

## 第17屆週年會員大會圓滿舉行



陳志豪

**香**港公共關係專業人員協會（本會）第17屆週年會員大會已經於本年3月18日晚上順利舉行，張一心會長匯報了過去一年執委會的工作。

去年，本會以促進公關行業發展、為會員提供更多學習機會、增加學生會員數目，以及提升協會在海外同類機構及本港的地位為目標，進行多方面的工作，成效漸見。

### 多元活動 吸納新血

去年本會的活動多采多姿，除了自行舉辦的活動，協會亦與不同機構合作，籌劃及支持了多個培訓項目，一共獲得500名參與者支持，其中包括：《行政長官選舉的公關策略》座談會、第十屆中國最佳公共關係案例大賽訪京團、就業講座、與社聯合辦「持份者關係」公共關係研討會、梁陳智明女士《「智」理「明」言》分享會等。

此外，本會訪問了多間大學及社區學院，向學生介紹公關專業，希望藉此為公關行業吸納優秀的新力軍。而在香港中文大學及香港城市大學舉行的兩場巡迴演講，更成功為協會招募了多名學生會員。

### 改善會員制度 提升合作關係

本會又致力改善會員制度，協會於去年便推出了終身會員

制，表彰協會的忠實會員。值得一提的是，本會在過去一年成功與本地主要教育機構建立更緊密的合作關係，並提高協會在學術界的聲望。除在中大和城大舉行講座，協會還應香港職業訓練局的邀請，派代表加入職業訓練局大眾傳播業訓練委員會（MCBT）。本會上一屆會長葉衛國去年作為MCBT委員，便加入旗下負責二零一二年人力調查報告、大眾傳播業的專案小組，並代表公關行業參與審核職訓局的公關相關課程。而本會現屆會長張一心亦將於葉衛國任期屆滿後，接任成為MCBT委員，繼續為推動公關業發展作出貢獻。

### 會長感謝全人及顧問支持

會上，張一心會長感謝導向委員會及執委會全人在過去一年發揮團隊精神，在招募新會員、維持穩健財務狀況，提高會訊《雙關》的可讀性，以及舉辦各種活動等方面不遺餘力；並對各位顧問為協會提供真知灼見及予以大力支持致以衷心謝意—全賴各方的貢獻及支持，協會才能成功為未來發展建立穩固基礎。

其後，義務司庫李少媚向各會員簡述經核數師核實的賬目，表示本會的財政保持穩健，繼續錄得盈餘。

(續前頁)

## 執委會及導向委員會順利改選

會上亦進行了2013/14年度執委會的選舉，是次選舉有10人參選，並在大會上獲一致通過。新當選的執委於會後互選職位，張一心及梁綺蓮獲全體執委支持連任會長及副會長。執委會的選舉結果詳見如下：

會長：	張一心
副會長：	梁綺蓮
義務秘書：	吳君慈
義務司庫：	夏偉志

許翠鳳、尹美玉、黃慧娟、關翰禮、李少媚、張美娟（他們將分別負責會員事務、傳媒關係、出版、培訓及活動）

導向委員會亦於週年會員大會後進行改選，譚錦儀當選主席，崔綺雲連任副主席，高玉桂則當選為義務秘書。



▲ 部份資深會員在週年大會喜相逢。

## 年內活動留影

▼ 「持份者關係」公共關係研討會圓滿結束後，張一心會長（右四）與香港社會服務聯會行政總裁方敏生（右五）、聯同眾講者及執委合照。



▼ （左起）崔綺雲、張一心、（右起）鍾慕貞及譚錦儀在第十屆中國最佳公關案例大賽頒獎典禮上，與中國國際公共關係協會會長，中國前駐美大使李道豫（中）合照。



▶ 《踏上公關青雲路2012》就業講座後，參加者踴躍向講者尹美玉（右一）及鄭英華（右二）取經。



▲ 本會到各大專院校巡迴演講，向學生介紹公關專業。



▲ 《行政長官選舉的公關策略》座談會上，參加者反應熱烈。



# 第二屆 香港公共關係獎 即將舉行

首屆香港公共關係獎於2010年舉行時，獲得空前成功。籌委會再接再厲，將於今年稍後推出第二屆香港公共關係獎，以表揚各機構及公關人員在各個範疇的成就。去屆的獎項大致分為品牌管理、社會責任、內部公關、環保公關及社群媒體等類別，今屆的獎項類別及其他詳情快將公佈，請各機構及會員密切留意。

若有興趣提供贊助，請聯絡PRPA副會長梁綺蓮(Pamela)：enquiry@prpa.com.hk



The Hong Kong Public Relations Professionals' Association ("PRPA") is now inviting suitable candidates for the following vacancy:

