



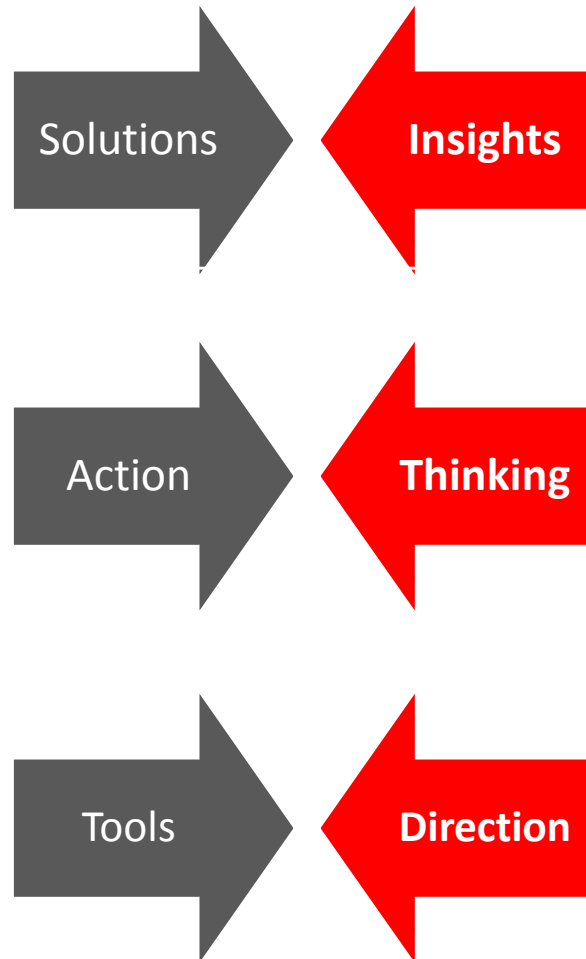
Mission Possible

“Regulating and Professionalizing the Industry:
How to regard Public Relations as equal to Law
and Accountancy?”

Mohamed Al Ayed
Founder/CEO - TRACCS



Managing Expectations



Contents

- **State of Play**
- History Tells Us
- U, Me, and Us
- One in a Million
- Stating the Case
- Crackdown = Shutdown
- Outlook

A Deeper Look

Some of our clients still don't know what we do

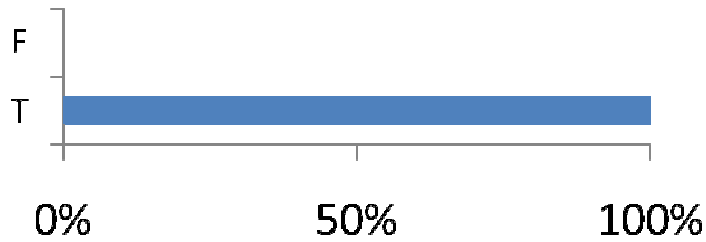
Our clients look at us to find the solution rather than build the strategy

It is very challenging to deploy a scientific approach to our business

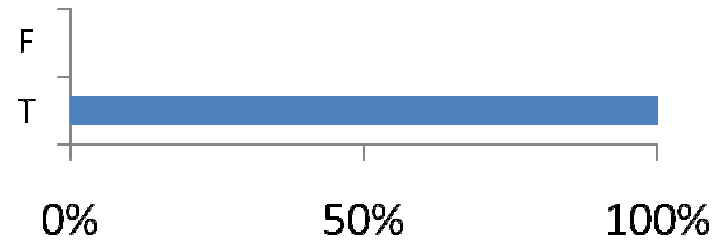
In some instances we have to make the case for PR as part of making the pitch

Finding resources is a bigger concern than building existing resources

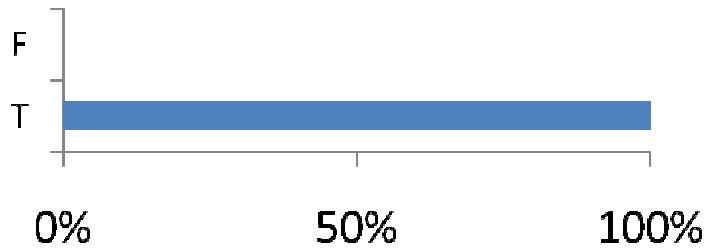
Some of our clients still don't have the full picture of what we do



