

會長的話

香港公共關係專業人員協會於二零零三年三月二十八日舉行了第七屆周年會員大會，新一屆的執行委員會亦於四月成立。本人深感榮幸出任新一屆會長，竭誠為公關業界服務。上屆會長崔綺雲在過去五年間，為本會鞠躬盡瘁，貢獻良多。我們非常高興她出任新一屆副會長，繼續在會中擔當舉足輕重的角色，與執行委員會及監督委員會各主要成員攜手合作。

自今年三月以來，非典型肺炎疫症在香港爆發，一直成為市民最關注的新聞。非典型肺炎令整個社會及公關行業面臨前所未見的挑战，這種病症不但嚴重威脅本港的醫療衛生及經濟狀況，更令不少個別人士及小型企業面對生死關頭的考驗。就以公關行業為例，無數企業公關活動都因疫症爆發而中斷，取而代之是一連串與非典型肺炎有關的傳訊活動及應變措施。

在過去幾個月，香港體驗了未能有效溝通非典型肺炎情報引致的結果，亦充分顯示出公共關係的重要性，尤其強調溝通、危機應變部署及危機處理的重要，提高廣大市民的危機意識。如今，香港政府期望能透過推行公關計劃，振興香港經濟活力。作為本港主要的公關專業組織，本會於今年七月舉行一個大型研討會－「為香港重振旗鼓的傳播透視研討會」，探討公關及傳訊在重振香港國際及本土形象方面所扮演的角色。

除舉辦專題討論的大型研討會之外，本會亦進行了一個針對本港公關專業的全面調查。這項調查有組織地區集本港公關從業員的資料，分析公關行業的發展趨勢。今期「雙關」詳細報導了是次調查的結果。

本會亦設立了專責長遠策劃、內地事務及專業操守的常設委員會，確保能充分關注本會的長遠發展及提供所需資源，以滿足本會會員預期的需要。

秉承我們過去建立的穩固基礎，本會將繼續致力提升公關行業的專業水平。歡迎各界給予我們寶貴的意見，助我們實現這個目標。

石嘉麗



李道豫會長蒞臨本會
周年大會暨晚宴

鍾慕貞

第七屆PRPA周年會員大會在三月二十八日完滿結束，2003-2004年度的執行委員會成員亦順利誕生，新一屆的成員包括：石嘉麗、崔綺雲、莫淑儀、陳燕玲、高玉桂、鄒美玲、譚錦儀、林文鵬、楊惠卿及葉衛國十位，而去屆的三位成員：鍾慕貞、楊耀武及馬錦華則選擇不再留任。此外，本會再次委任何鐵民為義務核數師，並宣佈委任王振南為義務法律顧問以代替涂謹申。

在周年大會上，上屆會長崔綺雲簡報了PRPA過去一年的工作。PRPA於2002-2003年的重點工作計有：舉辦多個與業界有關的研討會及座談會，以及與內地和鄰近地區的公關協會進行互訪及經驗交流。崔綺雲對於PRPA與海外公關團體的聯繫能夠取得進展感到尤其鼓舞，並感謝各幹事會成員在過去一年的努力及協助推動會務。

緊接著周年大會為一個有關中國內地公關現況的講座暨晚宴，由專程赴港參與是次周年會員大會的中國國際公共關係協會的兩位成員--海天網聯公共顧問有限公司副總裁夏志偉及藍色光標公共顧問有限公司總經理高鵬主講。（見第6頁）

晚宴的高潮為PRPA上屆會長崔綺雲及中國國際公共關係協會(CIPRA)會長李道豫共同簽署合作意向書，象徵兩個協會日後會進行更緊密的專業交流及合作。☒

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PR Industry stays resilient despite HK's downsizing trends

Majority of public relations (PR) practitioners in Hong Kong not only see a growing future demand for PR positions, they also experienced no downsizing in their companies in 2002, despite the prevalence of corporate downsizing in the territory, according to a recent HK Public Relations Professionals' Association (PRPA) survey.

This survey of the PR profession in Hong Kong was conducted with 600 PR practitioners through email questionnaires from late January to February 2003, supported by outbound telephone surveys in the months of March and April.

A total of 257 people representing a wide range of industries responded to the survey (see Chart 1).

This represents more than 12% of the total estimated population of 2,083 practitioners working in the "Public Relations Services" and "Corporate Communications / PR / Advertising / Marketing Departments in Companies / Institutions" as recorded in the Vocational Training Council survey conducted in November and December 2001.

