one of the areas in which public relations has been entrenched for many years is in communications connected with the provision of health care and the debate on nutrition. By some estimates one-quarter of all public relations practitioners are engaged in work connected with these topics. With the costs of health care rising much faster than the rate of inflation in most developed economies this will continue to provide career opportunities for new

entrants. Health care and nutrition are subjects that are global. In many developing countries the cost of basic health care is out of reach. Doctors, clinics, nurses and medicines are in short supply and malnutrition is rampant. Meanwhile, in developed countries there are different problems: there is an epidemic of obesity resulting in poor rather than malnutrition, the rising cost of healthcare and, in America, 46 million people who are uninsured. This is the equivalent of the combined populations of Canada, Israel and Switzerland. Each of these countries in their different ways ensures that not one of its citizens is without access to healthcare.

- *Advocacy for the disadvantaged:* each year I conduct a survey of students taking my class at NYU. They are studying for their Master of Science degree in public relations. Between 10 and 20 percent say they want to work in a not-for-profit organization when they graduate. They will find plenty of opportunities to answer their vocation. They believe, like me, that the hallmark of a compassionate society is the voice and care it gives to minorities and those who are disabled or disadvantaged in some way, either by accident of birth or later circumstances out of their control. These students will follow in the fine tradition of many other earlier and current public relations professionals who have devoted their communications skills to speaking up for the disadvantaged. For those of us who live in the fast moving societies of highly developed nations it might be wise to pause and consider the culture of many nomadic tribes in Africa, as described by Dr. Ursula Stroh. They move at the pace of the slowest member because it would not occur to them to leave a single member of the group behind.
- *Economic vitality:* without this there is no strong framework on which public relations can flourish. Indeed, it is the primary role of public relations to fuel economic activity and, in particular, to help inventors and entrepreneurs establish new ideas, products and services and create and build new market categories. It was one of the giants of public relations, Dan Edelman, my boss and mentor for 40 years and an Atlas Award honoree in 2003, who in the 1950s was the first to recognize and harness the power of television, the “new media” of his generation. Among many other “firsts,” he helped Sara Lee to create a new food category – frozen cakes – and through public relations turned this local Chicago bakery into a successful global enterprise. Acting as midwife in the birth of a new product or corporation is not only one of the most stimulating experiences for a public relations executive, it is one of the most important, especially now when job creation, as mentioned earlier, is a priority. In developed economies it is new and small businesses that are the engines of employment; by some estimates in the USA they account for 75 percent of all new jobs.

### ***Education and Training***

- *More educated general public:* in every world market the PR practitioner is encountering an increasingly well educated public which absorbs copious amounts of information through a variety of channels. This rightly strikes fear into the hearts of those public relations people who are unable to move from the “command and control” model of communication to a conversation or dialogue model in which their point of view is likely to be subjected to challenge. Authority and credibility has to be earned daily. Ask your doctor how his or her role has changed in the past two decades. Primary care doctors will tell you that today their patients are extremely well informed about the variety of treatments or medicines that are appropriate for their condition and they, the doctors, must be prepared to have greater knowledge themselves in order to have a civil and productive discussion before signing a prescription or recommending a course of treatment. Much of the aura of authority of the white-coated medical practitioner has disappeared and this is profoundly changing the nature of the doctor-patient relationship. The same is true for other professional advisers, including the public relations profession.