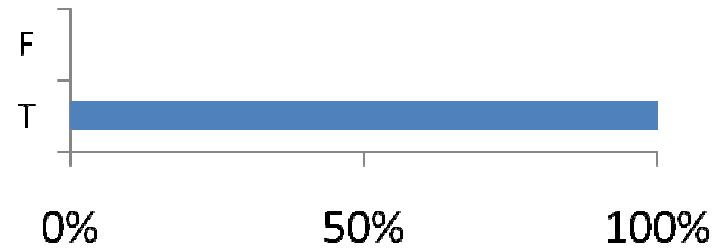
It is very challenging to deploy a scientific approach to our business



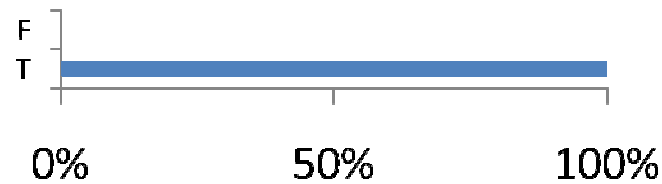
Our clients look at us to find the solution rather than build the strategy



In some instances we have to make the case for PR as part of making the pitch for new business



Finding resources is as big of an issue as development existing resources



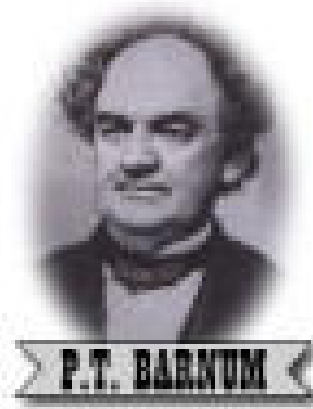
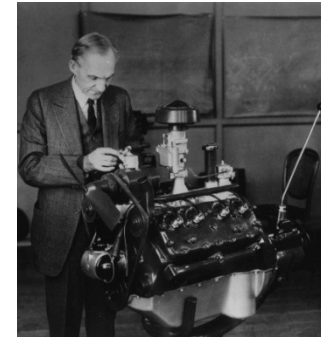
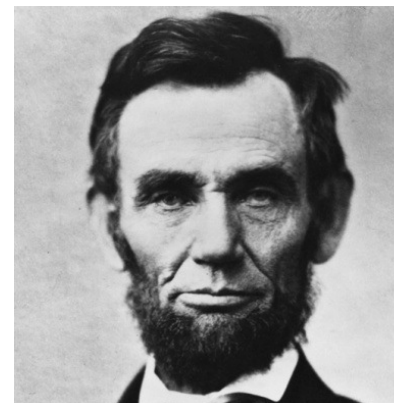
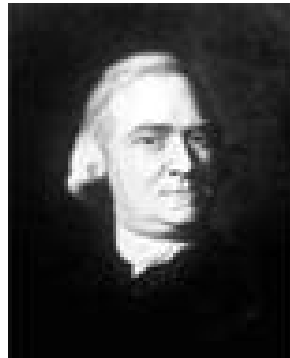
Challenge

- Clients don't have the full picture of our business (value)
- We are perceived as "doers" not "thinkers"
- We cannot quantify our business scientifically
- We have to fight for our existence
- We cannot (all the time) find the right people

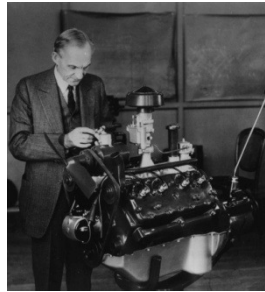
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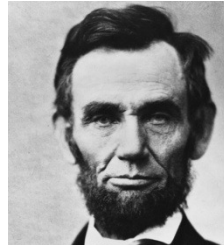
Do You Know These People?