The PRPA survey reveals strong growth prospects and stable demand for the industry. Eighty-four percent of respondents are from companies with a dedicated PR function, and 85.6% of the respondents see a growing demand for public relations positions in the next five years

(see Chart 2). Compared with the recent survey conducted in early 2003 by the Employers' Federation of Hong Kong, which found that approximately 40% of the surveyed companies had downsized in Hong Kong, only 26% of PR practitioners responding to the survey saw their company downsized in 2002. An encouraging 86% of respondents did not see any possibility of their PR department downsizing in 2003.

A young and female-dominated profession

The survey also shows that public relations is a female-dominated profession (81% female vs 19% male) and yields very interesting findings on the typical profile of PR practitioners in Hong Kong — university-educated (96.8%), in their 20's or 30's (78.6%), with more than six years of experience working in the PR industry (60%), and without a communications academic background (70%) (see Charts 3-6).

Respondents working in the "Education", "Financial Services", "Government / Public Service" and "Transportation" sectors¹ show a higher proportion (70% plus in each sector) of practitioners with more than six years of experience.

(see Table 1)

A significant portion of the PR practitioners in the survey work in-house (62%) as compared to 38% in consultancies. Around 75% of respondents have responsibilities for corporate communications/affairs (75.7%), and media relations (74.5%), and more than 40% have responsibilities for internal communications (49.8%), marketing communications (46.3%) and public affairs (42%).

Chart 3: Academic Qualification

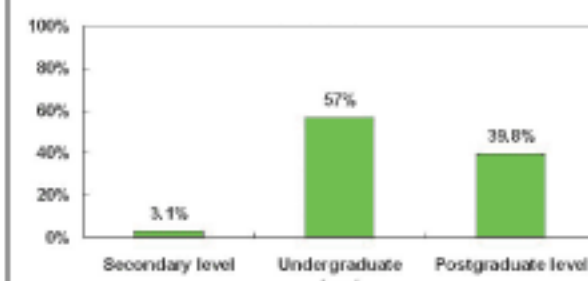


Chart 4: Age

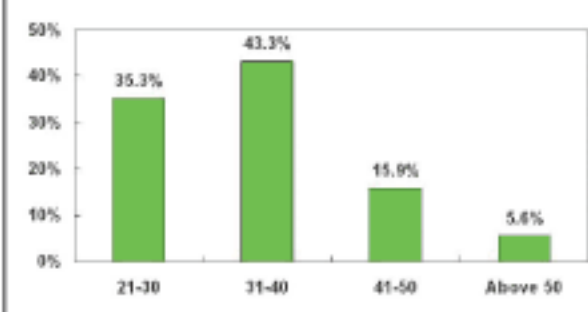


Chart 5: Number of years working in the PR industry

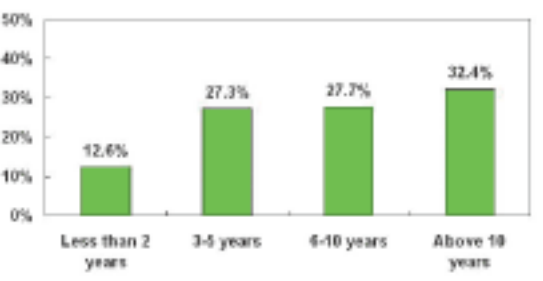
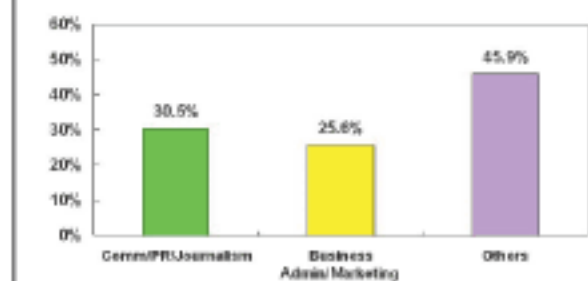


Chart 6: Academic Major



Most respondents are responsible for the Hong Kong market only (75.8%), while 29.1% of respondents have mainland China responsibilities as compared to 21.3% who have Asia responsibilities (see Charts 7-8).

Localization and fast mobility characterizes the industry

Localization of the public relations profession has taken root as shown by the 88% local majority in the mix of practitioners. More than 50% (52.6%) of respondents have been promoted every two to three years in the past five years, while another 51.6% have changed jobs every two to three years. However, the survey also found a significant portion of stable players (42.1%) with no change in their jobs in the past five years (see Charts 9-10).

