



Transcript of CommsChat, November 28

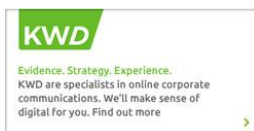
CommsChat with Richard Bailey

A CommsChat on the theme of learning led by public relations educator [Richard Bailey](#), academic, lecturer, and editor of [Behind the Spin](#).

With the proliferation of available communications training courses, are PR practitioners learning more than ever? Or are there drawbacks to applying academic credentials to creative comms?

On Monday 28 November, #CommsChat looked at these questions, resulting in 58 pages of transcript and attracting some new contributors.

CommsChat would like to thank its sponsors.



[JessYeoman](#) Enjoyed my first [#CommsChat](#), thanks all! -9:02 PM Nov 28th, 2011



[SamLynas @mynewsdesk_uk](#) Still Flat Earth News by Nick Davies for me [#CommsChat](#) -9:02 PM Nov 28th, 2011



[carahall](#) Night all thoroughly enjoyed [#commschat](#) will be back -9:02 PM Nov 28th, 2011



[ZoeShort](#) Great [#CommsChat](#) tonight. Thanks to Richard Bailey of [@behindthespin](#). Enjoyed chatting to everyone [#CommsChat](#) -9:02 PM Nov 28th, 2011



[CommsChat](#) &of course, a big thanks to all who took part, Youre welcome to keep conversation going, but it'll be without me. Goodnight all [#commschat](#) -9:01 PM Nov 28th, 2011



[mynewsdesk_uk](#) :) RT [@CommsChat](#): Before we finish, Id just like to say to say a big thanks to our sponsors, KWD, Cision, Mynewsdesk & Wolfstar. [#Commschat](#) -9:01 PM Nov 28th, 2011



[behindthespin](#) [@danderricott](#) Thanks for contributing. So much more interesting than just knowing your [#socialstudent](#) stats![#CommsChat](#) -9:01 PM Nov 28th, 2011



[Jamesnicholsfry](#) RT [@behindthespin](#): RT [@zoeshort](#) : I have to say I learnt more from the likes of [@jane63c](#) et al than books. Real examples really helped [#CommsChat](#) -9:01 PM Nov 28th, 2011



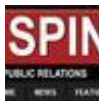
[mynewsdesk_uk](#) [@behindthespin](#) Yes, good choice. I referred to Katie's book in my blog posts - <http://t.co/BhXSKzhg> [#Commschat](#)-9:01 PM Nov 28th, 2011



[carahall](#) “[@amandacomms](#): [@Communicatomag](#) I started as a journalist using typewriter and carbon paper! [#commschat](#)” I learnt on same you hd 2 bang keys -9:00 PM Nov 28th, 2011



[CommsChat](#) and a big thanks to Richard Bailey of [@behindthespin](#)for keeping the house in order. [#commschat](#) -9:00 PM Nov 28th, 2011



[behindthespin](#) RT [@zoeshort](#) : I have to say I learnt more from the likes of [@jane63c](#) et al

than books. Real examples really helped [#CommsChat](#) -9:00 PM Nov 28th, 2011



→ ☆
[AmelieMet @AllthingsIC](#) Bye Rachel. Thanks for all your tweets. Great info [#CommsChat](#) -9:00 PM Nov 28th, 2011



→ ☆
[LindsayHolt @CommsChat](#) How to express the value of comm work to others. Particularly in numbers-driven organizations [#commschat](#) -9:00 PM Nov 28th, 2011



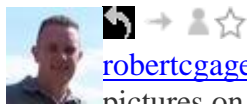
→ ☆
[CommsChat](#) Before we finish, I'd just like to say to say a big thanks to our sponsors, KWD, Cision, Mynewsdesk & Wolfstar. [#commschat](#) -8:59 PM Nov 28th, 2011



→ ☆
[danderricott](#) Thanks for an interesting [#commschat](#) :-) It made washing up that bit more interesting! -8:59 PM Nov 28th, 2011



→ ☆
[behindthespin @mynewsdesk_uk](#) OK: [@kdpaine](#) 'Measure What Matters'. Essential reading for practitioners. [#CommsChat](#) -8:59 PM Nov 28th, 2011



→ ☆
[robertcgage @Communicatmag @carahall @ZoeShort](#) Remember wiring pictures on some whirling drum contraption. But I was very young [#CommsChat](#) -8:58 PM Nov 28th, 2011



→ ☆
[LindsayHolt @CommsChat](#) Smart employers do! Fresh ideas and outlooks are a must, especially in our industry. [#commschat](#) -8:58 PM Nov 28th, 2011



→ ☆
[amandacomms @Communicatmag](#) I started as a journalist using typewriter and carbon paper! [#commschat](#) -8:58 PM Nov 28th, 2011



→ ☆
[carahall @lyannatsakiris](#) totally agree re time, hidden cost [#commschat](#) -8:57 PM

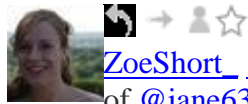
Nov 28th, 2011



[Communicatemag](#) [@carahall](#) [@ZoeShort](#) now i feel old - I cant be the only one to remember telex machines, surely. [#commschat](#) -8:56 PM Nov 28th, 2011



[AllthingsIC](#) [#CommsChat](#) Need to duck out early, night all, interesting chat tonight -8:56 PM Nov 28th, 2011



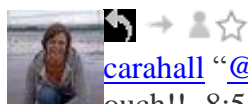
[ZoeShort](#) [@behindthespin](#) [@commschat](#) I have to say I learnt more from the likes of [@jane63c](#) et al than books. Real examples really helped [#CommsChat](#) -8:56 PM Nov 28th, 2011



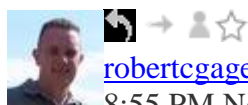
[AmelieMet](#) RT [@mynewsdesk_uk](#): So if you were to recommend one book on PR for practical application now? [#Commschat](#) -8:56 PM Nov 28th, 2011



[FayeOakey](#) [#commschat](#) I'd have had no idea where to start with gaining experience without it. Edu allows for exploring our interests for future career -8:56 PM Nov 28th, 2011



[carahall](#) “[@michaelwhite1](#): [@robertcgage](#) Probably Andy Coulson[#commschat](#)” ouch!! -8:55 PM Nov 28th, 2011



[robertcgage](#) [@carahall](#) [@wendypgreene](#) Lot of it about! Same here.[#CommsChat](#) -8:55 PM Nov 28th, 2011



[danderricott](#) Spotted some praise earlier for DMU in [#commschat](#) -[@DMUVC](#) will be pleased! -8:55 PM Nov 28th, 2011



[mynewsdesk_uk](#) So if you were to recommend one book on PR for practical

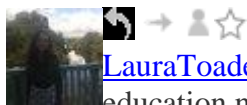
application now? [#Commschat](#) -8:55 PM Nov 28th, 2011



[lyannatsakiris](#) RT [@carahall](#): “[@robertcgage](#):" To a point yes, but when chips are down, no substitute for practical experience.[#CommsChat](#)” agree ESP in crisis situation -8:54 PM Nov 28th, 2011



[The Giff](#) RT [@FayeOakey](#): [#commschat](#) Q4: As a PR student, see my degree as essential education not only of the industry but in life skills. -8:54 PM Nov 28th, 2011



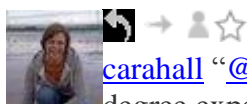
[LauraToader](#) RT [@FayeOakey](#) Q4: As a PR student, see my degree as essential education not only of the industry but in life skills.[#CommsChat](#) -8:54 PM Nov 28th, 2011



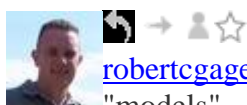
[lbell1988_PR](#) My degree taught me more than principles of PR, more than that..academic writing & chasing new developments within the industry [#CommsChat](#) -8:54 PM Nov 28th, 2011



[danderricott](#) RT [@FayeOakey](#): [#commschat](#) Q4: As a PR student, see my degree as essential education not only of the industry but in life skills. -8:53 PM Nov 28th, 2011



[carahall](#) “[@wendypgreene](#):started working in the comms before started comms degree experience has helped understand course work! [#CommsChat](#)” same 4 me - 8:53 PM Nov 28th, 2011



[robertcgage](#) [@behindthespin](#) [@commschat](#) Not always a lot to be gained from "models" - particularly if they don't translate to reality. [#CommsChat](#) -8:53 PM Nov 28th, 2011



[FayeOakey](#) [#commschat](#) Q4: As a PR student, see my degree as essential education not only of the industry but in life skills. -8:53 PM Nov 28th, 2011



[AllthingsIC](#) RT [@behindthespin](#): [@commschat](#) We have to select. I find academic books very formulaic. Best ideas come from smart thinking practitioners. [#CommsChat](#) -8:53 PM Nov 28th, 2011