## Senior Administrator

*(Part-time and project based, ~100 hours per month)*

### THE JOB

- Reporting to the Executive Committee (EC), the Senior Administrator will be responsible for the following duties:
- Assist Membership Sub-committee to implement strategy for member retention and new member recruitment
- Monitor and administer the membership database in an effective manner
- Handle members' enquiries
- Assist in event management, including but not limited to drafting event notices, updating website content, liaison with speakers and partnering organisations, and maintaining a photo library etc.
- Coordinate with different parties for the issuance of quarterly newsletter and other publications
- Provide secretariat support for EC

### THE REQUIREMENTS

- University graduate with minimum 5 years' working experience in Public Relations or Administration
- Responsible, mature, self-motivated, and willing to work outside normal office hours occasionally
- Excellent communication skills in Chinese and English – both speaking and writing
- Good attention to details, strong coordination ability, and have a good sense in time management
- Proficient in MS Office (Word, Excel, PowerPoint)
- Previous experience in professional associations is a plus

### APPLICATIONS

Please send full resume with current and expected salary, contact telephone number, address and availability to President of Executive Committee, Hong Kong Public Relations Professionals' Association Ltd, PO Box 20097, Hennessy Road Post Office, Hong Kong or e-mail: prpa.honsec@gmail.com on or before 31 May 2013. Please quote reference no. SArecruit in the application. General information is available at the website [www.prpa.com.hk](http://www.prpa.com.hk). For enquiries, please call Ms Serena Ng on 6089 7070.

All applications will be treated in strict confidence. Applicants who are not invited for interview within two months may consider their applications unsuccessful. Data collected will be used for recruitment and other employment-related purposes only. Data of unsuccessful applicants will be deleted/destroyed in 6 months.

# 名人講公關 梁陳智明《「智」理「明」言》分享會

吳君慈

2013年3月6日，本會有幸邀請到曾主管香港鐵路有限公司（及其前身香港地鐵有限公司）的公共關係工作逾30年的梁陳智明主持《「智」理「明」言》分享會，以輕鬆互動的形式，與參加者交流寶貴的公關工作心得。是次活動反應熱烈，現場座無虛席，梁太的號召力可見一斑。

## 用「心」處理對「人」工作

會上梁太指要做好公關工作，各種能力都可以靠後天培養，只有「心」才是最重要的。她更笑言自己退休後，終於可以安心一覺睡到天明，可見她30多年來對公關工作之「用心」。當被問及工作上遇過最棘手的事，梁太分享了她處理地鐵縱火案及兩鐵合併的經驗。她認為公關工作之難，在於牽涉太多「人」，很多時更沒有所謂「對錯」之分，要做到面面俱圓殊非容易。她指出，要成功處理危機，對外要做到高透明度，讓人覺得公司無所隱瞞，才能贏得公眾信任；對內要對自己的產品有充份認識，因為通常涉事部門往往因為不用直接面對記者，不會主動和迅速提供資訊。此外，她認為上司的理解與支持亦非常重要。

## 團隊精神在於溝通

接著，與會者問到梁太如何建立「個人魅力」，令整個公關團隊上下一心。對此，梁太認為關鍵在於「溝通」。她認為要建立團隊精神，不能把工作分配好後便各自為政，必須讓團隊中每個人都知道對方在做甚麼，並有機會發表意見。她憶述以往部門開會時，所有人不論職位高低都會踴躍發言，但過後大家總會按會上的最後決定辦事。

## 游說先要多讀多聽

被問到進行游說工作的心得，梁太覺得一開口便是游說只會嚇怕對方。她認為多閱讀報紙，增廣見聞，說話能引起別人的興趣便是成功的第一步。此外，她又強調用心聆聽的重要，東拉西扯過後要記得與對方的共同話題、記住對方說過甚麼，這樣別人才願意有下一次對話。

## 風氣難逆轉 惟做好自己

談到投訴文化，梁太勸勉與會者要多反省自己，不要凡事諉過於人；對於別人的投訴，則要嘗試站在對方立場看，了解問題所在。她認為投訴者很多時只求一個合理答覆，只要用心了解對方的問題，如實解釋，事情其實一點也不複雜。至於被問到對現在傳媒報導偏向負面的看法，梁太打趣說能有負面報導，總比沒人談論好。她認為這種風氣非公關人員可以扭轉，唯有在發表新聞稿時多想想「新聞價值」在哪裡，讓傳媒有重點可寫，不必挖負面題材；另一方面可多利用社交媒體自行發佈消息，自己掌握新聞重點。