History Tells Us



HENRY FORD in the first decade of the 1900's was the first major industrialist to make extensive use of two basic public relations concepts – positioning and accessibility to the media. Ford's public relations counselor was **EARL NEWSOM**, who worked behind-the-scenes in a planning capacity, with Ford bearing the public persona of his company



PRESIDENT ABRAHAM LINCOLN was a master at strategic communication. He wisely communicated with Congress and with the people. President Lincoln successfully marshaled public opinion, mainly because he recognized the value of an informed and energized citizenry



PRESIDENT FRANKLIN ROOSEVELT used several public relations vehicles. In 1933 he began his series of "fireside chats" to inform and persuade American citizens. He also expanded the role of the Office of War Information during the Second World War

History Tells Us



SAMUEL ADAMS orchestrated public relations for the Revolutionary War. He organized the Sons of Liberty, developed the symbol of the liberty tree, staged the Boston Tea Party, named the Boston Massacre, and developed a propaganda campaign which lasted for more than 20 years.



ARTHUR W. PAGE in 1927 became the first vice president for public relations with the American Telephone and Telegraphy Company, AT&T. He insisted that public relations should be built on performance rather than publicity. During the Second World War, he helped create Radio Free Europe to promote America and democratic values with broadcasts into the Soviet bloc during the Cold War



PHINEAST. BARNUM was a 19th Century circus promoter and press agent, a showman in every sense of the word. He staged bizarre events and generated sensational publicity for his circus. His association with public relations lies in his mastery of promotion and press agency, out of which has developed the publicity model of public relations

History Tells Us





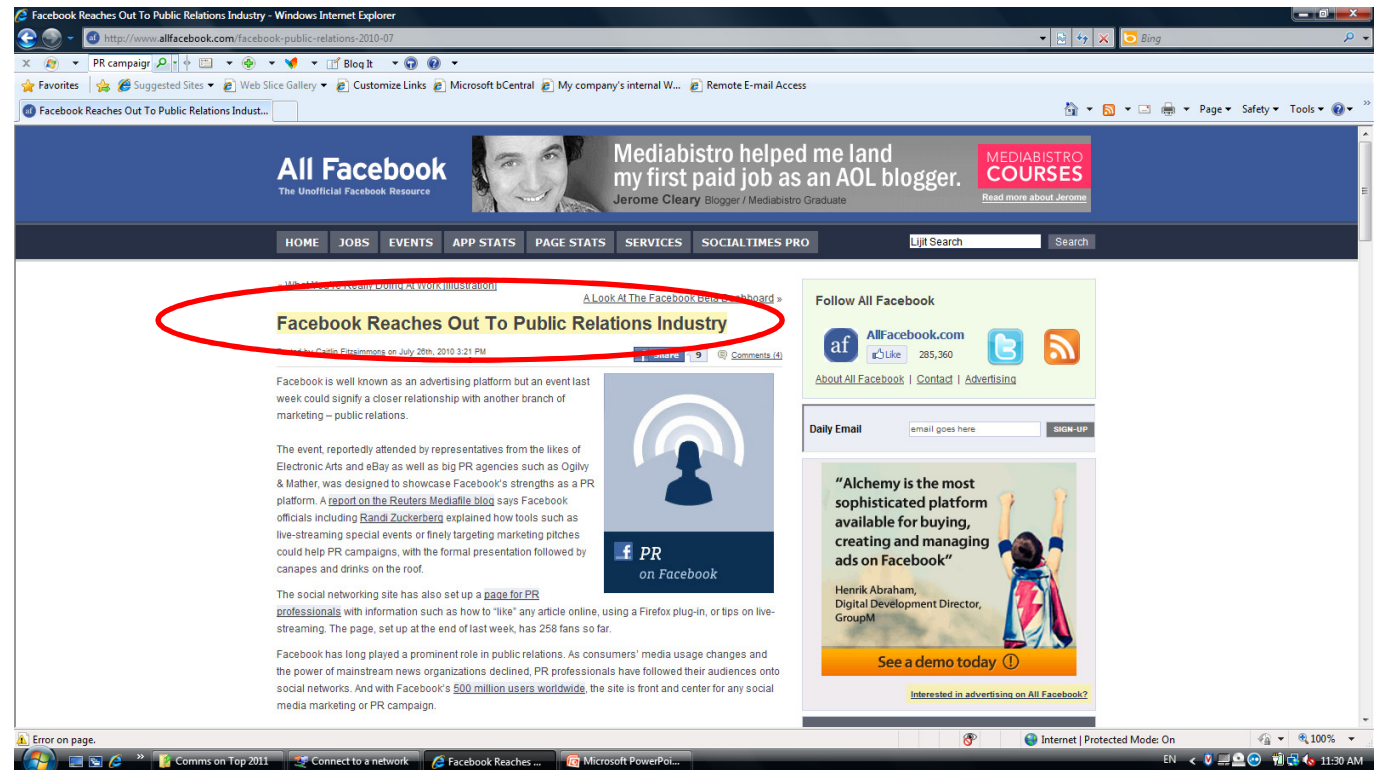
However ...