[behindthespin](#) Two smart practitioner books this year are by [@sheldrake](#) and [@kdpaine](#). On measurement and influence NB [@michaelwhite1](#) [#CommsChat](#) -8:53 PM Nov 28th, 2011



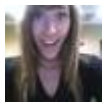
[lyannatsakiris](#) [@amandacomms](#) [@commschat](#) yes but many people underestimate the time required for online campaigns [#commschat](#) -8:52 PM Nov 28th, 2011



[michaelwhite1](#) [@robertcgage](#) Probably Andy Coulson [#commschat](#) -8:52 PM Nov 28th, 2011



[246MissJessica](#) The use of SM allows charities and small pr campaigns to gain a strong following without the price [#commschat](#) -8:52 PM Nov 28th, 2011



[The Giff](#) RT [@robertcgage](#): To a point yes, but when chips are down, no substitute for practical experience. [#CommsChat](#) -8:52 PM Nov 28th, 2011



[behindthespin](#) [@commschat](#) We have to select. I find academic books very formulaic. Best ideas come from smart thinking practitioners. [#CommsChat](#) -8:52 PM Nov 28th, 2011



[PaulCTayla](#) [@ZoeShort](#) Totally, not just social though, the whole digi world. And for me as a digi head, I now have to think in PR. [#commschat](#) -8:51 PM Nov 28th, 2011



[AllthingsIC](#) RT [@wendypgreene](#): I started working in the comms field before i started my comms degree.. for me, experience has helped me understand course work! [#CommsChat](#) -8:51 PM Nov 28th, 2011



[ZoeShort](#) [@LauraToader](#) It's still like that for me and i've been in it 4yrs now...we are in an exciting challenging industry :-)[#CommsChat](#) -8:51 PM Nov 28th, 2011



[robertcgage](#) [@michaelwhite1](#) Do wonder who was advising Charlotte Church on her PR [#CommsChat](#) -8:51 PM Nov 28th, 2011



[carahall](#) “[@robertcgage](#):" To a point yes, but when chips are down, no substitute for practical experience. [#CommsChat](#)” agree ESP in crisis situation -8:51 PM Nov 28th, 2011



[DanielaOana](#) RT [@michaelwhite1](#): A5: Must add that following the Leveson inquiry is also fascinating. [#commschat](#) -8:51 PM Nov 28th, 2011



[JessYeoman](#) RT [@michaelwhite1](#): A5: Must add that following the Leveson inquiry is also fascinating. [#commschat](#) -8:50 PM Nov 28th, 2011



[Jamesnicholsfry](#) [@EDewires](#) Welcome to Twitter! Take part in the Comms Chat by using the hashtag: [#CommsChat](#) and following [@behindthespin](#) ! -8:50 PM Nov 28th, 2011



[AllthingsIC](#) RT [@CommsChat](#): OK, lets move onto Q5 What have you read about PR this year that's really excited you? A Q open to all. & obv I mean on comms [#commschat](#) -8:50 PM Nov 28th, 2011



[wendypgreene](#) I started working in the comms field before i started my comms degree.. for me, experience has helped me understand course work! [#CommsChat](#) -8:50 PM Nov 28th, 2011



[behindthespin](#) RT [@lauratoader](#): As I am new to PR industry, everything is exciting and every day is a challenge! [#CommsChat](#)> true for old hands too -8:50 PM Nov 28th, 2011



[michaelwhite1](#) A5: Must add that following the Leveson inquiry is also fascinating. [#commschat](#) -8:50 PM Nov 28th, 2011



[robertcgage](#) [@LauraToader](#) And it gets even better as you go along too! [#CommsChat](#) -8:50 PM Nov 28th, 2011



[carahall](#) [@amandacomms](#) my first [#commschat](#) great! -8:50 PM Nov 28th, 2011



[behindthespin](#) [@jamesnicholsfry](#) That's why we need to be open-minded about where and when is best to study and gain degrees. [#CommsChat](#) -8:50 PM Nov 28th, 2011



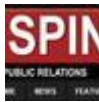
[michaelwhite1](#) A5: This year have been delving into semiotic algorithm research to understand online ROI. Interesting. [#commschat](#) -8:49 PM Nov 28th, 2011



[LaalaLush](#) RT [@ShadeWilson](#): Its about continuous learning whether at UNI or practical experience. The key for all is to be open to ideas [#CommsChat](#) -8:49 PM Nov 28th, 2011



[LauraToader](#) As I am new to PR industry, everything is exciting and every day is a challenge! [#CommsChat](#) -8:49 PM Nov 28th, 2011



[behindthespin](#) [@amandacomms](#) 'I fell into PR because I failed to get into university to study history' [@markborkowski](#) Hollywood publicity book. [#CommsChat](#) -8:48 PM Nov 28th, 2011



[LaalaLush](#) RT [@PaulCTayla](#): The boundaries between digi heads & PR have blurred. An interchange of skills is essential for both sectors. [#commschat](#) [#myonlypoint](#) -8:48 PM Nov 28th, 2011



[Jamesnicholsfry](#) [@behindthespin](#) Is this a bad thing? £9,000 a year X the extra years... Even more debt for students! [#CommsChat](#) -8:48 PM Nov 28th, 2011



[ZoeShort](#) [@PaulCTayla](#) Agree with you...the digital age has meant we now have to be PR pros and Social wiz's [#CommsChat](#) -8:48 PM Nov 28th, 2011



[CommsChat](#) Richard, new books come out at a frightening pace - it must be hard to keep up with them. [#commschat](#) -8:48 PM Nov 28th, 2011



[robertcgage](#) [@behindthespin](#) [@nigelsarbutts](#) To a point yes, but when chips are down, no substitute for practical experience. [#CommsChat](#) -8:48 PM Nov 28th, 2011



[FrancescaaJames](#) RT [@ThePaulSutton](#): There's far more to G+ than a fad. G+ is a deck of tools as much as a social network [#commschat](#) -8:47 PM Nov 28th, 2011



[amandacomms](#) [@carahall](#) hi there a little late tonight but I am catching up [#commschat](#) -8:47 PM Nov 28th, 2011



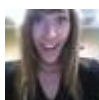
[CommsChat](#) OK, lets move onto Q5 What have you read about PR this year that's really excited you? A Q open to all. & obv I mean on comms [#commschat](#) -8:47 PM Nov 28th, 2011



[FrancescaaJames](#) RT [@CommsChat](#): Do employers get much from interns than just a months worth of cheap (sometimes free) labour? Is it a way of keeping up to date? [#commschat](#) -8:46 PM Nov 28th, 2011



[mynewsdesk_uk](#) Fosho RT [@PaulCTayla](#): The boundaries between digi heads & PR have blurred. An interchange of skills is essential for both sectors [#Commschat](#) -8:46 PM Nov 28th, 2011



[The Giff](#) RT [@NigelSarbutts](#): [@CommsChat](#) PR requires intellectual curiosity, not a degree [#CommsChat](#) -8:46 PM Nov 28th, 2011



[AllthingsIC](#) RT [@amandacomms](#): “[@CommsChat](#): ...Can we also discuss ways of success in PR and comms without a degree? [#commschat](#)” answer: hard work! -8:46 PM Nov 28th, 2011



[ZoeShort](#) RT [@PaulCTayla](#): The boundaries between digi heads & PR have blurred. An interchange of skills is essential for both sectors. [#commschat](#) [#myonlypoint](#) -8:46 PM Nov 28th, 2011



[amandacomms](#) “[@CommsChat](#): ...Can we also discuss ways of success in PR and comms without a degree? [#commschat](#)” answer: hard work! -8:46 PM Nov 28th, 2011



[katrinderPR](#) Agreed! RT “[@amandacomms](#): [@CommsChat](#) with restricted budgets the use of online and good practice sharing is the way forward [#commschat](#)” -8:45 PM Nov 28th, 2011



[carahall](#) [@amandacomms](#) [#commschat](#) hi Amanda, agree gets lots for your money online -8:45 PM Nov 28th, 2011



[behindthespin](#) [@nigelsarbutts](#) I do agree. Willingness to learn is much more important than evidence of once having learnt something. [#CommsChat](#) -8:45 PM Nov 28th, 2011



[danderricott](#) RT [@LauraToader](#): RT [@NigelSarbutts](#) [@CommsChat](#) PR requires intellectual curiosity, not a degree. [#CommsChat](#) -8:45 PM Nov 28th, 2011



[robertcgage](#) [@CommsChat](#) Luck more than judgement and sheer cheek got me into comms. Wouldn't recommend though! [#CommsChat](#) -8:45 PM Nov 28th, 2011



[michaelwhite1](#) RT [@PaulCTayla](#): The boundaries between digi heads & PR have blurred. An interchange of skills is essential for both sectors. [#commschat](#) [#myonlypoint](#) -8:45 PM Nov 28th, 2011



