

## Winter Dinner at Watermen's Hall

It felt like a Georgian Assembly in the lovely surroundings of Watermen's Hall, the venue for the 2009 Winter Dinner. Our Guest speaker was the Revd Dr Martin Dudley, not only our Honorary Chaplain, but also our Honorary Treasurer...and on this occasion our honoured Guest Speaker.

He regaled us with tales of City Life inspired by biblical reference to our name: The Guild of Public Relations Practitioners. Only Martin could present such a multifarious topic and have the audience totally engrossed. When the Clerk and I were considering a speaker for the Winter Dinner we discussed someone who could deliver both humour and inform our guests of life in the City. The Clerk suggested Sir Brian Rix, the famous British actor and charity worker. However, he was unavailable and it was then that I suggested the Rev. Dr. Martin Dudley...who better? I thought...we both agreed and it turned out to be a sound choice...our speaker was a great success. We had lots of interest for membership on the night due to everyone having had such



a good time. Our other esteemed guests included the Master and Clerk of the Information Technologists and the Clerk of the Watermen and Lightermen. We also had in attendance MOG(V)'s Commanding Officer, Lt Col Tim Purbrick of the Media Operations Group (Volunteers), the Guild's official Military Affiliation. Also present was Colonel R E Harrold OBE, the Deputy Governor of HM Tower of London. Sitting on his left was His Honour Judge Sir Gavyn Arthur (675th Lord Mayor of the City of

London) and Middle Warden of the Guild. Our other guests included Past Masters with whom it was my great pleasure to take wine... we are indebted to them for their previous work and commitment to the Guild. Of course the evening would not have been the success it was without our members and their guests.

It is an honour to be Master of this Guild and I look forward to our next major event at the Mansion House in June when I hope to see you all there.

*Master, Ms Una Riley*

## MOG(V) affiliated to PR Practitioners

The Media Operations Group (Volunteers), or MOG(V), became affiliated to the Guild of PR Practitioners in October 2008. *Lt Col Tim Purbrick*, the Commanding Officer of the Group, outlines the role and composition of the Group.

At present the Group has 43 National Territorial Army (TA) media operators (which is tripling to 129 now) and 8 permanent staff. The Group Headquarters (GHQ) is based in Kingston-upon-Thames in south west London. All the media operators are civilians who participate in the TA in their spare time and live all over the UK. 70% of the Group work in the media in their day jobs, 35% are ex-Regular Armed Forces, and 16%+ deploy annually on military operations to places such as Iraq and Afghanistan. All staff in the Group are on three year tours - at the end of which they can be selected to stay on for a further three years or they may wish to pursue other avenues in their TA careers. All

wear their own Regimental cap badges - either from their previous service in the Army or from their TA unit - which makes for colourful Mess Dinner Nights.

The unit is comprised of the GHQ and three Media Ops Squadrons, each one of which can form a Press Information Centre (PIC) on operations. In the last year we have deployed officers on operations as the Chief Media Ops in Iraq, Afghanistan and Kosovo, the Deputy Chief Media Ops in HQ ISAF in Kabul, as media operations staff officers in Helmand, and two Combat Camera Team (CCT) Commanders in Basra. We currently have one officer setting up strategic communications in the British Embassy in Kabul, another who has just deployed to Cyprus to work in media operations in the British Defence HQ there and seven more officers who will be heading to Helmand over the coming ten months in various media operations roles.



The Group's mission is to provide the Army and Defence with a media operations capability, to support training for operations and to support a civil/national emergency response in the UK. On a major operation the Group will deploy a PIC attached to the Force HQ. The PIC has two parts. First, a Media Handling Centre (MHC) which does Analysis, Planning, Presentation, provides

Media Escorts for journalists and brings in the required linguists to facilitate media access to the Force while getting our mission supporting messages across. And second, a Media Production Centre (MPC) which provides capabilities in New Media (websites, blogging etc), Print, Radio and two 4 man CCTs to generate mission supporting media coverage. On current operations - such as Iraq and Afghanistan - we are supplying media operations staff officers in HQs and CCT Commanders, which by 2010 will be the complete CCT (i.e. The Team Leader, 2IC, Cameraman/editor and Photographer). All MOG(V) operators are also assigned to their geographically local Regional Forces HQ in the UK to provide immediate assistance in the event of a civil/national emergency.

In GHQ, which has the Group's trainers, enablers and sustainers, there is an Influence Activity Cell which reaches out to Psychological Operations, Information Operations, Civil-Military Co-operation (CIMIC), and the Stabilisation Unit (StabU) - FCO, DfID and MOD - to ensure an understanding of the culture and media-scape in a theatre of operations and to co-ordinate, harmonise and synchronise the delivery of the strategic Information Campaign at the operational and tactical levels.

