

impressions

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NEWSLETTER OF THE CITY OF LONDON GUILD OF PUBLIC RELATIONS PRACTITIONERS

His Master's Voice

We began the year with our first Communication Forum. Hosted by SHELL, Mary Jo Jacobi, its Vice President for Communication and a member of our Guild, was our speaker. Meeting under 'Chatham House Rules', Mary Jo was able to share interesting anecdotes and amusing stories while providing insight into her work at the White House and beyond for two US Presidents. This was a happy evening raising £200 for our charitable trust.



As I attend various City functions on behalf of the Guild, I am amazed at the range and scale of voluntary work being done by the Livery Companies and Guilds for the benefit of the wider society. It is so very impressive and I feel quite passionate that we, who have done, and are doing, well in the PR industry should give actively and creatively give of our time and talents. We have several exciting developments in planning by our charity and education committees that will deliver on their potential only through full participation by our members in the Court, committees events and activities.

I look forward to that participation, thank you for your continued support. See you at the Stock Exchange.

John F Gray, FCIPR, Master

Annual Assembly at the Stock Exchange

Next steps in the development of our Guild will be the focus of the annual assembly of members on 21 March 2005. Building our charitable fund and activities, growing our membership, expanding our education work and reinforcing our contribution to society and the City are all on the agenda for discussion.

Joining is always the best route to influencing any membership organisation, so we look forward to a full turn out. Look out for the booking form.

Members with an interest in joining the Court or one of our committees, contact senior warden, Mike Granatt at: mikegranatt@luther.co.uk

Winter Dinner

On 26 January 2005 we held our winter dinner at Pewterers' Hall with Trevor Phillips, OBE, chair of the Commission for Racial Equality, our speaker and Sir Paul Judge, the newly installed Master of the Worshipful Company of Marketors, a special guest. Both were welcomed in a toast to guests by Guild member, Ardi Kolah.

"Communication at levels generating greater understanding in society, is an essential role," said Trevor Phillips. "It is fundamental that the values of individuals and organisations are well communicated.

Confirming his view that asylum should be discussed openly, he said "There can be no quota on mercy and no cap on compassion." In a speech that shared many insights into his career and current role he highlighted the importance of demonstrating to individuals that they can choose a different future to that indicated by their heritage, helping them to change perceptions of themselves.



Master John F. Gray, chats with Trevor Phillips, OBE and Sir Paul Judge, guests at the Winter Dinner



Master	John F. Gray, FCIPR
Deputy Master	Rosemary Brook, FCIPR
Senior Warden	Mike Granatt CB, FCIPR
Middle Warden	Carol Friend, FCIPR
Junior Warden	Philip Dewhurst, FCIPR
Honorary Treasurer	Anthony Peck, FCIPR
Court Assistants	Carrie Beeson, FCIPR; Alison Clarke, FCIPR; Alastair Eperon, FCIPR; Gina Field, MCIPR; Tim Halford, FCIPR; Brian Moore, MCIPR; Peter Rose, MCIPR; Adrian Wheeler, FCIPR; Sir Rowland Whitehead Bt
Honorary Assistants Clerk	Alderman Sir Gavyn Arthur; Colin Farrington, FCIPR; Philip Willoughby CC Gaynor Lintott



Education

Getting your voice heard in the political process can be particularly difficult for the charity/not for profit sector. **The Guild's first bursary** will enable a student from that sector to study an MA on Political Communications and Society at City University. The bursary is jointly funded by the Guild and the university.

Jackie Bergman, a trainer in **mentoring** from the Cabinet Office ran a seminar for six members of the Guild in November.

There are a number of other members who have signed up as mentors, but there is room for more on the next seminar if you would like to join them.

We also need to identify **mentees**. Do you know of anyone, maybe a member of staff, who could benefit from mentoring? Contact Peter Rose, chairman of the education committee, for a note for potential mentees.

Can you help with the Guild's education work? During 2005 this will focus on schools in some of the poorer boroughs around the City. Members of the Guild could get involved as governors, speaking to sixth-form groups and providing work placements.

The education committee needs one or two new members to **help drive this work forward**.

If you can help with our education work contact Peter Rose, communicating@btopenworld.com

DIARY DATES 2005

21 March 2005

Annual Assembly

Venue: The Stock Exchange, 10 Paternoster Square, EC4M 7LS
Enquiries: clerk@prguild.com

27 April 2005

Guild Communication Forum

Communication in the Corporate World led by Ian Wright; Diageo
Venue: Diageo plc, 8 Henrietta Place, W1G 0LZ
Booking: Form available soon

18 May 2005

Guild Communication Forum,

led by Sir Nicholas Young, British Red Cross
Venue: British Red Cross, 64 London Wall, WC2M 5TP
Booking: Form available soon

14 June 2005

Summer Banquet—details to follow

Bookings and information:
Gaynor Lintott - 01483 536222,
clerk@prguild.com

Eight New Freemen

We were delighted to welcome three new Freemen of the Guild following our December 2004 Court meeting.



Pictured above, left to right are Stuart Maister, Carl Gibson, Master John F. Gray and Patrick Barrow.

Our Guild's Trained Mentors:

Mike Granatt, partner, Luther Pendragon and former Director General of the Government Information and Communication Service (GICS)

Rosemary Brook, Director, Kaizo Ltd

Charles Lewington, Managing Director, Media Strategy

Tim Blythe, Director, Beattie Communications

David Marshall, Public Affairs Director Institute of Directors

Peter Rose, Strategic Communications Consultant and former Director of Communications in various Government Departments.



A further five new Freemen took the Oath before the January 2005 Dinner. Pictured, left to right, are Bernard Carey, Keir Fawcus, Master John F. Gray, Lady Elisabeth Hebdige, Sandra MacLeod and Una Riley

The Master: John F. Gray - jgray@stayahead.fsnet.co.uk
The Clerk: Gaynor Lintott - clerk@prguild.com