Chart 7: Current Scope of Work

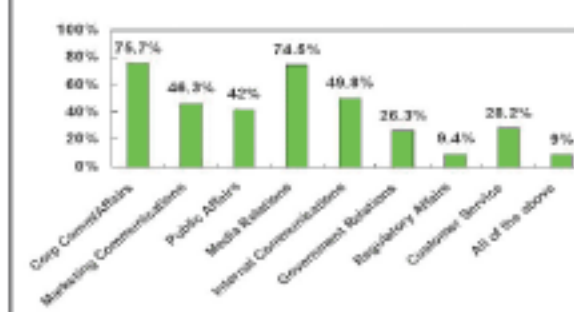


Chart 9: Frequency of promotions in the past 5 years

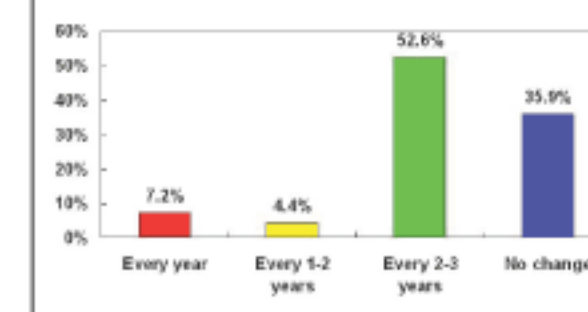


Chart 8: Geographical Responsibilities

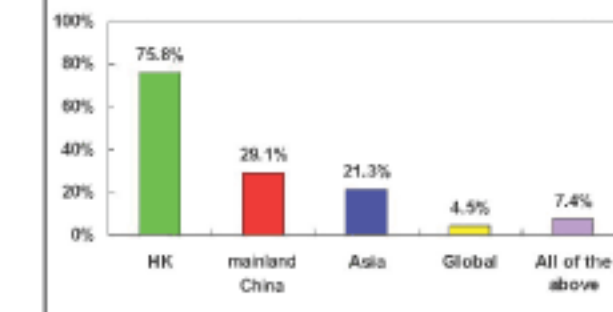


Chart 10: Frequency of job change in the past 5 years

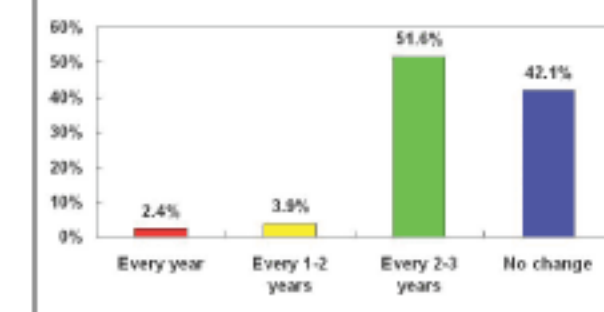


TABLE 2

No. of years working in the PR industry	Overall percentage	Cross-tabulation between "Number of years working in the PR industry" and "Frequency of job change in the past 5 years"			
		Every year	Every 1-2 year (i.e. 3-4 times in 5 years)	Every 2-3 year	No change in the past 5 years
Less than 2 years	12.3%	66.7%	10.0%	10.0%	11.4%
3-5 years	27.4%	0.0%	50.0%	34.1%	19.0%
6-10 years	27.8%	16.7%	30.0%	29.5%	26.7%
Above 10 years	32.5%	16.7%	10.0%	26.4%	42.9%

Remarks: No. of respondents 250

The survey shows an interesting pattern that the more the working experience, the lower the frequency of job change. Almost 70% of those with more than six years of working experience did not change their jobs in the past five years in contrast to only 11.4% of those with less than two years of experience. The "Government / Public Service" sector is less prone to job-hopping, as indicated by 62.5% of respondents with "no job change in the past five years" in this sector (see Table 2-3)

Long working hours a reality

The PR industry is characterized by long-working hours, weekend work and stress as reflected in the survey findings. Majority of the respondents work a 40 to 60-hour week, but quite a significant portion of the respondents (28.1%) work more than 60 hours per week. Only 6.1% of the respondents are not required to work over the weekend, while 55.9% are required to work over the weekend