- Undergrad, grad, and Ph.D. programs abound:* public relations is attracting better quality recruits who are better qualified than ever before. It is amazing to think that at this conference there are more than one thousand delegates at the parallel event organized by the PRSSA, and that number represents only a small fraction of the entire student body in the USA. What's more, this is a worldwide trend. At the start of my career most entrants to public relations were transferees from some other branch of communications – journalism or advertising – or sales. Mixed in with some brilliant but buccaneering types it must be admitted that some of the transferees were failures in their early jobs but thought that public relations would be an easy option because they were “good with people.” It is what gave our field a poor reputation for a long time. Here, more than in any other respect do we see a remarkable change. The majority of today's entrants have studied public relations for their undergraduate degrees at some 600 colleges around the USA and an increasing number have continued with post graduate studies. The masters' programs have also attracted good quality graduates from other disciplines who see a more fulfilling career opportunity in PR. In my own class at NYU I have students who have qualified as engineers and in the computer sciences as well as the law. Although no precise figures are available, in the USA alone there are now about 30 Masters Programs and a few (in single figures) offer doctorates. Europe and Asia have seen a similar blossoming of educational offerings. I am glad, however, that public relations still has the ability to attract mature entrants from other professions; the difference is that now this is only possible for transferees who have achieved success in their first incarnations. PR education and training does not end at the campus gate and many major corporations and public relations firms have instituted their own continuous education programs, closely linked to their own ideals and specialties. Edelman requires that every employee around the world must undertake a minimum of 20 hours of study each year through their EdelU program. There are different levels and courses for different levels of staff. In the corporate sphere Johnson & Johnson has teamed with NYU to improve the skills of its communications staffers in its many divisions around the world. This combines distance learning preparation for an intensive “on campus” training course.
- International communications:* if there has been an admirable and remarkable growth in the education and training opportunities available at different levels I believe that greater attention needs to be given to transnational communications. I resist using the word “global” in this context because it implies (as many people unfortunately believe) that there is such a thing as global communications which, of course, there is not. It *is* possible to have a global communications *policy* but if that policy does not require local knowledge and understanding of each market and use appropriate communications strategies and methods to build a perfect mosaic, then it will surely fail. It is necessary to understand that notwithstanding the global penetration of Facebook, YouTube and Twitter, every truly successful public relations effort is built on the recognition that local relevance trumps regional and regional trumps global, every time. Educational institutions need to employ more professors with the relevant skills in international communications and to allocate more time within the syllabus.

### ***Recognition***

- PR people in the C-suite:* the pinnacle of achievement for public relations professionals is no longer confined to a top position in media relations. There are a number of examples of PR executives who have broad responsibilities in major corporations as chief communications officer, signaling their ascendancy to the C-suite. They run a variety of communications functions that might include advertising, corporate reputation and brand management, employee communications, investor relations as well as traditional and new media relations, often holding an additional position as President of the corporation's charitable arm, its foundation. A few have moved even higher and into the CEO's office itself. Even if the importance of the most senior public relations executive may not necessarily be recognized in his or her title, it is implicit in the

fact that we know from benchmarking research that a majority of them maintain a close relationship with their CEOs, meeting them on a weekly – sometimes daily – basis.

- *Understanding the media landscape:* public relations people must continue to be the most knowledgeable experts in the fast changing world of media and thus ensure they are recognized for providing an indispensable management function. This will involve understanding and responding to the changes that are taking place in the structure and ownership of the media on a market by market and global basis and how technology and other drivers of change are affecting the gathering and dissemination of news.
- *Use of research and measurement:* a solid research foundation is a prerequisite for most business expenditures and there is a constant battle to win increasingly scarce dollars. Any activity that cannot demonstrate that it will result in a clear business benefit, or ROI, will be the loser. I believe that the acceptance of public relations would have occurred at a faster rate had not so many practitioners been unwilling or unable to develop a sound, clear cut research basis for their recommendations with an equally clear basis for measuring results. Rival communications functions – advertising, for instance – were much more adept at presenting a convincing research case for their proposals and thus for winning the lion's share of the available budget. This situation is changing for the better, for a number of reasons. First, market forces and accepted modern management practice hold that no activity should be funded if it cannot be measured. Second, the entry into the PR workplace of highly educated and trained recruits who have a fundamental understanding of public relations research techniques. Third, the increasing availability of primary and secondary research, including media content analysis, available from such specialists as Echo Research and StrategyOne. Finally, the work of the Institute for Public Relations must be commended for its tireless advocacy for the integration of research into every public relations program and for collecting the foundation of a serious body of knowledge that benefits all of us.