[ellislouise](#) A lot of people I've spoken to about studying an MA in PR seem to think it was just a way of me putting off employment. [#CommsChat](#) -8:45 PM Nov 28th, 2011



[AllthingsIC](#) RT [@NigelSarbutts](#): [@CommsChat](#) PR requires intellectual curiosity, not a degree [#commschat](#) -8:45 PM Nov 28th, 2011



[LaalaLush](#) RT [@CommsChat](#): Do employers get much from interns than just a months worth of cheap (sometimes free) labour? Is it a way of keeping up to date? [#commschat](#) -8:45 PM Nov 28th, 2011



[LauraToader](#) RT [@NigelSarbutts](#) [@CommsChat](#) PR requires intellectual curiosity, not a degree. [#CommsChat](#) -8:45 PM Nov 28th, 2011



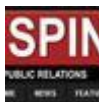
[PaulCTayla](#) The boundaries between digi heads & PR have blurred. An interchange of skills is essential for both sectors. [#commschat#myonlypoint](#) -8:45 PM Nov 28th, 2011



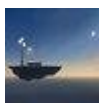
[michaelwhite1](#) [@behindthespin](#) Clever observation. Learning is what makes life exciting. [#commschat](#) -8:45 PM Nov 28th, 2011



[amandacomms](#) [@CommsChat](#) with restricted budgets the use of online and good practice sharing is the way forward [#commschat](#) -8:44 PM Nov 28th, 2011



[behindthespin](#) A4 In my lifetime, school leaving age has risen from 14 to in effect 24. In another lifetime, what, 44? Never stop learning. [#CommsChat](#) -8:44 PM Nov 28th, 2011



[AmelieMet](#) RT [@NigelSarbutts](#): [@CommsChat](#) PR requires intellectual curiosity, not a degree [#commschat](#) -8:44 PM Nov 28th, 2011



[framingthedot](#) PR in universities should enable students 2 develop as thought & ethical leaders, able 2 both support & challenge the industry [#commschat](#) -8:44 PM Nov 28th, 2011



[katrinderPR](#) RT [@behindthespin](#): RT [@lyannatsakiris](#): boundaries in comms industry are more blurred than ever and a more integrated approach is essential [#commschat](#) -8:43 PM Nov 28th, 2011



[Communicatomag](#) [@danderricott](#) we're ther side, hacks not flaks. We only take ppl for 3-4 weeks. Work experience not internship. pay lunch & travel [#commschat](#) -8:43 PM Nov 28th, 2011



[NigelSarbutts](#) [@CommsChat](#) PR requires intellectual curiosity, not a degree [#commschat](#) -8:43 PM Nov 28th, 2011



[LizBridgen](#) A4 I'd like to see some independent research done on whether PR degrees aid employability - but who would fund? [#commschat](#) -8:43 PM Nov 28th, 2011



[lyannatsakiris](#) [@michaelwhite1](#) have seen it with sm and it isn't pretty! [#commschat](#) -8:43 PM Nov 28th, 2011



[AllthingsIC](#) RT [@behindthespin](#): [@robertcgage](#): [@AllthingsIC@danderricott](#) There is mutuality in education, just as in comms. Can't teach AT someone. [#CommsChat](#) -8:43 PM Nov 28th, 2011



[ZoeShort](#) [@CommsChat](#) I found my degree was a way in the door...couldn't do a placement before I graduated. That may have changed now [#CommsChat](#) -8:42 PM Nov 28th, 2011



[lucyhird](#) [@behindthespin](#) Haha, thanks for making the decision for me. I'm reading about branding as an 'emotional charge', very interesting [#CommsChat](#) -8:42 PM Nov 28th, 2011



[behindthespin](#) RT [@lyannatsakiris](#): boundaries in comms industry are more blurred than ever and a more integrated approach is essential [#commschat](#) -8:42 PM Nov 28th, 2011



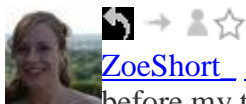
[AllthingsIC](#) [@robertcage](#) agreed, I think mutual learning is key [#commschat](#) -8:42 PM Nov 28th, 2011



[Jamesnicholsfry](#) [@danderricott](#) [@CarlaJoanna90](#) [@studentproducer#Student](#) as Producer is amazing! [#CommsChat](#) -8:42 PM Nov 28th, 2011



[AllthingsIC](#) RT [@CommsChat](#): we touched on Q4 earlier - How useful is a qualification (degree level or otherwise) in PR? lets also look at this another way... [#commschat](#) -8:41 PM Nov 28th, 2011



[ZoeShort](#) [@Communicatomag](#) Errmm now you've got me thinking!?! Maybe before my time... [#CommsChat](#) -8:41 PM Nov 28th, 2011



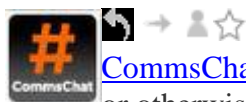
[carahall](#) [@Communicatomag](#) [#commschat](#) you just gave me a giggle.....telex a what? - 8:41 PM Nov 28th, 2011



[CommsChat](#) ...Can we also discuss ways of success in PR and comms without a degree? [#commschat](#) -8:41 PM Nov 28th, 2011



[danderricott](#) Just out of curiosity - how many of your companies pay interns? [#commschat](#) -8:41 PM Nov 28th, 2011



[CommsChat](#) we touched on Q4 earlier - How useful is a qualification (degree level or otherwise) in PR? lets also look at this another way... [#commschat](#) -8:41 PM Nov 28th, 2011



[CarlaJoanna90](#) [@CommsChat](#) definitely, my company kept me part time with a

specific job roll nobody considered covering before [#Commschat](#) -8:41 PM Nov 28th, 2011



[LizBridgen](#) Agree! RT [@robertcgage](#): Meaningful research is something learnt on an academic course. It should support nearly all PR activity. [#Commschat](#) -8:41 PM Nov 28th, 2011



[behindthespin](#) @lucybird Then hello and goodbye Lucy. Lit review beckons. [#commschat](#) -8:40 PM Nov 28th, 2011



[Isobel_Webb](#) RT [@behindthespin](#): To repeat: too much education is wasted on the young. We need to encourage lifelong learning. [#CommsChat](#) -8:40 PM Nov 28th, 2011



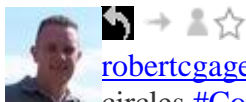
[michaelwhite1](#) @Communicatemag Most students have heard of AVE but only to discredit it (quite rightly so). [#commschat](#) -8:40 PM Nov 28th, 2011



[mynewsdesk_uk](#) Defo - RT [@robertcgage](#): Meaningful research is something learnt on an academic course. It should support nearly all PR activity. [#Commschat](#) -8:40 PM Nov 28th, 2011



[carahall](#) @vegeworm [#commschat](#) sometimes can't take the risk, need to plan time to ensure interns do learn and not just do the dros -8:40 PM Nov 28th, 2011



[robertcgage](#) @Communicatemag Don't know why. AVE is alive and well in some circles [#CommsChat](#) -8:40 PM Nov 28th, 2011



[lucybird](#) Argh! Torn between [#CommsChat](#) and lit review. Deadlines are looming :(-8:39 PM Nov 28th, 2011



[behindthespin](#) [@robertcgage](#): [@AllthingsIC](#) [@danderricott](#) There is mutuality in education, just as in comms. Can't teach AT someone. [#CommsChat](#) -8:39 PM Nov 28th, 2011



[mynewsdesk_uk](#) Not just SM that is new. Also the explosion of video as an affordable PR medium. [#Commschat](#) -8:39 PM Nov 28th, 2011



[vegeworm](#) [@lucyhird](#) started 38mins ago Lucy [#CommsChat](#) -8:38 PM Nov 28th, 2011



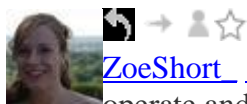
[Communicatemag](#) presumably students have never heard of AVE (unless in historic context, maybe the same class they talked about telex machines)? [#commschat](#) -8:38 PM Nov 28th, 2011



[danderricott](#) RT [@robertcgage](#): [@AllthingsIC](#) [@danderricott](#) More about mutual learning isn't it? Both 'sides' learning from each other [#CommsChat](#) -8:38 PM Nov 28th, 2011



[michaelwhite1](#) [@lyannatsakiris](#) Agree. There will be an economical fistfight between areas of marketing for untapped internet revenue. [#commschat](#) -8:38 PM Nov 28th, 2011



[ZoeShort](#) [@CommsChat](#) I found placements a great way to see how consultancies operate and gain exp...hope I was some benefit to them too [#CommsChat](#) -8:38 PM Nov 28th, 2011



[LaalaLush](#) RT [@behindthespin](#): RT [@mitchellfriedmn](#): [@CommsChat](#)Q1: You must be intellectual, which means being curious, open to debate, and challenging oneself [#Commschat](#) -8:37 PM Nov 28th, 2011