TABLE 1

No. of years working in the PR industry	Overall percentage	Cross-tabulation between "Number of years working in the PR industry" and "Industry / Sector"										
		Education (13)	Financial Services (21)	Government/ Public Sector (32)	Manufacturing (12)	Non-profit Making Organisation (16)	Professional Services (3)	Public Relations Consultancy (85)	Retail/ Distribution (8)	Transportation (12)	Utilities (10)	Others (40)
Less than 2 years	12.3%	7.7%	14.3%	6.3%	16.7%	12.5%	0.0%	14.1%	50.0%	0.0%	10.0%	10.0%
3-5 years	27.4%	7.7%	9.5%	21.9%	16.7%	31.3%	0.0%	38.8%	12.5%	16.7%	40.0%	30.0%
6-10 years	27.8%	23.1%	47.6%	21.9%	25.0%	37.5%	66.7%	22.4%	12.5%	41.7%	10.0%	32.5%
Above 10 years	32.5%	61.5%	28.6%	50.0%	41.7%	18.8%	33.3%	24.7%	25.0%	41.7%	40.0%	27.5%

Remarks: No. of respondents 252

Note¹: Categories with sample size smaller than 3% of total valid cases exclusive.

TABLE 3

Frequency of job change in the past 5 years	Overall percentage	Cross-tabulation between "Frequency of job change in the past 5 years" and "Industry / Sector"										
		Education (12)	Financial Services (22)	Government/ Public Sector (32)	Manufacturing (13)	Non-profit Making Organisation (16)	Professional Services (3)	Public Relations Consultancy (83)	Retail/ Distribution (8)	Transportation (13)	Utilities (10)	Others (41)
Every year	2.4%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	2.4%
Every 1-2 year (ie 3-4 times in 5 years)	4.0%	8.3%	4.5%	0.0%	0.0%	6.3%	0.0%	2.4%	0.0%	0.0%	20.0%	7.3%
Every 2-3 years	51.4%	58.3%	59.1%	34.4%	61.5%	50.0%	66.7%	45.8%	62.5%	61.5%	40.0%	63.4%
No change in the past 5 years	42.3%	33.3%	36.4%	62.5%	38.5%	43.8%	33.3%	47.0%	37.5%	38.5%	40.0%	26.8%

Remarks: No. of respondents 253

TABLE 4

Average working hours per week	Overall percentage	Cross-tabulation between "Average working hours per week" and "Industry / Sector"										
		Education (13)	Financial Services (22)	Government/ Public Sector (32)	Manufacturing (13)	Non-profit Making Organisation (16)	Professional Services (3)	Public Relations Consultancy (85)	Retail/ Distribution (8)	Transportation (13)	Utilities (10)	Others (40)
Less than 40 hours	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	12.5%	0.0%	0.0%	0.0%
40-60 hours	71.0%	79.6%	68.2%	71.9%	92.3%	93.8%	66.7%	62.4%	62.5%	69.2%	90.0%	70.0%
61-80 hours	25.1%	15.4%	31.8%	25.0%	7.7%	6.3%	33.3%	32.9%	12.5%	23.1%	10.0%	27.5%
Above 80 hours	3.1%	7.7%	0.0%	3.1%	0.0%	0.0%	0.0%	3.5%	12.5%	7.7%	0.0%	2.5%

Remarks : No. of respondents 255

once or twice a month. 94.5% of respondents feel PR professionals are constantly under stress (see Charts 11-13). Different industry sectors within the PR profession also exhibited differences in their working hours. A higher proportion of PR practitioners with longer working hours (with 60 hours or more a week) can be found in the "Financial Services", "Public Relations Consultancy" and "Transportation" sectors'. Over 30% of the respondents within these sectors need to work more than 60 hours a week.

see Table 4

The survey suggests that the more senior the post, the longer their working hours. Sixty-four percent of the respondents with more than six years working experience in the PR industry need to work more than 60 hours a week.

see Table 5

Strong desire for recognition as a profession and independence

The survey uncovers the desire of PR practitioners for independence and strategic influence on the top management. 85.5% feel public relations should be a stand-alone function reporting to the CEO/Managing Director.

An overwhelming 98.8% of respondents feel public relations should be recognized as a profession and 72.9% of respondents feel PR practitioners in Hong Kong should go through proper accreditation process, although opinion on whether PR practitioners in Hong Kong are highly-skilled is divided (51% either strongly agree or agree, while 49% either disagree or strongly disagree). Over 93% of respondents feel that more academic courses should be offered by universities in Hong Kong (see Charts 14-18).

Interest in mainland China positions shown, but no immediate threat of brain-drain

Against the backdrop of rising interest among Hong Kong people in pursuing their career in mainland China, 57% of respondents are interested in PR positions in mainland China, of which 87.6% have more than three years' working experience. However, only 20% indicated plans to relocate to mainland China in the next three years.