### ***The Resources***

- *PR Spending at an all-time high:* although public relations expenditures have not been immune to the cuts made by corporations, governments, not-for-profit organizations and others, many believe that the share of communications spending devoted to PR has increased at the cost of other branches of communications, especially advertising in traditional media. This reallocation of funds signals an increasing recognition of the power of public relations because, after all, resources are always channeled to the instruments of communication that deliver the best return on investment. There can be no more encouraging sign for those in, or considering a career in, public relations.
- *Good salaries for men and women:* with increasing recognition and the allocation of greater resources it is not surprising that public relations is becoming increasingly important as an employer. The Global Alliance of Public Relations Organizations estimates that no less than three billion people are employed in public relations around the world. It is a field that offers both men and women good rewards for those with intelligence, communication skills, creativity and energy. If we leave aside the stratospheric reward structures found on Wall Street, the City of London and other financial centers, public relations now competes on equal terms with most other established professions and can thus attract recruits from an ever widening pool of talent.
- *Entrepreneurs and independents:* for those who are not satisfied with salaried employment, public relations offers an array of opportunities. While the large global firms – agencies and corporations – might appear to dominate the field, this is probably misleading where share of employment is concerned because PR is very much a business for people with an entrepreneurial spirit and an independent frame of mind. It is probable that the majority of people in PR, whether in America or around the world, are working in small and medium sized firms owned and operated by one or

two founders. Some operate primarily locally or regionally; some are specialized in a particular branch, such as healthcare, IT or travel, tourism and hospitality. Some are sole proprietors offering the kind of personal service and counsel highly prized by certain clients. Opening one's own firm is not something for the faint-hearted but it is easier in the case of public relations than in many other fields. First, the cost of entry is affordable. Capital equipment expenditure is low. There is an array of first class service organizations all waiting to provide the high quality services required from research to design and on to media distribution and monitoring. Premises need not be a cost burden in the start up phase and one or two founding clients together with online marketing and personal networking can be enough to give lift off. For those with ambition it should be remembered that all of the great and global names in public relations consultancy started on the path to success no more than 60 years ago.

### *Conclusion*

With the confluence of technology, improved education of the general public and PR practitioners, a sharpened appetite for information and recognition of the value of good public relations to society, we are in the throes of a communication revolution. No one can predict with certainty the precise ways this will ultimately change the landscape of the field of public relations. I am certain, however that it is up to us in the profession to assert ourselves and ensure PR takes its place in the vanguard of all communications disciplines.

I will end by commending to you my own personal guide posts that have served me well over the years when embarking on every public relations initiative.

- The idea is more important than the message
- The message is more important than the medium
- The individual is more important than the audience
- Thinking and acting local are the only sound building blocks of a global strategy

It was a great British author, Charles Dickens, describing the situation in Europe more than two hundred years ago who wrote these opening words in his book, "A tale of Two Cities":

"It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair, we had everything before us, we had nothing before us."

I believe firmly that we have everything before us. It is only up to us and those who follow to seize the opportunities now opening up for all of us in public relations. There is no better time.

# # #

## About the 2009 Atlas Award Recipient – Michael Morley

Michael Morley is president of the corporate reputation and branding firm Morley Corporate Consulting Ltd., chairman of the senior advisory group of the Echo Research Group and adjunct professor at New York University.

Now in his 50th year in public relations, Morley founded Edelman's first overseas office in London in 1967. He was the firm's deputy chairman and remains of counsel to the firm. He served as president of Edelman International Corporation, president of Edelman New York and deputy chairman and president of International Operations.

Morley managed multi-national public relations programs for companies including UPS, AMADEUS Global Travel Distribution, NCR, VISA International, British Airways, Ernst & Young, Hoffmann-La Roche, Schering Plough, Procter & Gamble, S.C. Johnson and Hertz Corporation. He also counseled the European Democratic Party in two European Parliament elections and Finland's FinnFacts Institute. He also coordinated an international program for King Juan Carlos following the restoration of the monarchy in Spain.

Morley received the Alan Campbell-Johnson Medal for distinguished service to International Public Relations by The Institute of Public Relations, and was one of the first six public relations leaders named to the ICCO Hall of Fame. He also was made a Knight First Class, Order of the Lion of the Republic of Finland by President Kekkonen.

His professional affiliations include Fellow of the Chartered Institute of Public Relations, a founding board member of Business for Diplomatic Action, Trustee of the Institute for Public Relations, and board member of the Public Relations Consultants Association and the Council of PR Firms. Morley is the author of "How to Manage Your Global Reputation" and "The Corporate Global Brand Book."