[carahall](#) [@lucyhird](#) [#commschat](#) 8pm -8:37 PM Nov 28th, 2011

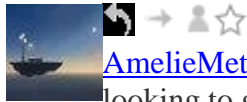


[behindthespin](#) RT [@robertcgage](#): [@mynewsdesk_uk](#) Meaningful research is something learnt on an academic course. It should support PR

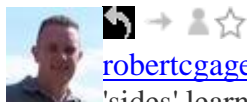
activity. [#CommsChat](#) -8:37 PM Nov 28th, 2011



I blogged recently about digital PR measurement. Is this the sort of thing in degrees? <http://t.co/BhXSKzhg#Commschat> -8:37 PM Nov 28th, 2011



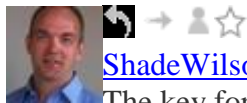
RT [@robertcgage](#): [@CommsChat](#) If they listen, yes. If they're just looking to get something on the cheap, possibly not [#CommsChat](#) -8:37 PM Nov 28th, 2011



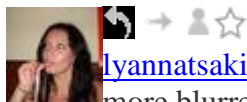
[@AllthingsIC](#) [@danderricott](#) More about mutual learning isn't it? Both 'sides' learning from each other [#CommsChat](#) -8:37 PM Nov 28th, 2011



[@CommsChat](#) Some employers won't let the interns get near their clients let alone learning from them [#CommsChat](#) -8:37 PM Nov 28th, 2011



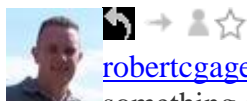
Its about continuous learning whether at UNI or practical experience. The key for all is to be open to ideas [#CommsChat](#) -8:37 PM Nov 28th, 2011



[@michaelwhite1](#) [@behindthespin](#) boundaries in comms industry are more blurred than ever and a more integrated approach is essential [#commschat](#) -8:37 PM Nov 28th, 2011



[@AllthingsIC](#) [@danderricott](#) Teachers. Students may know technology, any worthwhile instructor will provide context, framework [#commschat](#) -8:37 PM Nov 28th, 2011



If they listen, yes. If they're just looking to get something on the cheap, possibly not [#CommsChat](#) -8:36 PM Nov 28th, 2011



[lucyHird](#) When did the [#CommsChat](#) start? -8:36 PM Nov 28th, 2011



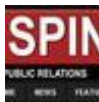
[LizBridgen](#) [@Jamesnicholsfry](#) Yes - some of our interns have ended up running training sessions for their placement hosts![#CommsChat](#) -8:36 PM Nov 28th, 2011



[DanielaOana](#) Everyone just wandered off into the land of SM and online but no one said that students bring fresh perspectives on general PR [#CommsChat](#) -8:36 PM Nov 28th, 2011



[rachelbarkley](#) [@michaelwhite1](#) true, but with so many people now claiming to be interested/experts in SM you have to be able to prove your worth [#CommsChat](#) -8:36 PM Nov 28th, 2011



[behindthespin](#) RT [@danderricott](#): Who teaches who when it comes to things like social media... students or lecturers? [#commschat#socialstudent](#) -8:36 PM Nov 28th, 2011



[AllthingsIC](#) Interesting thought! RT [@danderricott](#) Who teaches who when it comes to things like social media... students or lecturers? [#CommsChat](#) -8:36 PM Nov 28th, 2011



[LauraToader](#) Q1: A degree is a good foundation. However, someone could be an excellent storyteller without necessarily being intellectual... [#CommsChat](#) -8:36 PM Nov 28th, 2011



[ellislouise](#) RT [@CommsChat](#): Do employers get much from interns than just a months worth of cheap (sometimes free) labour? Is it a way of keeping up to date? [#commschat](#) -8:35 PM Nov 28th, 2011



[carahall](#) [@wendypgreene](#) [#commschat](#) hi agree and good for you doing your degree :) -8:35 PM Nov 28th, 2011



[Jamesnicholsfry](#) [@danderricott](#) Good Question! Should I start a masterclass in improving your online presence? HA! [#CommsChat](#) -8:35 PM Nov 28th, 2011



[CommsChat](#) Do employers get much from interns than just a months worth of cheap (sometimes free) labour? Is it a way of keeping up to date? [#commschat](#) -8:35 PM Nov 28th, 2011



[robertcgage](#) [@mynewsdesk_uk](#) Meaningful research is something learnt on an academic course. It should support nearly all PR activity. [#CommsChat](#) -8:35 PM Nov 28th, 2011



[JessYeoman](#) RT [@danderricott](#): Who teaches who when it comes to things like social media... students or lecturers? [#commschat](#) -8:35 PM Nov 28th, 2011



[Adeel 8 6](#) RT [@behindthespin](#): To repeat: too much education is wasted on the young. We need to encourage lifelong learning. [#CommsChat](#) -8:35 PM Nov 28th, 2011



[stephbridgeman](#) RT [@behindthespin](#): [@michaelwhite1](#) We all have so much to learn about metrics and measurement (saw your book review). [#CommsChat](#) -8:34 PM Nov 28th, 2011



[framingthedot](#) RT [@LizBridgen](#): PR degrees are much more than 'learning' PR - also learning to research & write, apply knowledge, explore new areas , network ... [#commschat](#) -8:34 PM Nov 28th, 2011



[Jamesnicholsfry](#) More emphasis is needed towards how much GOOD experience can be gained while at Uni from the more practical aspected of PR! [#CommsChat](#) -8:34 PM Nov 28th, 2011



[wendypgreene](#) I find course materials too slow in keeping up with SM. Practical experience in this area is necessary to learn. [#CommsChat](#) -8:34 PM Nov 28th, 2011



[danderricott](#) Who teaches who when it comes to things like social media... students or lecturers? [#commschat](#) -8:34 PM Nov 28th, 2011



[behindthespin](#) [@mynewsdesk_uk](#) I call it history, you call it zeitgeist. You win! [#CommsChat](#) -8:34 PM Nov 28th, 2011



[LaalaLush](#) RT [@LizBridgen](#): PR degrees are much more than 'learning' PR - also learning to research & write, apply knowledge, explore new areas , network ... [#commschat](#) -8:34 PM Nov 28th, 2011



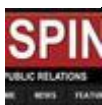
[mynewsdesk_uk](#) A3 - also I would say digital measurement practice, multimedia, web technologies and tools. [#Commschat](#) -8:34 PM Nov 28th, 2011



[stephbridgeman](#) RT [@michaelwhite1](#): A3. What most students need is a better understanding of achieving ROI online using SM. That is a practitioner's weak spot. [#commschat](#) -8:34 PM Nov 28th, 2011



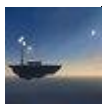
[mitchellfriedmn](#) [@LizBridgen](#) I know your pain :) [#Commschat](#) -8:34 PM Nov 28th, 2011



[behindthespin](#) [@michaelwhite1](#) Now that's a scary thought, but I don't doubt you. Guest lecture opportunity for you? Now who's the teacher? [#CommsChat](#) -8:33 PM Nov 28th, 2011



[ZoeShort](#) RT [@behindthespin](#): RT [@mitchellfriedmn](#): [@CommsChat](#) Q1: You must be intellectual, which means being curious, open to debate, and challenging oneself [#Commschat](#) -8:33 PM Nov 28th, 2011



[AmelieMet](#) :) we try “[@behindthespin](#): [@ameliet](#) You help to keep us young. [#CommsChat](#)” -8:33 PM Nov 28th, 2011



[carahall](#) [@pbould](#) [#commschat](#) hello, yes still presenting :) speed of social media frightens and battle to get businesses not to treat it as an aside -8:33 PM Nov 28th, 2011



[michaelwhite1](#) [@rachelbarkley](#) Agree. Yet also applies to many self-confessed SM 'experts' too [#commschat](#) -8:33 PM Nov 28th, 2011



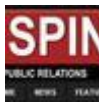
[The Giff](#) RT [@wimapp](#): Organisations commit reputational suicide when they lose touch w/the people they serve. We need to put the human back in [#CommsChat](#) - 8:33 PM Nov 28th, 2011



[LaalaLush](#) RT [@mynewsdesk_uk](#): [@CarlaJoanna90](#) yes, PR should be a connecting function - supporting and protecting the business as a whole. [#Commschat](#) -8:33 PM Nov 28th, 2011



[Jamesnicholsfry](#) RT [@vegeworm](#): [@behindthespin](#) educators provide experience, advice and lots more. Young pups are learning [#CommsChat](#) -8:33 PM Nov 28th, 2011



[behindthespin](#) RT [@mitchellfriedmn](#): [@CommsChat](#) Q1: You must be intellectual, which means being curious, open to debate, and challenging oneself [#Commschat](#) - 8:32 PM Nov 28th, 2011



[michaelwhite1](#) [@behindthespin](#) Online advertising can teach PR a lot about metrics. The return of AVE! [#commschat](#) -8:32 PM Nov 28th, 2011