TABLE 5

Average working hours per week	Overall percentage	Cross-tabulation between "Average working hours per week" and "Number of years working in the PR industry"			
		Less than 2 years	3 - 5 years	6-10 years	Above 10 years
Less than 40 hours	0.8%	3.1%	0.0%	1.4%	0.0%
40-60 hours	71.0%	71.9%	79.7%	70.0%	64.2%
61-80 hours	25.0%	21.9%	17.4%	27.15	30.9%
Above 80 hours	3.2%	3.1%	2.9%	1.4%	4.9%

Remarks : No. of respondents 252

Note : Categories with sample size smaller than 3 % of total valid cases exclusive.

Chart 11: Average number of working hours per week

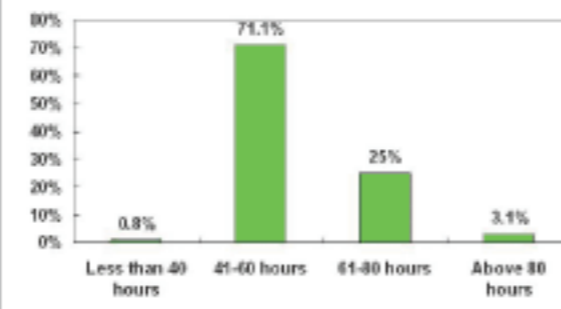


Chart 12: Frequency of working over the weekend

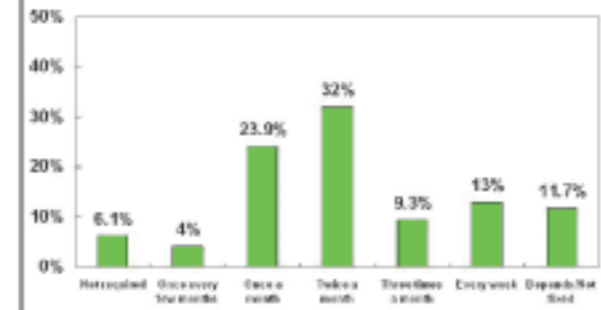


Chart 13: PR professionals are constantly under stress



Chart 14: PR should be a stand-alone function reporting to the CEO/MD

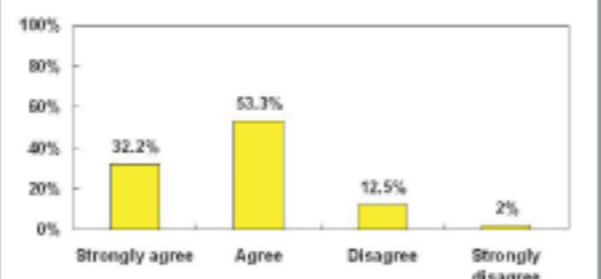
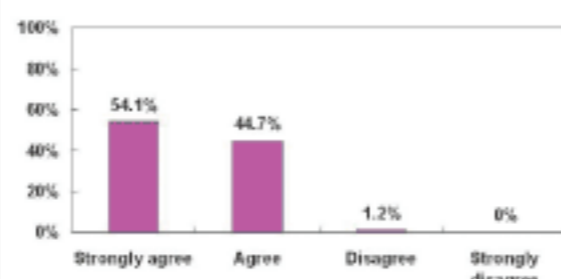


Chart 15: PR should be recognised as a profession



The lukewarm interest in mainland China among PR practitioners in Hong Kong is further reflected when looking at the cross-tabulation between "interest in mainland China PR positions" and "company downsizing in 2002". Among respondents whose companies were downsized in 2002, less than half (44%) indicated interest in mainland China PR positions and only 15% had plans to relocate to mainland China.

see Tables 6-7

Even though more than half (56.7%) of the respondents expected department downsizing in 2003, only 20% had plans to relocate to mainland China in the next three years. These findings reflect that PR practitioners in Hong Kong seem rather reluctant to work in mainland China.

see Tables 8-9

On the other hand, practitioners from PR consultancies seem more open to working in mainland China. The survey shows that more than half (55.5%) of the respondents who have mainland China as their geographical responsibilities come from PR consultancies and more than one-third (38%) of the respondents who had interest in mainland China PR positions are from the PR consultancy sector.

see Tables 10

Developing closer economic integration between Hong Kong and the Mainland has been a new focus. Unlike the manufacturing sector, PR practitioners in Hong Kong still very much focus on the Hong Kong market and relocating to mainland China does not seem to be a compelling priority. On the positive side, this means no immediate threat of brain drain and PR job opportunities are not issues in Hong Kong. On the negative side, this poses the question of whether PR practitioners would be ready to meet the challenges of Hong Kong's growing integration with the Mainland and the economic restructuring that the territory is undertaking. ☒