## 悲觀性格造就出色公關

最後，梁太提到自己是個極度悲觀的人，卻因著這種性格，令自己時刻保持危機感，凡事預先作最壞打算，反而造就了她在公關事業上的成功。

由於時間有限，梁太無法逐一解答每位參加者的提問；但相信在座所有人在聽過梁太個半小時的分享後都獲益匪淺。在此再次感謝梁太為我們帶來了這場精彩的分享會。

活動結束後，梁女士（左四）與本會的部分執委成員合照。



分享會吸引了逾70人參加，會場之熱鬧好比繁忙時間的港鐵。

# 執行委員會及導向委員會聯合舉行路向研討會 發展綱領·集思廣益

陳燕玲

**本**會除舉辦各項活動加強會務及提升會員福利外，致力推動業界水平更是本會的重要宗旨，在2015年即將邁向成立20週年之際，正是回顧過去展望將來的好時機；執行委員會及導向委員會特別於三月底聯合舉行路向研討會，除回顧本會發展、會務及資源外，更就一年多前成立的三個工作小組研究報告深入討論。

有關的三個工作小組分別為Market Intelligence Taskforce (MIT)、Training and Development Taskforce (TDT) 及Financial Advancement Taskforce (FAT)，召集人分別為本人、崔綺雲及梁綺蓮，成立目的旨在探討專業學會與整體行業的發展參考、本會會員的發展與培訓需求及提升財務水平，以配合本會的長遠需要。會上各召集人詳細介紹有關的研究內容及建議，大家並熱烈討論及比較各項建議的可行性，對於本會的長遠推動裨益良多。

事實上，作為香港公共關係專業的團體，本會在推動業界發展之餘，亦希望透過舉辦多元化活動加強會員之間、以及會員與各界的聯繫；在未來日子，我們會繼續努力，籌備講座、研討會及各式活動予會員以至其他同業友好參加。

您有否想過在參與之餘，亦加入籌備小組，與其他執委或會員併發火花？對於《雙關》這份會員刊物，您又有沒有興趣協助編輯，甚至撰文發表？不要猶豫，請即與我們聯絡: [enquiry@prpa.com.hk](mailto:enquiry@prpa.com.hk)。



▶ 路向研討會會議召集人陳燕玲（右二）在會議上與各委員會成員，分析及討論協會未來的發展藍圖。



▲ PRPA 各委員齊心為公關專業未來的發展方向努力。





# Are codes of ethics and ‘Mum’ tests enough?

Jim Macnamara

PhD, FPRIA, FAMI, CPM, FAMEC

Most public relations institutes and associations have adopted Codes of Ethics and, in some cases, Codes of Professional Practice and some see these as providing sufficient guidance and a framework to ensure ethical behaviour. However, a number of problems emerge from reliance on codes as the main basis for ethical practice.

## Slapped with a feather duster

Except in a few countries, such as in the UK where the PR industry body has gained Chartered status (a Royal charter) which gives it regulatory powers, the codes of ethics produced by PR industry bodies seek voluntary compliance and the organizations have no power or authority to compel practitioners to comply or to take action against them if they do not. If members act unethically, the censure available is little more than a slap with a feather duster. Furthermore, membership of most PR organizations is voluntary and membership statistics show that many practitioners are not members. So a large number of PR practitioners do not sign up even to voluntary codes of practice and ethics.

Even when Codes of Ethics are in place, they are little more than documents gathering dust or lost on hard drives unless they are understood at a practical level and able to be implemented. A 2007 study by Shannon Bowen in the US has produced some alarming findings, including that 70 per cent of PR and corporate communication practitioners have little or no training in ethics. In a 2008 follow-up study, she reported “a pronounced state of neglect among public relations professionals in a plethora of areas related to ethical understanding, ethics counsel, and the ability to enact the role of ethics counsel”.

## Ethics training?

Why is training necessary? Because ethics is a much more complex and multi-faceted field than most imagine. It is not possible or appropriate to try to review ethics theory and models in detail here, but practitioners need to be aware that there are four or more fundamentally different approaches to ethics that can give different

answers to ethical questions. In addition, there is a range of contextual issues to consider, such as local cultural factors. There are also a number of tools available to guide ethical decision-making. These, in particular, are not known to many PR and corporate communication practitioners, according to industry research studies. While simple homespun tests, such as ‘would your mother be happy if she knew what you did’ (called the ‘Mum test’) are useful, there is substantial information, as well as models and tools available which professionals need to have knowledge of and use to the benefit of their professional status and credibility. Some approaches, models and tools are briefly summarized here.