[mynewsdesk_uk](#) A3 - how about helping old skool understand newer language/comms styles and trends? A lot of PR is understanding the zeitgeist. [#Commschat](#) -8:32 PM Nov 28th, 2011



[ZoeShort](#) [@mynewsdesk_uk](#) [@LauraToader](#) This is what used to happen [@unilincn](#) when I studied PR. Gives great start to a PR career [#CommsChat](#) -8:32 PM Nov 28th, 2011



[rachelbarkley](#) [@michaelwhite1](#) while students may have better awareness they can't necessarily use it effectively [#CommsChat](#) -8:31 PM Nov 28th, 2011



[vegeworm](#) [@behindthespin](#) educators provide experience, advice and lots more. Young pups are learning [#CommsChat](#) -8:31 PM Nov 28th, 2011



[wimapp](#) Organisations commit reputational suicide when they lose touch with the people they serve. We need to put the human back in [#commschat](#) -8:31 PM Nov 28th, 2011



[behindthespin](#) [@michaelwhite1](#) We all have so much to learn about metrics and measurement (saw your book review). [#CommsChat](#) -8:31 PM Nov 28th, 2011



[AllthingsIC](#) RT [@michaelwhite1](#): A3. What most students need is a better understanding of achieving ROI online using SM. That is a practitioner's weak spot. [#commschat](#) -8:31 PM Nov 28th, 2011



[ellislouise](#) But I only learnt what digital native/immigrant meant from doing a PR degree.... I'm torn! [#CommsChat](#) -8:31 PM Nov 28th, 2011



[Chris11Grayson](#) If I see an individual persons name trending I'm instantly worried something bad has happened to them [#CommsChat](#) [#twitterispowerful](#) -8:31 PM Nov 28th, 2011



[JessYeoman](#) [@michaelwhite1](#) completely agree! [#CommsChat](#) -8:31 PM Nov 28th, 2011



[pbould](#) [@carahall](#) Certainly about managing reputations. Are you still doing work at Radio Tyneside? [#commschat](#) -8:31 PM Nov 28th, 2011



[carahall](#) [@AmelieMet](#) [#commschat](#) totally agree, social media can be shock for

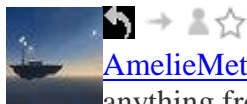
more traditional pr colleagues!! -8:30 PM Nov 28th, 2011



[LauraToader @LizBridgen](#) I strongly agree that PR is networking and sharing ideas. [#CommsChat](#) -8:30 PM Nov 28th, 2011



[mynewsdesk_uk](#) Yes - RT [@LauraToader](#): I think modern PR should cover business essentials such as marketing, law and finance, this happens at DMU [#Commschat](#) -8:30 PM Nov 28th, 2011



[AmelieMet](#) Experience yes, tools no? “[@behindthespin](#): Oh dear. Does no one learn anything from me and my fellow educators?” [#CommsChat](#)” -8:30 PM Nov 28th, 2011



[behindthespin @ameliemet](#) You help to keep us young. [#CommsChat](#) -8:30 PM Nov 28th, 2011



[lyannatsakiris @behindthespin](#) agree- our industry is changing rapidly and we have to learn new skills to provide effective consultation [#commschat](#) -8:29 PM Nov 28th, 2011



[mitchellfriedmn @CommsChat](#) Q1: You absolutely must be intellectual, which in my mind means curious, being open to debate, and challenging oneself [#Commschat](#) -8:29 PM Nov 28th, 2011



[ZoeShort](#) I need to send [@jane63c](#) apologies, she has commitments at [@unilincoln](#) tonight. I'm sure she'll view the transcript [#CommsChat](#) -8:29 PM Nov 28th, 2011



[michaelwhite1](#) A3. What most students need is a better understanding of achieving ROI online using SM. That is a practitioner's weak spot. [#commschat](#) -8:29 PM Nov 28th, 2011



[ellislouise](#) A3: There is always so much we have to teach, not just because we're doing a PR degree though, but because we are digital native. [#CommsChat](#) -8:29

PM Nov 28th, 2011



[LizBridgen](#) [@mitchellfriedmn](#) Agreed, but couldn't get that in to 140 characters! [#commschat](#) -8:29 PM Nov 28th, 2011



[vegeworm](#) A3 [#CommsChat](#) ideas, creativity, insights from the different generations -8:29 PM Nov 28th, 2011



[mynewsdesk_uk](#) [@CarlaJoanna90](#) yes, PR should be a connecting function - supporting and protecting the business as a whole. [#Commschat](#) -8:29 PM Nov 28th, 2011



[AllthingsIC](#) RT [@danderricott](#): Practitioners need to make the most of learners' inquisitive minds! We question the norm and that's something we all must do more [#commschat](#) -8:28 PM Nov 28th, 2011



[mitchellfriedmn](#) [@LizBridgen](#) Better still if there's a component of org. behavior, leadership, and general business in the curriculum [#commschat](#) -8:28 PM Nov 28th, 2011



[behindthespin](#) Oh dear. Does no one learn anything from me and my fellow educators? [#CommsChat](#) -8:28 PM Nov 28th, 2011



[CarlaJoanna90](#) RT [@LizBridgen](#): PR degrees are much more than 'learning' PR - also learning to research & write, apply knowledge, explore new areas , network ... [#commschat](#) -8:28 PM Nov 28th, 2011



[AllthingsIC](#) RT [@LizBridgen](#): PR degrees are much more than 'learning' PR - also learning to research & write, apply knowledge, explore new areas , network ... [#commschat](#) -8:28 PM Nov 28th, 2011



[CarlaJoanna90](#) RT [@danderricott](#): Practitioners need to make the most of learners' inquisitive minds! We question the norm and that's something we all must do more [#commschat](#) -8:28 PM Nov 28th, 2011



[Jamesnicholsfry](#) [@CarlaJoanna90](#) [@danderricott](#) I like practical PR, but studying

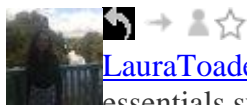
the degree would give me more to talk about in interviews!! [#CommsChat](#) -8:28 PM Nov 28th, 2011



[AmelieMet](#) A3 I'd say yes. Look at social media. Also youth has new trends which old hounds may not be in contact with [#commschat](#) -8:28 PM Nov 28th, 2011



[DanielaOana](#) RT [@danderricott](#): Practitioners need to make the most of learners' inquisitive minds! We question the norm and that's something we all must do more [#commschat](#) -8:28 PM Nov 28th, 2011



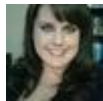
[LauraToader](#) [@mynewsdesk_uk](#) I think modern PR should cover business essentials such as marketing, law and finance, this happens at DMU [#CommsChat](#) -8:28 PM Nov 28th, 2011



[The Giff](#) [@commschat](#) A3. Yes! The social media world is evolving & so are ways of communication. "young pups" can bring fresh ideas for this [#CommsChat](#) -8:27 PM Nov 28th, 2011



[behindthespin](#) [@stephbridgeman](#) It also levels the playing field. Opens up opportunities for those ready to seize them. [#CommsChat](#) -8:27 PM Nov 28th, 2011



[AM Freeland](#) Me too! RT [@The Giff](#): Hi I am a PR student from Texas, USA. Excited for my first [#CommsChat](#)! -8:27 PM Nov 28th, 2011



[CarlaJoanna90](#) [@mynewsdesk_uk](#) even without social media, I think it is beneficial to have an understanding of the overlap with different functions [#commschat](#) -8:27 PM Nov 28th, 2011



[AllthingsIC](#) RT [@CommsChat](#): OK lets flip things round Q3 what can practitioners learn from those in education. Can young pups teach old hounds new skills? [#commschat](#) -8:27 PM Nov 28th, 2011



[danderricott](#) Practitioners need to make the most of learners' inquisitive minds! We

question the norm and that's something we all must do more [#commschat](#) -8:27 PM Nov 28th, 2011



[michaelwhite1](#) A3: Commonly new student have a better awareness of SM. For God's sake don't let the intern only handle online comms tho! [#commschat](#) -8:27 PM Nov 28th, 2011



[LizBridgen](#) PR degrees are much more than 'learning' PR - also learning to research & write, apply knowledge, explore new areas , network ... [#commschat](#) -8:27 PM Nov 28th, 2011



[vegeworm](#) A2 [#CommsChat](#) Universities provide work experience opportunities to students while doing their degree, it help build confidence for... -8:27 PM Nov 28th, 2011



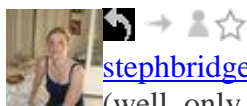
[AllthingsIC](#) There are lots of good Comms and PR courses around to choose from, I've highlighted some via my blog:<http://t.co/D5apfmQb> [#CommsChat](#) -8:26 PM Nov 28th, 2011



[SandyLindsay](#) Great point: RT [@stephbridgeman](#): A2. [#commschat](#)I think Twitter is a great tool for lifelong learning. Learning from peers is great. -8:26 PM Nov 28th, 2011