## The Atlas Award for Lifetime Achievement in International Public Relations

Established in 1995 by the International Section of the Public Relations Society of America (PRSA), the Atlas Award for Lifetime Achievement in International Public Relations recognizes individuals who have made extraordinary contributions to the practice and profession of public relations on a global scale. Through a substantial body of their work, recipients have demonstrated leadership in international public relations for employees, clients, institutions, governments, agencies or other organizations. The Atlas Award is presented during the annual PRSA International Conference. As part of the Award recognition, each recipient is invited to prepare a White Paper on a specific aspect of international public relations practice.

### Atlas Award Recipients:

- 1995 – **John M. Reed, APR, Fellow PRSA**, United States
- 1996 – **José Rolim Valença**, Brazil
  - Taija Kohara**, Japan (Special Posthumous Award)
- 1997 – **Harold Burson, APR, Fellow PRSA**, United States
- 1998 – **Lawrence G. Foster, APR, Fellow PRSA**, United States
- 1999 – **Dennis Buckle**, Great Britain
  - Jacques Coup de Frejac**, France
- 2000 – **Gavin Anderson**, United States
- 2001 – **Barbara M. Burns, APR, IPRA Fellow**, United States
- 2002 – **Göran E. Sjöberg**, Sweden
- 2003 – **Daniel J. Edelman, APR, Fellow PRSA**, United States
- 2004 – **Sylvan M. Barnet, Jr.**, United States
  - Arthur Reef**, United States
- 2005 – **Betül Mardin, IPRA Fellow**, Turkey
- 2006 – **Manuel Alonso M.**, Mexico
  - Mike Okereke**, Nigeria
- 2007 – **John D. Bergen**, United States
  - Loula Zaklama**, Egypt
- 2008 – **Ceyda Aydede**, Turkey
- 2009 – **Michael Morley**, United States

## About the PRSA International Section

**History and Goals:** Through professional development, networking programs and Chapter outreach initiatives, the PRSA International Professional Interest Section serves the professional needs of PRSA members entering, or currently engaged in, the growing practice of international public relations. Further, the Section, established in January 1994, provides a forum and network for the exchange of information for practitioners worldwide and acts as a resource for PRSA members whose professional work may require global or country-specific PR expertise.

**Membership:** The Section is open to public relations professionals worldwide who are involved in or who have an interest in international public relations and who belong to PRSA. Of the Section's more than 200 members, 10 percent work and live outside the United States. For more information on becoming a member, visit the Section's web site ([www.international.prsa.org](http://www.international.prsa.org)).

### Programs:

- In March 2009, senior public relations practitioners gathered for a luncheon at Ketchum in New York City to discuss the opinion of the U.S. in the Middle East. The discussion focused on whether or not President Obama's message to the Muslim world to communicate that "Americans are not your enemy" was getting through. The program featured **Loula Zaklama**, founder, president and CEO of Rada Research and Public Relations in Cairo, Egypt, and **John Zogby**, president and CEO of Zogby International. *A podcast of the discussion is available on PRSA's Voices of Public Relations Podcast Center (<http://podcast.prsa.org>).*
- On Dec. 10, 2009, the Section is sponsoring *The Copenhagen Climate Summit: What It Means for Your Business*. This session will feature **David Fenton**, Fenton Communications; **Stephan Grabherr**, Federal Republic of Germany's consulate in New York City; and **Jonathan Huneke**, U.S. Council for International Business. The panel will discuss the UN Climate Conference in Copenhagen later this year and how it will affect your place in international public relations. Please visit the International Section Web site for further information and to register.

### Other Accomplishments and Benefits:

- The Section works with the Global Alliance for Public Relations and Communications Management, which includes more than 61 national and international professional public relations associations.
- In support of PRSA's Global Initiatives Committee, the Section is committed to progress on international initiatives.
- Section members have been active individually in visits to other professional public relations societies and academic institutions, and in responding to requests for PRSA Certification of curriculum in universities abroad.
- Section members have access to the e-Group, an online forum allowing members the opportunity to share advice and ideas on topics relevant to our Section.

## The International Section: 2009 Executive Committee

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