Chart 16: PR practitioners in HK should go through proper accreditation process



Chart 17: PR practitioners in HK are highly-skilled

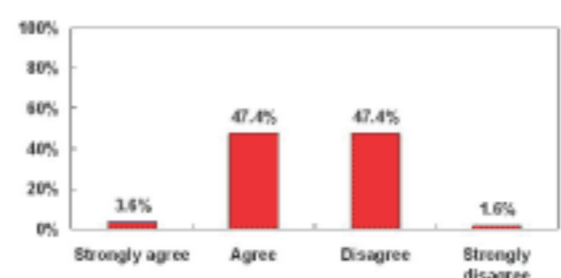


Chart 18: More academic courses on PR should be offered by universities in HK

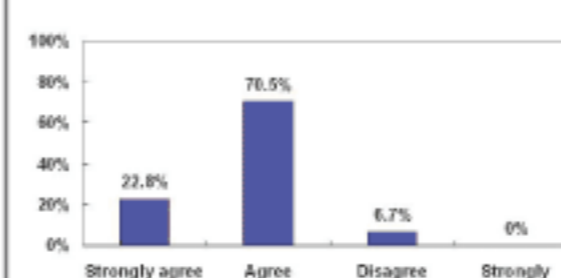


TABLE 6

Cross-tabulation between "Any interest in mainland China PR Position" and "Company downsizing in 2002"			
Has the Company downsized in 2002		Any interest in mainland China PR Position	
		Yes	No
No. of Respondents			
Yes	66	29 (44%)	37 (56%)
No	184	115 (62.5%)	69 (37.5%)
Total		144	106

TABLE 7

Cross-tabulation between "Any plan to relocate to mainland China in the next three years" and "Company downsizing in 2002"			
Has the Company downsized in 2002		Any plan to relocate to mainland China in the next three years	
		Yes	No
No. of Respondents			
Yes	66	10 (15%)	56 (85%)
No	184	40 (22%)	144 (78%)
Total		50	200

TABLE 8

Cross-tabulation between "Any interest in mainland China PR Position" and "Possibility of PR Department downsizing in 2003"			
Possibility of PR Department downsizing in 2003		Any interest in mainland China PR Position	
		Yes	No
No. of Respondents			
Yes	30	17 (56.7%)	13 (43.3%)
No	184	106 (57.6%)	78 (42.4%)
Total		123	91

TABLE 9

Cross-tabulation between "Any plan to relocate to mainland China in the next three years" and "Possibility of PR Department downsizing in 2003"			
Possibility of PR Department downsizing in 2003		Any interest in mainland China PR Position	
		Yes	No
No. of Respondents			
Yes	30	6 (20%)	24 (80%)
No	183	35 (19.1%)	148 (80.9%)
Total		30	183

TABLE 10

Industry / Sector	Any interest in mainland China PR Position
	Yes
PR Consultancy	38%
Financial Services	10%
Government/Public Sector	8.9%
Non-profit Making Organisation	5.5%
Utilities	5.5%
Education	4.8%
Manufacturing	3.4%
Retail/Distribution	2%
Transportation	2%
Others	17.2%

PRPA於今年三月舉行的周年晚宴上，邀得內地公關代表團其中兩位嘉賓，為在場九十多位與會人士介紹內地企業在危機期間的媒介關係管理，以及公關公司業務開展狀況。

首先藍色光標公關顧問有限公司董事總經理高鵬先生為講座揭開序幕。高先生認為危機的處理不僅包含平息危機事件本身的過程，更應該包括修復和重塑品牌的過程，而在這些過程當中，媒介管理可謂成功處理危機的指標。基於內地媒介有三大特性，包括：政治屬性—「喉舌」、商品屬性—「盈利」及社會屬性—「公信力」，故此他的講題—「戰戰兢兢 如履薄冰」—正好清楚點出企業在危機期間面對內地媒介時的微妙處境。



高鵬先生

另一方面，由於內地幅員廣大，所以不同地方的地域特性亦影響媒體關係管理，就著同一事件，北京的媒體會說：「上邊沒說不行就行」，上海媒體會表示：「上邊說行才行」，但廣州的媒體卻會認為：「上邊說不行也行」，所以公關專業人士必須留意有關奧妙，才可處理得宜。

高鵬先生為大家提供以下「忠告」：

- 1 媒介可以購買，但新聞不能；
- 2 記者是你的朋友，但不是商業夥伴；
- 3 永遠只說你想說的，而不是所有事情；
- 5 只給媒介真實和準確的新聞和素材，而不是相反；
- 6 正確的媒介策略和穩定、持續的媒介關係，將使你格外受益；
- 7 忽視和濫用媒介都是危險的。