[behindthespin](#) [@lyannatsakiris](#) Sounds an ideal approach. I love teaching practitioners on [#CIPR](#) qualifications. [#CommsChat](#) -8:26 PM Nov 28th, 2011



[stephbridgeman](#) A2. [#commschat](#) I think Twitter is a great tool for lifelong learning (well, only been tweeting a short while!) Learning from peers is great. -8:26 PM Nov 28th, 2011



[mynewsdesk_uk](#) RT [@CommsChat](#): Q3 what can practitioners learn from those in education. Can young pups teach old hounds new skills? [#Commschat](#) -8:26 PM Nov 28th, 2011



[Chris11Grayson](#) Chris Grayson 2nd year PR Student... looking at some some insightful stuff [#CommsChat](#) -8:26 PM Nov 28th, 2011



[robertcgage](#) [@CommsChat](#) A3 - Social media springs to mind. Many textbooks written before the Interweb was heard of [#CommsChat](#) -8:26 PM Nov 28th, 2011



[lyannatsakiris](#) [@SandyLindsay](#) [@ellislouise](#) completely agree work experience is essential [#commschat](#) -8:25 PM Nov 28th, 2011



[mynewsdesk_uk](#) Should a modern PR degree also cover marketing and customer service, as social media blurs the lines? [#Commschat](#) -8:25 PM Nov 28th, 2011



[LaalaLush](#) RT [@behindthespin](#): [@ellislouise](#) There is close to 100% employability from our PR degrees. Not bad given the economy. [#CommsChat](#) -8:25 PM Nov 28th, 2011



[behindthespin](#) The more I teach the less they learn has a corollary: The less I teach, the more they learn. [#CommsChat](#) -8:25 PM Nov 28th, 2011



[CarlaJoanna90](#) [@danderricott](#) completely agree, a good course that shows how you can use the skills your learn in practice really is beneficial [#CommsChat](#) -8:24 PM Nov 28th, 2011



[AlexUOB](#) [@behindthespin](#) UK does encourage lifelong learning.Hence all the accredited bodies,short trainings&workshopsAnd financial support [#CommsChat](#) -8:24 PM Nov 28th, 2011



[CommsChat](#) OK lets flip things round Q3 what can practitioners learn from those in education. Can young pups teach old hounds new skills? [#commschat](#) -8:24 PM Nov 28th, 2011



[lyannatsakiris](#) I did politics degree - a post grad [#CIPR](#) qualification that backed up practical experience with theory [#commschat](#) -8:24 PM Nov 28th, 2011



[ZoeShort](#) [@AmelieMet](#) That's the way I saw it, and has been proven during my career too. [#CommsChat](#) -8:24 PM Nov 28th, 2011



[AllthingsIC](#) [#CommsChat](#) A2 I think having a solid network of contacts is essential and many employers do still want to see degrees -8:24 PM Nov 28th, 2011



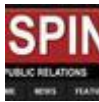
[Jamesnicholsfry](#) [@danderricott](#) I think [@unilincoln](#) need to look at their first year PR course, as if I knew more I would have carried it on! [#CommsChat](#) -8:24 PM Nov 28th, 2011



[michaelwhite1](#) Whoever claims not to learn something each day is either ignorant or a liar. [#commschat](#) -8:24 PM Nov 28th, 2011



[The Giff](#) RT [@ZoeShort](#) :Since graduating ive learnt a lot more in practice but i feel my PR degree gave skills & knowledge to handle practice [#CommsChat](#) -8:24 PM Nov 28th, 2011



[behindthespin](#) Everything can be a learning experience. [@rachelbarkley](#) won a class quiz thanks, she says, to her Twitter feed. [#CommsChat](#) -8:24 PM Nov 28th, 2011



[carahall](#) [@robertcgage](#) [@ellislouise](#) [#commschat](#) agree rob but way it goes these days with intense competition for jobs -8:24 PM Nov 28th, 2011



[danderricott](#) A degree isn't just lectures - it should be an opportunity to try out PR practice in a safe environment, learning from mistakes [#commschat](#) -8:24 PM Nov 28th, 2011

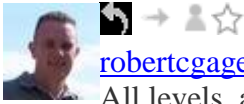


[wendypgreene](#) RT [@zoeshort](#) [@behindthespin](#): To repeat: too much education is wasted on the young. We need to encourage lifelong learning. [#CommsChat](#) -8:23

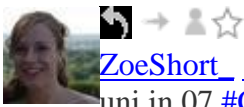
PM Nov 28th, 2011



[ellislouise](#) [@behindthespin](#) well thats encouraging. But the lack of Practical Learning may hinder that which calls into question its necessity [#CommsChat](#) -8:23 PM Nov 28th, 2011



[robertcgage](#) [#CommsChat](#) It was the people I met on my course that made it great. All levels, all walks of life and from all over the world. -8:23 PM Nov 28th, 2011



[ZoeShort_](#) [@behindthespin](#) Yes totally agree...i'm still learning everyday and I left uni in 07 [#CommsChat](#) -8:23 PM Nov 28th, 2011



[AmelieMet](#) Doesn't a degree give you the foundation or building blocks to be able to build on practically? [#commschat](#) -8:23 PM Nov 28th, 2011



[wendypgreene](#) Most employers require a degree minimum, from my experience. [#CommsChat](#) -8:22 PM Nov 28th, 2011



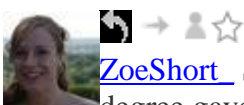
[carahall](#) [@lyannatsakiris](#) [#commschat](#) agree -8:22 PM Nov 28th, 2011



[danderricott](#) It is easy to become bored with a PR degree, not seeing it as relevant, but that's down to course design. It can be inspiring! [#commschat](#) -8:22 PM Nov 28th, 2011



[ZoeShort_](#) RT [@behindthespin](#): To repeat: too much education is wasted on the young. We need to encourage lifelong learning. [#CommsChat](#) -8:22 PM Nov 28th, 2011



[ZoeShort_](#) Since graduating i've learnt a lot more in practice, but I feel my PR degree gave the skills and knowledge to handle practice [#CommsChat](#) -8:22 PM Nov 28th, 2011



[Jamesnicholsfry](#) RT [@246MissJessica](#): [#CommsChat](#). I don't think there is any need for a pr degree but without contacts its a industry hard to break into -8:21 PM Nov 28th, 2011



[behindthespin](#) To repeat: too much education is wasted on the young. We need to encourage lifelong learning. [#CommsChat](#) -8:21 PM Nov 28th, 2011



[robertcgage](#) [@carahall](#) [@ellislouise](#) Also much snobbery amongst employers about qualifications. [#CommsChat](#) -8:21 PM Nov 28th, 2011



[michaelwhite1](#) RT [@behindthespin](#): [@ellislouise](#) There is close to 100% employability from our PR degrees. Not bad given the economy. [#CommsChat](#) -8:21 PM Nov 28th, 2011



[AlexUOB](#) As?social-media?RT: [@behindthespin](#) I tell placement students to set out to teach their employers something, and not just to learn [#CommsChat](#) -8:21 PM Nov 28th, 2011



[CurlyLinz](#) [@behindthespin](#) tough to get experience without relevant degree & to get PR role without practical exp. Chicken & egg. [#commschat](#) -8:21 PM Nov 28th, 2011



[LizBridgen](#) [@Communicatmag](#) - true. 'Tis easy for students to talk basic theory:The challenge is to go beyond and explore a body of knowledge [#commschat](#) -8:21 PM Nov 28th, 2011



[danderricott](#) Lets not assume all PR degrees are homogeneous - their content must be relevant, engaging and have a practical feel to it. [#commschat](#) -8:21 PM Nov 28th, 2011



[lyannatsakiris](#) You get transferable skills @ Uni no matter what discipline but nothing prepares you more for the role than on job experience [#commschat](#) -8:20 PM Nov 28th, 2011



[CarlaJoanna90](#) RT [@246MissJessica](#): [#CommsChat](#). I don't think there is any need

for a pr degree but without contacts its a industry hard to break into -8:20 PM Nov 28th, 2011



[JessYeoman](#) RT [@behindthespin](#): I tell placement students to set out to teach their employers something, and not just to learn. [#CommsChat](#) -8:20 PM Nov 28th, 2011



[Jamesnicholsfry](#) RT [@behindthespin](#): I tell placement students to set out to teach their employers something, and not just to learn. [#CommsChat](#) -8:20 PM Nov 28th, 2011



[carahall](#) [@ellislouise](#) [#commschat](#) in today's job climate think it definitely helps, I was fortunate to learn on job, not a chance these days -8:20 PM Nov 28th, 2011



[behindthespin](#) [@ellislouise](#) There is close to 100% employability from our PR degrees. Not bad given the economy. [#CommsChat](#) -8:20 PM Nov 28th, 2011