None of these people have gone down
in history as PR people

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Ideal Endorsements



Image


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Public relations
Rise of the image men
PR Man has conquered the world. He still isn't satisfied
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Raising the Profile

Women dominate the PR industry: Why?

The question has been asked a dozen times over the past two decades: Why do women predominate the PR industry? We looked for an answer again in 2010, and our article quickly became one of the top five stories of the year.

By Russell Working | Posted: December 28, 2010



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When Catherine Bolton spoke at Lehigh University several years ago, she found herself facing a student audience that was entirely female—with the exception of one man.

Bolton, who was then president and COO of the Public Relations Society of America, called for questions afterward. The man raised his hand.

"He asked me, 'I'm a male; is that going to hurt my chances of being in public relations?'" said Bolton, who is now a principal in River Rock Communications in northeast Pennsylvania.

That anyone could seriously pose the question suggests just how much the profession has changed since 1970, when only 27 percent of practitioners were women. Today that figure has grown to

U, Me, & Us



Why are there so many women in PR? CEO Mark Ragan asks three vice presidents for their thoughts.

Top management still largely male

Several commenters in the [MyRagan forum](#) noted the pay disparities. But Debbie Mason, president of the Florida-based Strategists, Inc., which provides consulting in public relations and other areas, says she sees no sign of bias nowadays, because people already know she is a woman when they seek her services.

Previously she worked in a senior executive position reporting to the CEO in the corporate world, so she had established herself interacting with major figures in her company and other firms, she said. There she earned substantially less than her male peers.

"On the other hand," Mason said, "I would have to say I tended to be at least a decade younger than everybody else sitting around the senior management table. So how much of it was reflective of age and experience and how much of it was gender, in my personal situation, I would find it hard to split

U, Me, & Us

["Our PR firm"](#) was one of the best in the business. In 18 months, they got press hits in over 60 different publications. And we weren't the only ones they did great things for. In 1997 I got a call from another startup founder considering hiring them to promote his company. I told him they were PR gods, worth every penny of their outrageous fees. But I remember thinking his company's name was odd. Why call an auction site "eBay"?

Symbiosis

"PR is not dishonest. Not quite. In fact, the reason the best PR firms are so effective is precisely that they aren't dishonest. They give reporters genuinely valuable information. A good PR firm won't bug reporters just because the client tells them to; they've worked hard to build their credibility with reporters, and they don't want to destroy it by feeding them mere propaganda."

*Source: The Submarine article
www.paulgraham.com*

Stop the Spin

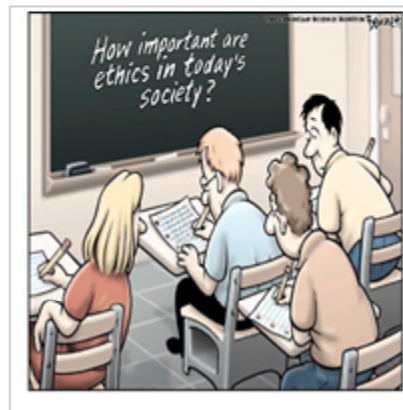


The (Wrong) Image of the PR Industry

By Gini Dietrich | [Email](#) | [Print](#) | [59 Comments](#) | [Like](#) 25

85
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On Friday, in the [top five](#), I promised we would revisit the *Economist* article that [Justin Goldsborough](#) sent to me. Titled "[Public Relations: Rise of the Image Man](#)," it's a story that is a must-read if you are in the communication industry. I'm about to give you a Cliff's Notes version (and my opinion), but please take 20 minutes later this week and read the full article.