接著是海天網聯公關顧問公司副總裁夏志偉先生發言，他就內地公關公司業務開展狀況作詳細介紹。夏先生首先概述中國國際公共關係協會進行的「中國公共關係業2002年度行業調查報告」，就行業基本狀況、業務發展狀況、行業發展研究、行業展望、行業發展建議等五個範疇作調查。



夏志偉先生

報告指出，內地首十家公關公司的排名主要根據以下指標評審：

- (一) 綜合營業規模、(二) 經營效益、(三) 服務品質、
- (四) 經營管理、(五) 營業收入每年最少需要一千二百萬人民幣，員工人數最少二十五人，長期客戶則需五個以上、
- (六) 經營網路最低限度需包括北京、上海及廣州三地。

在業務發展狀況方面，報告將國際公關公司及本地公關公司的業務狀況異同作出比較，調查範圍包括：主要業務、主要服務領域、客戶開發渠道、公開競標中最依賴的因素、客戶關係維護中最依賴的因素、最常使用的媒介排序、政府關係建立的渠道、效果評估最常用的方式、媒介評估最常用的指標排序等。

在行業展望方面，公關公司可以是獨資，合資或合作形式，而國際性公司的本地化過程可視之為市場突破的一種。以客戶分類計，熱門行業將會是資訊科技、汽車、通訊、醫療保健、房地產、文化、體育、非盈利組織、財經傳播及投資者關係等。

另一方面，夏先生表示公關公司亦需在戰略諮詢、增值服務、活動管理、公關培訓及公關工具等方面提高服務水準，以滿足客戶需要。☒

CIPRA及 PRPA 簽署合作意向書

CIPRA與 PRPA在三月二十八日 PRPA會員周年大會暨晚宴上，簽署了兩會的合作意向書，奠定了兩會日後互相交流，增進兩地公關合作及專業發展的基礎。代表CIPRA與 PRPA簽署合作意向書分別為前中國駐聯合國代表及駐美大使李道豫會長及PRPA前會長及現任副會長崔綺雲女士。☒



代表團訪港足跡

中國國際公共關係協會 (CIPRA)代表團於今年三月訪港期間，代表團在李道豫會長領導下與PRPA代表在三月二十九日進行了公關經驗交流會，討論內容涵蓋了中國內地與香港公關工作及培訓的發展，及前瞻兩會日後的合作。

PRPA更為代表團安排了一連串的拜訪及參觀活動，令他們瞭解在香港不同行業及不同性質的公共關係工作。其中包括九龍巴士 (1933) 有限公司、城市大學、凱旋先驅公共關係有限公司、水務署及太古地產港島東資訊堡。

拜訪的過程中，代表團有機會跟機構的傳訊負責人會面及分享經驗，就好像在三月三十一日參觀九龍巴士 (1933) 有限公司，該公司企業傳訊部的四位要員詳細闡述了媒界關係、社區關係及市務傳訊的工作，並且讓他們參觀大樓內的客戶服務中心。

同日，代表團拜訪城市大學，除了跟公共事務處交流外，並參觀了其創意媒體中心。到訪九龍巴士及城市大學，令代表團瞭解機構內部公關的情況。代表團亦拜訪凱旋先驅公共關係有限公司，瞭解公關公司的運作及發展，有助他們從不同角度去全面理解香港的公關工作。

四月一日，代表分別參觀了水務署及其客戶服務中心，以及太古地產的港島東資訊堡。代表團在分享了水務署獲得PR Week獎項的個案後，特別對香港政府機構在公共關係策略，及與市民溝通上有多方面的提問，並對水務署二十四小時運作的熱線中心留下深刻的印象。

代表團其後參觀了太古地產位於太古城中心一座的港島東資訊堡，一睹該資訊堡透過高科技多媒體的表現手法，介紹該公司如何把港島東區發展成為一個綜合化社區的理念。

代表團留港期間，正值非典型肺炎在港肆虐，他們能親身體會到不同機構在這非常時期的對外及對內所採取的嚴謹措施，並且分享了機構在這次事件的危機公關工作。☒



圖片說明 (由上至下) :

- 崔綺雲向李道豫會長饋贈本會紀念旗
- CIPRA會員部主任張雙平女士 (右)向水務署署長高贊覺先生致送紀念品
- CIPRA與PRPA兩會代表聚首一堂，分享公關經驗及前瞻日後的合作發展
- CIPRA代表團出席PRPA周年大會暨晚宴