[michaelwhite1](#) [@danderricott](#) Completely agree [#commschat](#) -8:20 PM Nov 28th, 2011



[WeAreSlater_DG](#) [#commschat](#) some of you may disagree on my assumption there is a divide? -8:20 PM Nov 28th, 2011



[mynewsdesk_uk](#) PR students - what tools do you learn about? [#Commschat](#) -8:20 PM Nov 28th, 2011



[danderricott](#) I don't think anybody can argue a PR degree is enough on its own - but it gives a good grounding and shows the big picture [#commschat](#) -8:19 PM Nov 28th, 2011



[SandyLindsay](#) [@ellisLouise](#) not on its own no. We look for a decent degree as a

basis BUT work exp is essential [#commschat](#) -8:19 PM Nov 28th, 2011



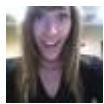
[behindthespin](#) I tell placement students to set out to teach their employers something, and not just to learn. [#CommsChat](#) -8:19 PM Nov 28th, 2011



[WeAreSlater DG](#) [#CommsChat](#) As I'm currently straddling the acad/prac divide, I'd say learning has most impact when discussions taken in practical direction -8:19 PM Nov 28th, 2011



[246MissJessica](#) [#CommsChat](#). I don't think there is any need for a pr degree but without contacts its a industry hard to break into -8:19 PM Nov 28th, 2011



[The Giff](#) RT [@behindthespin](#): "It's also human nature to learn from mistakes." Experience is the best teacher [#CommsChat](#) -8:19 PM Nov 28th, 2011



[robertcgage](#) [@Communicatemag](#) Cheeky! Intellectual rigour has little to do with it. But PR has a certain amount of vneer don't ya think! [#CommsChat](#) -8:19 PM Nov 28th, 2011



[AllthingsIC](#) RT [@LizBridgen](#): Lecturers/students can learn from industry, but we need to probe and ask WHY things were done - case studies aren't enough [#CommsChat](#) -8:19 PM Nov 28th, 2011



[Jamesnicholsfry](#) I've found participating in [#PracticalPR](#) much more interesting than obtaining a PR degree! Not everything can be learnt in books [#CommsChat](#) -8:18 PM Nov 28th, 2011



[ellislouise](#) Saying that, no one has confirmed for me yet whether employability increases with a degree in PR...anyone?[#CommsChat](#) -8:18 PM Nov 28th, 2011



[JessYeoman](#) Those in degrees are being taught about comms right now! They can add value to practitioners [#CommsChat](#) -8:18 PM Nov 28th, 2011



[behindthespin](#) It's also in human nature to learn from mistakes. Practitioners give us endless examples (Die Press Release, Die Die Die etc) [#CommsChat](#) -8:17 PM Nov 28th, 2011



[Communicatemag](#) [@robertcgage](#) so its not necessarily the intellectual rigour the education provides, but the veneer of intellectual rigour ;-)
[#commschat](#) -8:17 PM Nov 28th, 2011



[LizBridgen](#) Lecturers/students can learn from industry, but we need to probe and ask WHY things were done - case studies aren't enough [#CommsChat](#) -8:17 PM Nov 28th, 2011



[ZoeShort](#) [@CommsChat](#) I think so, it's a great foundation for a PR career. I grad in 07. My degree has given my great grounding knowledge [#CommsChat](#) -8:17 PM Nov 28th, 2011



[CarlaJoanna90](#) [@The_Giff](#) [@commschat](#) I agree, gaining necessary work experience mentioned, & how to strategically apply theory is a great foundation [#CommsChat](#) -8:17 PM Nov 28th, 2011



[ellislouise](#) I'm pretty certain there needs to be a degree of intelligence involved in comms. But not sure it needs to be a PR degree [#CommsChat](#) -8:16 PM Nov 28th, 2011



[danielle_stott](#) guest lectures are one of my favourite parts of my degree, there's always something to learn from people in the industry [#CommsChat](#) -8:16 PM Nov 28th, 2011



[AllthingsIC](#) Tip for newbies to [#CommsChat](#) - if you want to answer a question, start your tweet with A & question number - makes it easier to follow -8:16 PM Nov 28th, 2011



[carahall](#) [#commschat](#) did a [#CIPR](#) diploma now doing BA in leadership and m/ment in some ways helping me more PR is mostly about dealing with people? -8:16 PM Nov 28th, 2011



[SophieRedman](#) I work for a PR agency in leicester and my dutch BA degree has been far more helpful than anything taught during my PR MA degree [#CommsChat](#) -8:16 PM Nov 28th, 2011



[robertcgage](#) [@CommsChat](#) But does it have credibility? Especially compared to someone who does have a qualification...[#CommsChat](#) -8:16 PM Nov 28th, 2011



[stephbridgeman](#) [#commschat](#) practitioners have all those nuggets of info and anecdotes that bring the theory to life -8:16 PM Nov 28th, 2011



[AlexUOB](#) Working on an Apple presentation. Corporate comms., PR & Corporate identity. As they said in 1990`s - Here`s to the crazy ones! :) [#CommsChat](#) -8:15 PM Nov 28th, 2011



[behindthespin](#) [@jamesnicholsfry](#) Yes, we gain case studies from practitioners. And they write some excellent books (some recent examples later). [#CommsChat](#) -8:15 PM Nov 28th, 2011



[kenny_murray](#) [@commschat](#) they could also learn more upto date techniques, too often they are lecturing catch up with trends rather than current [#commschat](#) -8:15 PM Nov 28th, 2011



[KellysDavies](#) [@CommsChat](#) I graduated from PR degree 11 years ago. [#Commschat](#) -8:15 PM Nov 28th, 2011



[AllthingsIC](#) A2. I think people studying and teaching comms can benefit from knowing solid examples/case studies to highlight theory in action [#CommsChat](#) -8:15 PM Nov 28th, 2011



[michaelwhite1](#) I find that some companies benefit from PR interns as they provide new knowledge. Degrees have a role. [#commschat](#)-8:15 PM Nov 28th, 2011



[robertcgage](#) [#CommsChat](#) Bernays believed that PR people needed qualifications in order to become professionalised. -8:15 PM Nov 28th, 2011



[CommsChat](#) [@robertcgage](#) true, but a barrister can do his articles without a law degree. It is, in effect, an on the job apprenticeship [#commschat](#) -8:14 PM Nov 28th, 2011



[KellysDavies](#) [@CommsChat](#) Uni is worth it. And if you're going to work in PR why not do a degree in it. Not *necessary* though. At all. [#commschat](#) -8:14 PM Nov 28th, 2011



[behindthespin](#) One lesson is that you never stop learning. Another is the connection between comms and teaching (we are natural educators). [#CommsChat](#) -8:14 PM Nov 28th, 2011



[246MissJessica](#) [@behindthespin](#) I learnt a great deal about common sense in a crisis from him [#CommsChat](#) -8:14 PM Nov 28th, 2011



[The Giff](#) [@commschat](#) As a current student I feel the degree IS worth it;it allows experience & networking in a field that demands the two [#CommsChat](#) -8:14 PM Nov 28th, 2011



[AllthingsIC](#) RT [@CommsChat](#): Lets move to Q2, what can those studying (&teaching) learn from comms practitioners? [#commschat](#)-8:14 PM Nov 28th, 2011



[Jamesnicholsfry](#) RT [@CarlaJoanna90](#): [@behindthespin](#) in terms of uni courses, aren't case studies of how things work/don't therefore more 'useful' than just theory? [#CommsChat](#) -8:14 PM Nov 28th, 2011



[CommsChat](#) Lets move to Q2, what can those studying (&teaching) learn from comms practitioners? [#commschat](#) -8:13 PM Nov 28th, 2011



[OllieLawson](#) RT [@behindthespin](#): [@246missjessica](#) There is a place for difficult thinking too, like Kevin Moloney at Bournemouth. [#CommsChat](#) -8:13 PM Nov 28th, 2011



[kenny_murray](#) Has anyone checked out [@theconvblog](#) a great blog for PR in Scotland - [#commschat](#) -8:13 PM Nov 28th, 2011



[CarlaJoanna90](#) RT [@behindthespin](#): [@kenny_murray](#) I give the example of learning to drive. You'd never make it just from lectures. [#CommsChat](#) -8:13 PM Nov 28th, 2011



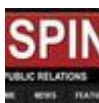
[robertcgage](#) [@CommsChat](#) It was essential. Would you take legal advice from someone with a Physics degree...? [#CommsChat](#) -8:13 PM Nov 28th, 2011



[wendypgreene](#) I'm currently doing a comms degree.. at age 43! [#commschat](#) -8:12 PM Nov 28th, 2011



[lyannatsakiris](#) Hello *waves* - Lyanna here, head of social media [@JBP_PR](#) also involved in [@CIPR_UK](#) [@cipr_woe](#) looking forward to [#PR](#) & [#education](#) [#commschat](#) -8:12 PM Nov 28th, 2011