It begins by giving the history of the more than a century of the industry's "spinning" and ends by discussing the value of social media in our communication efforts ("the PR men are in danger of believing their own spin about the opportunities the

online world will bring").

"Ever since Lee's (former journalist Ivy Lee, who some say is the father of PR) first spat with cynical hacks, public relations officers have been locked in an antagonistic, symbiotic relationship with journalists, with mutual contempt tempered by mutual dependency. They have also fought for influence within big corporations against their great rivals in the marketing and advertising departments. Yet, after a century of spinning, PR Man remains uncertain of his proper role. Is he a master manipulator? Is he the devil's advocate (as long as Satan pays his fees)? Or is he a benign bridge-builder between the corporate world and the public?"

This made me think. I wonder how many books I have about the industry that have the word "spin" in the title? And not spin as in "[Spin Sucks](#)" but spin as in this is what we

The State of PR

The State of PR, Marketing, and Communications: You are the future

"It is this element of fundamental transparency of Social Media combined with its sheer expansiveness and overwhelming potential that is both alarming and inspiring PR professionals everywhere. At the minimum, it's sparking new dialogue, questions, education, innovation, and also forcing the renaissance of the aging business of PR itself."

"While some are already predicting the death of PR, I fundamentally believe that it's simply the death of PR as we know it. As long as communications professionals want to learn and improve their craft, then we are positioned for evolution. No matter how much we think we know, we're now equalized as an industry in order to reset, learn, and define and earn an invaluable role within the business cycle – again."

"Contrary to popular belief, Social Media isn't killing PR, but the business of PR IS in a state of paramount crisis. It's not without merit however. Perhaps up until now, we have been our own worst enemy"

Source: www.briansolis.com

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One in a Million

- Around 15 million doctors worldwide
- 1,143,358 lawyers in the US (2007)
- 1,762,000 accountants in the US
- ACCA's Global Economic Conditions Survey for the fourth quarter of 2010 show that twice the number of accountants as compared with the previous quarter (28% as opposed to 14%).

One in a Million

1. Did the number of PR practitioners grow in 2010 following the economic recovery?
2. Did the number of PR advisors/consultants grow due to market demand globally?
3. Did the number of PR advisors/consultants/strategists grow during the economic crisis?
4. There are millions of PR practitioners in the world, how many are true strategists?

One in a Million

1. Did the number of PR practitioners grow in 2010 following the economic recovery? **NO**
2. Did the number of PR advisors/consultants grow due to market demand globally? **MAYBE**
3. Did the number of PR advisors/consultants/strategists grow during the economic crisis? **NO**
4. There are millions of PR practitioners in the world, how many are true strategists? **Under 100,000!**

Conclusion

PR Strategists are “One in a Million”

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Stating the Case

- Regulating means rules – but rules with minimum restrictions
 - Outline areas of PR industry that need regulation