Also in GHQ there is a Detachment of Media Operations Liaison Officers (MOLOs) who are informally attached to the Allied Rapid Reaction Corps (ARRC), Permanent Joint HQ (PJHQ), the Defence Media Operations Centre (DMOC), HQ Land Forces (HQLF), Joint Force HQ (JFHQ) and the deployable Army Divisions and their Brigades and 16 Air



Lt Col Tim Purbrick,

Assault Brigade. The Detachment brings experienced and knowledgeable media operators to sit alongside their Regular comrades and to deploy with them on operations. We have the structure in place and now we need to recruit more officers

and soldiers, all of them with media skills, experience and knowledge or previous military media operations experience as we triple in size so that we can increase our provision of media operations capability to Defence on operations. Last year the Group's Annual Camp (15 days of training) was held in Cyprus, on a major exercise with the Joint Task Force HQ (JTFHQ) to which we provided officers for both the PIC and the simulated media (SIMPRESS). We had our Regimental Dinner in the Tower of London to celebrate 100 years of the TA and the Group's Command Group held a dinner in the Officers' Mess at Edinburgh Castle with the Governor of the Castle. We had adventure training in Weymouth - very adventurous - and an operations back brief day followed by a Carol Service in the City of London and a party for families and friends. In 2009 we'll be doing more of all these kinds of activities in addition to our deployments on operations and support to military training.

For more information on MOG(V) - and perhaps, having read what the Group is all about, to apply to our next selection day on 6<sup>th</sup> June 2009 - please see our website at:

[www.army.mod.uk/mog](http://www.army.mod.uk/mog)

#### NEWS FROM THE COURT

Court meetings generally follow a set pattern, with the agenda including reports from the Master, Treasurer, any committees or groups, and from the Chairman of our associated Charitable Trust. The Clerk also gives an update on membership, and on the arrangements for forthcoming events. Most meetings generally include one or more substantive items for discussion; at the last meeting this involved talking about the Guild's committee structure, and how it might be improved to involve more members. This resulted in the decision to form three 'groups': one to focus on communication, the second on membership, and the third on charitable development. You will be hearing more about these groups in the coming weeks - and particularly at the Annual Assembly on 6<sup>th</sup> May - as we seek to identify members who would like to be involved with one or more of them. In the meantime, if one of these areas of activity particularly appeals to you, please inform the Clerk by e-mailing [clerk@prguild.org](mailto:clerk@prguild.org).

#### Annual Assembly Guildhall Club Wednesday 6th May

This is the annual members' only occasion, at which all members have a chance to ask questions & make suggestions about the current & future development of the Guild. As last year, it will be an informal event - there will be a buffet supper, with wine - & the emphasis this year will be on helping members recruit more members. The Court would like to hear your ideas about what makes people want to join the Guild, what would make them more willing to join, what obstacles you have found - if any - in selling the Guild to your colleagues, & so on. Application packs will be available for you to take away & give to likely candidates. This event is in the early stages of organisation, so feel free to let me know about any specific areas you would like to have covered. It will begin at 6.30pm & end by 8.30pm.

The cost remains the same as last year at £45 per head, and a booking form is attached.

#### Joint Livery Dinner at Mansion House Wednesday 10th June

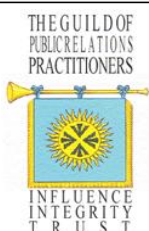
This event, being held jointly with the Worshipful Company of Information Technologists, promises to be a glittering occasion & we hope as many of you as possible will be present, with plenty of guests. The dinner will take place in the magnificent surroundings of the Egyptian Hall, in the presence of the Lord Mayor, & it will include the presentation by the Windsor Herald on behalf of the Guild of the first Herald's Award.

This award is to be given for excellence in communications effectiveness during the past year, & potential recipients include charities, other not-for-profit organisations, educational establishments and Livery Companies, operating primarily within the City of London (the Square Mile) or closely associated with it. Nominations have been received from the Court & a shortlist of three potential winners drawn up by the Master & Wardens. The winner will be chosen by all the Freemen of the Guild. Ballot papers will be sent out shortly after Easter - so this will very much be the Guild's award. It is hoped that representatives from each of the nominated organisations will be able to join us at the Livery Dinner.

The cost of attending the Dinner is £100 per person.

#### Website

Do remember to make a point of regularly looking at the Guild's website at [www.prguild.org](http://www.prguild.org). The Master will be using the site throughout the year to keep you informed of her activities on behalf of the Guild, and the Clerk uses a Blog to post information about various events & opportunities open to members as they arise.



[www.prguild.org](http://www.prguild.org)

Events, membership and back issues  
of the Guild Newsletter are  
available online

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Deputy Master  
Senior Warden  
Middle Warden  
Junior Warden  
Court Assistants

Hon. Assistant

Ms Una Riley MCIPR  
Mr Philip Dewhurst FCIPR  
Mrs Kelly Freeman Dip CAM PR  
His Honour Judge Sir Gavyn Arthur  
Mr Colin Farrington Hon FCIPR

Ms Alison Clarke FCIPR  
Dr Martin Dudley FSA CC (Hon. Treasurer)  
Mr Tony Halmos FCIPR  
Mrs Gaynor Lintott ACIPR  
Mr Brian Moore  
Mr John Morgan MCIPR  
Mr Tony Peck FCIPR  
Mr Leigh Richards FCIPR  
Mr Phillip Willoughby JP

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