## Virtue ethics

Virtue ethics is derived from the philosophy of classical Greece and from Confucianism and Buddhism. In simple terms, this approach focuses on applying virtues such as wisdom, justice, fortitude and temperance – the four ‘cardinal virtues’ described by Plato. Aristotle proposed a ‘golden mean’ which proposes that an ethical course of action is determined by applying fairness and balance to find the mid-point between extremes – what Buddhism describes as the ‘Middle Way’. Confucius also advocated a ‘golden mean’ which is central to Chinese Confucian societies. This sounds easy, but agreeing on and complying with certain virtues is difficult in reality and what are seen as virtues vary between cultures.

## Kant’s philosophy of moral duty

A second widely-used approach takes a very different view. Deontology, which takes its name from the Greek term *deontos* meaning duty, is based on the philosophies of Immanuel Kant (1724–1804) and holds that humans have a duty – a “categorical imperative” under “moral law” – to act ethically. Kant and other philosophers such as David Ross (1887–1971) developed a list of duties to guide deontological ethics including beneficence (doing good), non-maleficence (avoiding doing wrong), justice, self-improvement, promise-keeping, and reparation when wrong has been done or injury caused. The list and other prescribed duties, such as telling the truth (not lying) do provide guidelines for ethical behaviour and they sound eminently logical.

But here's where ethics get complicated. A duty (deontological) approach to ethics argues that the rightness or wrongness of each action exists in the action itself, not in the intention of the person concerned, or in the circumstances or consequences of the action, or in other contextual factors. So let's examine what these might be.

## Thinking of the consequences, not just the actions

A third approach to ethics called the teleological perspective (based on the Greek word *telos* meaning far or at the end) looks beyond actions themselves and considers their consequences – hence it is also called the consequentialist view. Consequentialist ethics draws on the thinking of Plato and Aristotle, but is particularly reflected in the writing of British philosopher Jeremy Bentham (1748–1832) who famously said “judgements should be made on the basis of the greatest good for the greatest number”, a phrase later taken up by one of the founders of democratic thinking John Stuart Mill (1806–1873). This brings an entirely different perspective to what is ethical.

Let's use a simple example to demonstrate the complexities of and variations in ethics. Suppose a violent armed man broke into your house threatening to kill everyone inside, but just before he got in, you managed to hide children living in the house. If the invader then asked you to tell him where the children were hidden, would you tell him the truth, or lie? Lying is wrong and, according to deontological or duty ethics, we have a moral duty not to lie. But lying is necessary to protect the children. When we consider the consequences, it becomes clear that lying is preferable, if not essential.

## Contracts and the decisions of bosses


Another example of the complexity of ethics that is work-related is when an employer or client insists on a PR practitioner taking a particular action – even if the practitioner questions it ethically. The practitioner might find herself or himself in breach of their employment terms or client contract if they refuse to comply with instructions. What is ethical then? Is the practitioner excused from moral duty and consequentialist ethical considerations if he or she is bound by a contract?

These are the kinds of questions that ethicists grapple with. To assume or pretend that ethics is simple and straight-forward is misguided and is one of the myths that has plagued the PR industry and jeopardized its claims to professionalism and eroded its status.

## Tools and tests for ethics

Space permits only brief mention of a few examples of tools and tests to help practitioners make ethical decisions and give counsel on ethical behaviour. These include:

- ▶ The Potter Box developed by Ralph Potter of Harvard Divinity School which identifies four steps as (1) define the situation clearly by identifying all known facts (not selecting some facts); (2) identify values of the organization that should be applied; (3) select the principles that are relevant to the situation framed by the organization's values and known facts from steps one and two; and (4) choose loyalties (i.e. which publics will be supported or represented in action taken);
- ▶ The TARES test which applies five principles to all decision-making: (1) truthfulness of the message or messages; (2) authenticity of the persuader; (3) respect for the persuadee; (4) equity of the persuasive appeal (as in social equity and fairness); and (5) social responsibility;
- ▶ Sissela Bok's Deceit test developed by Swedish-born philosopher Sissela Bok which proposes a Principle of Veracity as a central concept. This is based on recognition by humans that if everyone told lies, people would not be able to trust anything they were told and society would become impossible. So most recognize that they personally benefit from a system in which truth-telling is widespread and they accept a principle of reciprocity or fair play that requires them to do their part by being truthful. Bok accepts that lying occurs and that it is sometimes justified. However, rather than leave lying or avoidance of truth-telling to individual decisions, Bok further proposes a mechanism of introspection (consulting one's own conscience) and active questioning such as consulting with friends or peers or seeking independent advice about decisions and issues.