Stating the Case

identify areas that need regulation

existing regulations to avoid overlap

REGULATE

RESEARCH

REINVENT

RECEIVE

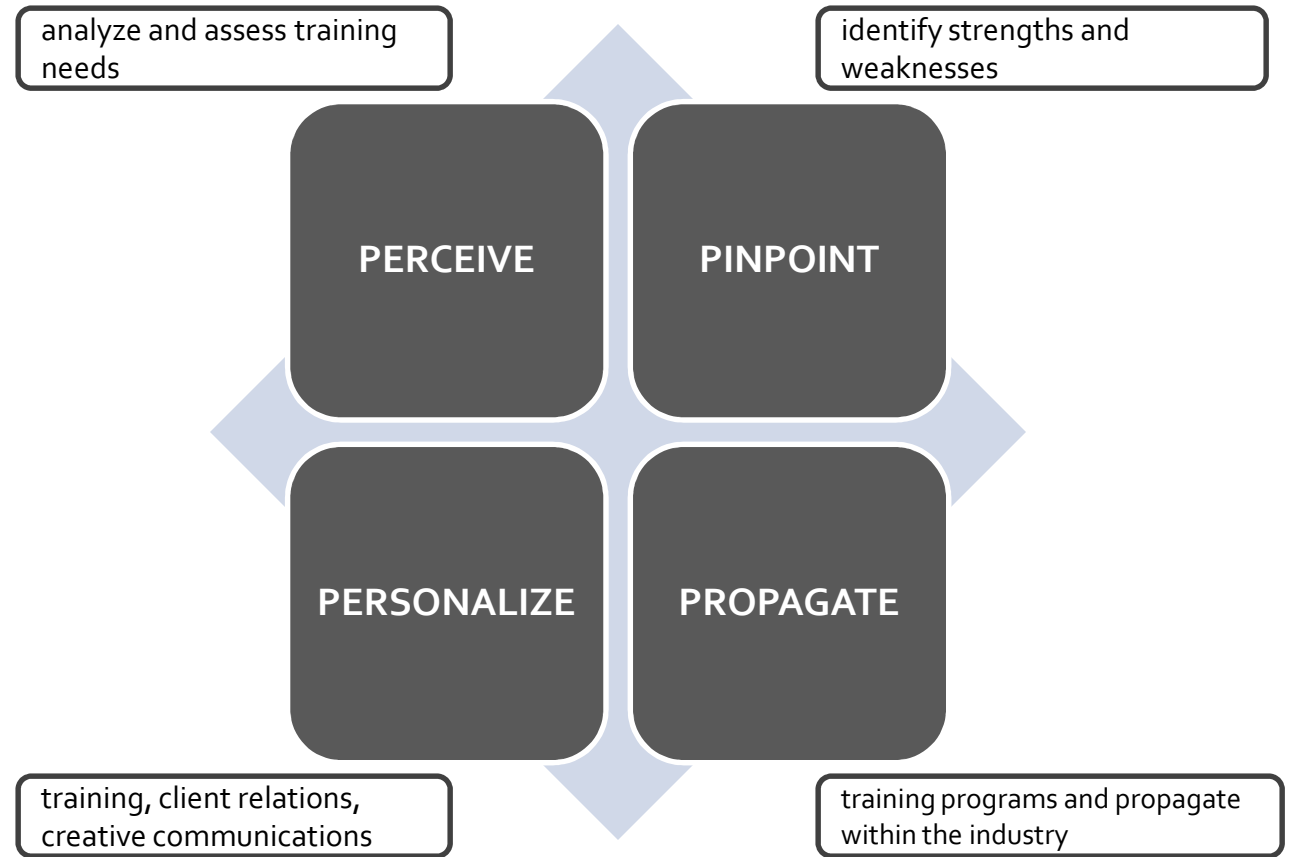
break new ground and set new benchmarks

Lobby to embrace new regulations (authorities & industry)

Stating the Case

- Professionalizing Means People, and that means training.
- Four “P”s to Professionalize –applying the following process to industry segments

Stating the Case



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Crackdown = Shutdown

- If we want to regularize and professionalize public relations like any professional discipline, then we have to treat it as one:
 - Have you heard of a lawyer that has not passed the BAR exam?
 - Have you heard of a mediocre “healthcare practitioner” that still practices?
 - Have you heard of an accountant who has not undergone professional training of some sort

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Outlook

BREAKTHROUGH!

- Public Relations needs a series of breakthrough initiatives and the industry needs to aggressively communicate these breakthroughs like any new invention and/or process
- These initiatives need to touch stakeholders' hearts and minds in terms of their value, importance, and return on investment

Outlook

FOLLOW THROUGH

- Like any initiative, program, project, professionalizing PR needs more than follow up, it needs follow through
- Professionalizing PR needs to go down to a grassroots level, market by market
- PR associations across the world need to be aligned coordinated, synchronized ensuring the “PR” message is both loud and clear

Outlook

COMING THROUGH

- We have to create the mindset and engrain the raison d'être amongst our stakeholders
 - The PR industry is coming through, fulfilling its mandate
 - The PR industry is unstoppable and is coming through, united, synchronized and energized



Thank You

“Regulating and Professionalizing the Industry:
How to regard Public Relations as equal to Law
and Accountancy?”