

# impressions

ISSUE No 7, July 2005

NEWSLETTER OF THE CITY OF LONDON GUILD OF PUBLIC RELATIONS PRACTITIONERS

## His Master's Voice

This has been a year of variety with many wonderful experiences as Master of your Guild.



It is satisfying to know from that experience, that the role of Public Relations is being discussed in City of London circles—not just in the boardrooms and press offices of listed companies. I have been invited to many functions to represent public relations and the Guild and engaged in discussions and explanations of our craft throughout my year.

We were honoured on 21 July to join the Irish Ambassador at his home for a Communication Forum when we enjoyed the privilege of full, frank and open briefing and discussion.

We now have 106 members and do need from you full commitment and participation, including bringing new members to the Guild.

We need to communicate our objectives clearly and show how our industry can give something back to society and make a difference in City life. At the summer banquet, I reminded attendees that City Livery companies represented the best of each profession. Members pay to belong - the word Guild derives from the Saxon 'gilden' meaning 'to pay'.

We are a young Guild and soon we will have Master number five. He and his successors are eager to move forward with an exciting programme to enable us to move to Company and full Livery status.

Thank you for your support and please give your personal commitment to the opportunities and challenges we face.

JOHN F GRAY, FCIPR

## Summer Banquet at Haberdashers' Hall

Our Summer Banquet on 21 June was the perfect midsummer night. An evening champagne reception was followed by an excellent dinner in the Haberdashers' Hall, the City's newest livery hall.



Guests enjoy the reception in the courtyard at Haberdashers' Hall

Following the meal, the Master announced the news that the Guild has raised £75,000 to date for its charitable fund – the half-way point in the path from a Guild to a Company with full Livery status as the final step. We will continue to build that core fund while investing back into the community through education and charitable support.



The Court and Speakers parade into Dinner

Our guest speakers were one of the best-known faces in British broadcasting and one of the most highly esteemed political journalists - Angela Rippon and Michael White. Their double-act was amusing, illuminating, and enlightening. Diverse topics ranged from the basis of good journalism and public relations (honesty, accuracy and integrity being at the core of their professional lives and NUJ training) to the challenge of restoring Michael Jackson's public profile. Matters of national concern such as the obesity epidemic were balanced by political chit-chat.



Angela Rippon

Obfuscation is typical of the culture of spin, according to Michael White. And, amid the joviality, a serious message from both speakers was to uphold integrity in public relations - promoting messages that are clear and acceptable. Even that message was not without humour, as Angela Rippon told the tale of the bull, the pigeon and the tree which ends with: *bull might get you to the top of the tree, but it won't keep you there!*



Master John F Gray and Senior Warden Mike Granatt

**Special thanks** go to Lady Hebdige for her raffle donations and Graham Bamford of the Royal Lancaster Hotel for the Hotel Break. The raffle and auction at the Summer Banquet realised £1220 for our Trust.

**PLEASE NOTE OUR NEW WEBSITE ADDRESS: [www.prguild.com](http://www.prguild.com)**  
New content is being finalised this summer.

**BOOK NOW for**  
**Installation Dinner: 28 September 2005**  
**See details on next page**

<b>Master</b>	John F. Gray, FCIPR
<b>Deputy Master</b>	Rosemary Brook, FCIPR
<b>Senior Warden</b>	Mike Granatt CB, FCIPR
<b>Middle Warden</b>	Carol Friend, FCIPR
<b>Junior Warden</b>	Philip Dewhurst, FCIPR
<b>Honorary Treasurer</b>	Anthony Peck, FCIPR
<b>Court Assistants</b>	Tim Blythe, FCIPR; Alison Clarke, FCIPR; Alastair Eperon, FCIPR; Gina Field, MCIPR; Tim Halford, FCIPR; Brian Moore, MCIPR; Una Riley; Peter Rose, MCIPR; Tricia Topping, MCIPR; Adrian Wheeler, FCIPR; Sir Rowland Whitehead Bt
<b>Honorary Assistants Clerk</b>	Alderman Sir Gavyn Arthur; Colin Farrington; Philip Willoughby CC Tim Statham, MA



## Sussex in the City

Croeso was the sign in that greeted guests from the world of PR to Sussex Enterprise Burgess Hill HQ on 23 May, when John Evans, Farm Business Advisor, Sussex Enterprise, welcomed fellow Welshman John Gray, Master of our Guild with a touch of the old Celtic language.