在SARS危機中，傳訊業大受影響，但仍然發揮著舉足輕重的角色。傳訊使重要的訊息有效傳播，亦令香港迸發出共同抗疫的市民精神。相信各界在疫潮過後會對傳訊業另眼相看。

傳訊在危機中的作用是無容置疑的。在911事件時，前紐約市長朱利亞尼第一時間到達現場，並即時作出兩個重要決定，其一就是要和市民保持有效溝通。他這樣做是要傳達立即撤離世貿往北走的訊息，更重要的是藉此維繫市民對政府管治的信心。

在SARS事件中，危機處理、危機傳訊，以及媒體溝通當然是最重要的工作之一。自三月中起，醫管局的高水文醫生便與傳媒保持密切溝通。在政府方面，時間則慢了點，先是由高層官員作不定期的新聞發佈，直至三月尾、四月初，才由衛生署及醫管局實行統一、定期、定發言人的聯合新聞發佈機制。同時，港大及中大的科研及醫護人員亦快速公佈研究成果。這些機構的傳訊部同事日夜辛勞，令資訊快捷流通，讓市民在最短時間內掌握到最新資訊，令他們回應危機更為理性。

同時，商界的傳訊部開始忙個不停。雖然很多宣傳活動都要叫停，但工作則轉移到傳訊公關的「議題管理」(Issue Management)方面。機構內亦紛紛成立小組，統籌對內、對外的傳訊。首先，各公共交通機構加強了清潔工作，又在三月底一同派發口罩給市民。傳訊工作不但要透過媒體，更積極、針對性地面向乘客，加強他們對服務的信心。繼而，商住物業管理機構的傳訊部也忙作一團，透過公佈各種清潔措施，希望保持物業使用者的信心。有

負責商場公關的朋友需要澄清商戶中沒有染病，要立即行動向傳媒及電郵直接澄清。航空業及銀行業等注重直接服務的機構，亦準備員工可能染病的各種情況，以備能迅速對外傳訊，讓公眾對公司保持信心。

由王葛鳴等牽頭的「心連心全城抗炎大行動」舉辦了連串社會關懷行動及全城清潔工作，以凝聚民間力量，共同抗炎。因為疫症蔓延，社會氣氛低落，所以一些機構亦進行「機構社會責任公關」(Corporate Social Responsibility PR)工作。它們先針對向醫護人員致敬及支援，陸續發展為支援病患者、家屬、受隔離人士，以及弱勢社群等。誠然，絕大多數公司是出自同舟共濟的社會關懷，卻也有一些是出於推銷公司形象、商品的考慮。無論如何，此時的傳訊必須掌握社會脈動才能有效，而不至弄巧反拙。有心人的構思，加上廣泛、有效的傳訊，令社會上瀰漫著相互關懷的市民精神。因為疫潮嚴重影響經濟，亦出現一些「自救式」運動，如「同心為香港」救市黃金月活動，希望鼓勵消費，為行業帶來生機。這時營銷式的公關傳訊又再活躍起來。

到五月中，疫情大有改善，世界衛生組織亦解除對香港的旅遊警告。為配合新形勢，政府更聘用公關顧問，計劃推出國際傳訊及宣傳運動，希望傳達香港是安全城市的訊息，重振國際對香港的信心。

由此可見，傳訊公關在社會面對SARS危機中，扮演著多個不同而至關重要的功能。希望各位行家辛勞過後，有機會分享經驗，讓其他人多了解我們工作的重要性。☒

SARS 後的 SAR 為香港重張旗鼓的傳播透視研討會

非典型肺炎 (SARS) 對香港帶來巨大的影響，從三月到五月大家經歷了最憂心的時刻。五月二十三日世界衛生組織取消對香港發出的旅遊警告，全城振奮，政府立即宣佈多項活動去推動本地的經濟活動，但大家都明白要國際社會完全對香港恢復信心需要很長時間。

PRPA覺得從事公共關係工作的業界朋友們，在這個時刻可以發揮力量，為香港重新建立國際地位。因此我們將在七月舉辦一個研討會，邀請政府高層，商界精英，本地及國際傳媒重量級人馬，從多個角度發表意見，檢討六月份各項推廣活動的成績，展望政府應如何帶領各界採取適當的傳播策略，為香港重新在國際定位，振興經濟。希望大家能藉此機會踴躍發言，為政府提供策略，讓政府吸收多些參考意見。大家並且能身體力行，利用研討會的交流成果，在業內發揮影響力，為香港重張旗鼓。☒

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