In their specialist book *Public Relations Ethics*, Philip Seib and Kathy Fitzpatrick begin with the comment that “ethical public relations is often scoffed at as an oxymoron” (p. v). This is a sad and worrying perception and one that practitioners need to address. But correcting such views of PR requires much more than defensive rhetoric. Practitioners need to be knowledgeable about different approaches and models of ethics and tools and tests to apply, gained through specialist training as well as reading and engagement in discussion and debate. 



## 的話

**轉**眼又一年，執委會剛換屆，首先我在此要向所有顧問、導向委員會、執委會成員和各會員致意，多謝大家在過去一年的支持。我亦要多謝大家對我的信任，讓我繼續帶領香港公共關係協會邁向新的一年。

所有顧問、導向委員會和執委會成員都是自願性質，在百忙中抽出私人時間為會服務，實在難能可貴。另外，沒有各會員的支持，不時為會擔當義務工作和積極參與活動，協會的發展在過去一年不會如此成功。

協會於去年的工作在今期首兩頁的篇幅已作詳細介紹，故我不再在此重複。我希望與大家分享一些協會的未來大計，各會員如對協會發展有任何意見，請隨時透過秘書處與我或任何一位執委會成員聯絡。

在未來的日子，我們將繼續致力提升協會的地位，安排配合會員不同需求的培訓及交流活動，並會著重年青一代的培育。在提升協會地位方面，除了透過與各大機構和院校合作，我們還計劃於今年稍後舉辦第二屆香港公共關係獎，表揚業界有出色表現的機構和人士。首屆獎項在2010年推出時，得以順利舉行及取得成功，實在有賴各方的支持。我們並不自滿，有了上一屆的經驗，我們期望今屆的比賽更上一層樓，希望各機構及會員積極參與，提交參賽個案或在不同方面提供贊助和支持。我在此與大家約定，在明年舉行的頒獎禮上見！

## 成為會員

**香**港公共關係專業人員協會於1995年成立，致力推動公關行業的發展，鼓勵及促進業界交流。協會積極與香港及境外公關組織合作，促進本港、內地及海外公關行業的交流之外，在培育下一代公關專業人才方面，本會亦不時舉辦講座，並安排資深公關人士向現正就讀有關課程之學生及對公關行業有興趣的人士講解公關行業的需求及發展前景。

本會將為新會員舉辦迎新活動，並為現有會員舉辦不同之行業活動，為本港公關業界，傑出公關專業人員及其對行業的貢獻作肯定。

全賴業界及會員的鼎力支持，PRPA的會員人數多年來保持穩定。會員來自不同界別，有政府機構、公用事業、本地公司、跨國企業等，也有自僱人士及不同規模的公關顧問公司。

香港公共關係專業人員協會(PRPA)現有會籍包括「創會會員」(Founding member)\*、永久會員(Life member)、「專業會員\*」(Professional member)、「機構會員」(Corporate member)、「普通會員」(Associate member)，及學生會籍，申請表格可於[www.prpa.com.hk](http://www.prpa.com.hk)下載。

如欲查詢有關本會會籍或迎新活動詳情，請與會員事務執委許翠鳳 [agnes.hui@prpa.com.hk](mailto:agnes.hui@prpa.com.hk) 或本會行政員Mani Huen: [enquiry@prpa.com.hk](mailto:enquiry@prpa.com.hk) 聯絡。

\*合資格成為「專業會員」者必須從事公關工作並具有不少於兩年相關經驗。

## PRPA 顧問 Advisors

**李道豫先生**  
中國國際公共關係協會會長  
**Mr Li Dao-yu**  
President of CIPRA

**陳祖澤先生**  
九龍巴士(一九三三)有限公司  
非執行董事  
**Mr John Chan**  
Non-executive Director  
The Kowloon Motor Bus Co. (1933) Ltd.

**關則輝先生**  
恆隆地產有限公司  
助理董事 - 集團傳訊  
**Mr CF Kwan**  
Assistant Director – Corporate Communication  
Hang Lung Properties Ltd.

**林黃碧霞女士, MH**  
埃克森美孚香港有限公司  
公共事務及政府關係部 - 香港及華南  
副總裁

**Mrs Grace Lam, MH**  
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**石嘉麗女士**  
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**Ms Clara Shek**  
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義務法律顧問  
**Mr Duffy Wong**  
Honorary Legal Advisor

**劉瑞飛陳京暉會計師事務所**  
義務核數師  
**Lau Chan and Company, CPA**  
Honorary Auditor

**馬維業先生**  
義務數碼傳訊科技顧問  
越世代創新媒體集團董事總經理

**Mr Rex Ma**  
Honorary Digital Communication  
Technology (DCT) Advisor  
Managing Director, iGen6 New Media Group

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