John Gray, the Guild's Master, lives in Sussex, as does Peter Rose, a PR consultant from Brighton, who chairs the Guild's Education Committee.



Picture shows, left to right – Peter Rose; John Gray; John Evans and Rachel Swainson - Sussex Enterprise

Speaking in Sussex for the first time as Master, Gray said that there were arguably more public relations practitioners in Sussex than any other county. Many worked for companies, consultancies and agencies in Sussex; others commuted to major London businesses. It was his ambition to build the reputation of the PR industry in Sussex and invite senior practitioners to join the Guild.

After hearing some history of the London City Livery Companies, a discussion on the Guild's charitable and educational aims, and the work of Sussex Enterprise, guests congratulated Peter Rose, of Hurstpierpoint PR consultancy and Gina Field of Field McNally Leathes, who received CIPR Fellowships in June 2005.

## DIARY DATES 2005

### 28 September 2005 Guild Installation Service and Dinner

Venues: St Bride's Church and Stationers' Hall

Speaker: Sir Robert Phillis, Chairman of the Guardian Media Group.

Booking forms to The Clerk

### Christmas Carols

Details to follow

## Court Elections

At our June 2005 Court meeting, Senior Warden, **Mike Granatt**, was elected Master for the 2005-6 year commencing in September. Current Master, **John F Gray**, was elected Deputy Master; Middle Warden, **Carol Friend**, was elected Senior Warden; Junior Warden, **Philip Dewhurst** was elected Middle Warden and Court Assistant, **Una Riley**, was elected Junior Warden.



## New Freeman

Pictured left to right Freeman who took the oath at our Summer Banquet:  
Nicholas Grant of MediaTrack;  
Kelly Freeman of Defra;  
John F Gray, Master;  
Maria Darby-Walker of Rolls Royce;  
Jonathan Chandler of Coca Cola.

## Guild Communications Forum

A Guild Communication Forum at Diageo on April 27 raised nearly £600 for the charitable trust. The evening was hosted by Diageo Corporate Affairs Director and Guild member Ian Wright, who gave a frank and authoritative presentation on the issues faced by the drinks industry. He talked on some of the techniques used by Diageo to promote responsible drinking in the face of the 'binge drinking' issue in the UK and other global markets.

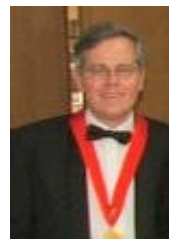
Ian showed how Diageo's strategy is aimed at creating a viable long-term business, even if its responsible drinking programme could be seen as encouraging customers to consume less of its product in the short term.

Diageo rounded off the evening with a display of the skills of its trained cocktail 'mixologists', much to the enjoyment of the Guild's Senior Warden Mike Granatt, who celebrated his birthday by chairing the event.

### Philip Dewhurst

## New Clerk to the Court

We would like to welcome our new Clerk, Tim Statham, to the Guild. As the Secretary of City & Guilds and Institute Solicitor he has played a key role in a programme of radical change throughout the organisation, involving the total reorganisation of Institute staff and its business operations; changes in its senior committee structure and constitution; revising its contractual arrangements; and protecting its intellectual property rights.



Tim joined us on 1 July 2005.

**Members who have not yet taken the oath can get further information from our newly appointed Clerk, Tim Statham at [clerk@prguild.com](mailto:clerk@prguild.com)**

The Master: John F Gray - [jgray@stayahead.fsnet.co.uk](mailto:jgray@stayahead.fsnet.co.uk)  
The Clerk: Tim Statham - [clerk@prguild.com](mailto:clerk@prguild.com)