[behindthespin](#) [@246missjessica](#) There is a place for difficult thinking too, like Kevin Moloney at Bournemouth. [#CommsChat](#) -8:12 PM Nov 28th, 2011



[mynewsdesk_uk](#) Yes, great to see so many new faces. The future of PR! Much like Mynewsdesk ;) [#Commschat](#) -8:12 PM Nov 28th, 2011



[LauraToader](#) [#CommsChat](#) Hi, I am a PR postgraduate student at De Montfort University, Leicester. -8:12 PM Nov 28th, 2011



[kenny_murray](#) So what's the usual order of business with these, just follow the pre-read? [#commschat](#) -8:12 PM Nov 28th, 2011



[JessYeoman](#) Hi [#CommsChat](#) I am final yr PR student at UoG. New to [#CommsChat](#), interested to see what it's all about. -8:11 PM Nov 28th, 2011



[AllthingsIC](#) RT [@behindthespin](#): There are so many smart people in comms, though they don't all have degrees. Eg [@markborkowski#CommsChat](#) -8:11 PM Nov 28th, 2011



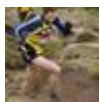
[CommsChat](#) A few students here, & some who have recently stopped being students & now practicing. Do you think the PR degree worthwhile? [#commschat](#) -8:11 PM Nov 28th, 2011



[CarlaJoanna90](#) [@behindthespin](#) in terms of uni courses, aren't case studies of how things work/don't therefore more 'useful' than just theory? [#CommsChat](#) -8:11 PM Nov 28th, 2011



[behindthespin](#) [@carahall](#) That's exactly the point. Education is so often wasted on the young. We all have to keep learning. [#CommsChat](#) -8:11 PM Nov 28th, 2011



[LizBridgen](#) Hi [#CommsChat](#) I'm a PR lecturer and researcher at De Montfort Uni, Leicester. Worked in corporate comms & agency for 17 years before that -8:10 PM Nov

28th, 2011



[danielle_stott](#) Danielle, 2nd year leeds met student. first time I've followed this [#CommsChat](#) -8:10 PM Nov 28th, 2011



[246MissJessica](#) [#CommsChat](#). I think lectures with industry experience and passion is pretty important -8:10 PM Nov 28th, 2011



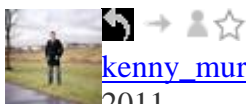
[AllthingsIC](#) [#CommsChat](#) Welcome to all the new commschat participants, particularly the current PR students -8:10 PM Nov 28th, 2011



[behindthespin](#) Good to see several students among other newcomers to [#CommsChat](#). I don't intend to offend... -8:10 PM Nov 28th, 2011



[carahall](#) [#commschat](#) worked in PR for a few years before I did a qualification in PR managed ok but has helped me to think more strategically -8:10 PM Nov 28th, 2011



[kenny_murray](#) Yeah I agree [@behindthespin](#) [#commschat](#) -8:10 PM Nov 28th, 2011



[SandyLindsay](#) [@CommsChat](#) Define 'an intellectual' in the context of this discussion?? [#commschat](#) -8:09 PM Nov 28th, 2011



[AllthingsIC](#) [#CommsChat](#) I don't have a degree either as started my career as a journalist aged 18. Completed post-grad diploma in Int Comms in 2009. -8:09 PM Nov 28th, 2011



[behindthespin](#) [@kenny_murray](#) I give the example of learning to drive. You'd never

make it just from lectures. [#CommsChat](#) -8:09 PM Nov 28th, 2011



→ 👤 ☆
[behindthespin](#) It's also easier to teach a practitioner theory, than teach a student commonsense! [#CommsChat](#) -8:08 PM Nov 28th, 2011



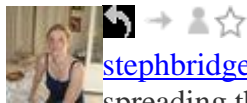
→ 👤 ☆
[kenny_murray](#) Aye, it seems most of my teaching is ppoint slides and discussion, felt I learnt much more from practical though, which is best? [#commschat](#) -8:08 PM Nov 28th, 2011



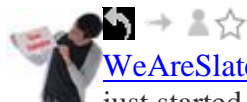
→ 👤 ☆
[AllthingsIC](#) [#CommsChat](#) Evening all, my name is Rachel Miller, have been working in Comms for 12 years <http://t.co/sibqveng> -8:08 PM Nov 28th, 2011



→ 👤 ☆
[vegeworm](#) Chloe, 2nd yr PR student at Leeds Met. New to [#CommsChat](#) -8:08 PM Nov 28th, 2011



→ 👤 ☆
[stephbridgeman](#) [#commschat](#) hi I am Steph Bridgeman, evaluation specialist, spreading the word and educating on effective measurement [#sufferingslowwifi](#) -8:08 PM Nov 28th, 2011



→ 👤 ☆
[WeAreSlater_DG](#) [#CommsChat](#) Dean Gallagher - PR practitioner for 18 months, just started a CIPR Diploma -8:07 PM Nov 28th, 2011



→ 👤 ☆
[CommsChat](#) Welcome [@carahall](#) and all the others new to CommsChat [#commschat](#) -8:07 PM Nov 28th, 2011



→ 👤 ☆
[robertcgage](#) [@behindthespin](#) Also a lot of willing souls without a clue. [#CommsChat](#). My MA really broadened my horizons. No idea how I survived before -8:07 PM Nov 28th, 2011



[AmelieMet](#) Hi [#commschat](#) I am Amelie, a events management grad looking to get into PR. Worked on a Levi's club tour last year. This is my first chat -8:07 PM Nov 28th, 2011



[behindthespin](#) [@kenny_murray](#) It's easier (and cheaper) to teach theory than practice. I hope we do both. [#CommsChat](#) -8:06 PM Nov 28th, 2011



[carahall](#) [#commschat](#) hi I am Cara work in PR at a utility company in uk my first comms chat! -8:06 PM Nov 28th, 2011



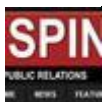
[246MissJessica](#) [#CommsChat](#). Hi I'm Jessica 2nd year PR student at Bournemouth - 8:06 PM Nov 28th, 2011



[mynewsdesk_uk](#) RT [@CommsChat](#): So Richard, do you have to be an intellectual to succeed as a communicator [#Commschat](#) -8:06 PM Nov 28th, 2011



[mynewsdesk_uk](#) Evening all. Adam here from Mynewsdesk (the smarter platform for digital PR) [#Commschat](#) -8:06 PM Nov 28th, 2011



[behindthespin](#) There are so many smart people in comms, though they don't all have degrees. Eg [@markborkowski](#) [#CommsChat](#) -8:05 PM Nov 28th, 2011



[ZoeShort](#) Evening all [#CommsChat](#) -8:05 PM Nov 28th, 2011



[kenny_murray](#) I feel that my ba in pr is much more theory based & not as useful as my HND which was more practical, is this the same everywhere [#commschat](#) -8:05 PM Nov 28th, 2011



[robertcgage](#) [#CommsChat](#) Also keen advocate for obtaining and educational qualification for PR. -8:05 PM Nov 28th, 2011



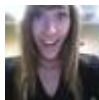
[robertcgage](#) Hello [#CommsChat](#). Robert Gage, MA, and soon to be doing Media Rels for Airbus -8:05 PM Nov 28th, 2011



[ellislouise](#) Shall be participating in tonight's [#CommsChat](#) < PR PostGrad @ DeMontfort University. Hello all. -8:05 PM Nov 28th, 2011



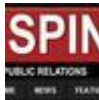
[CommsChat](#) So Richard, do you have to be an intellectual to succeed as a communicator [#commschat](#) -8:04 PM Nov 28th, 2011



[The Giff](#) Hi I am a PR student from Texas, USA. Excited for my first [#CommsChat](#)! -8:04 PM Nov 28th, 2011



[mynewsdesk_uk](#) RT [@CommsChat](#): On tonight's [#Commschat](#) were joined by PR educator Richard Bailey, academic, lecturer and editor of [@BehindtheSpin](#) [#Commschat](#) -8:04 PM Nov 28th, 2011



[behindthespin](#) I've been introduced (PR educator). Looking forward to hearing from others. [#CommsChat](#) -8:04 PM Nov 28th, 2011



[michaelwhite1](#) Final year PR Student at [@uniofglos](#). Worked at Microsoft last year. Regularly blog & drink coffee. [#commschat](#) -8:04 PM Nov 28th, 2011



[SandyLindsay](#) [@CommsChat](#) Hi I'm Sandy, MD of Tangerine PR and also involved in a couple of uni/apprenticeship programmes <waves> [#commschat](#) -8:04 PM Nov 28th, 2011



[kenny murray](#) Hey I'm Kenneth Murray, PR and Marketing Student - Director of Publicity for [@snpyouth](#) I'm new to this [#commschat](#) -8:03 PM Nov 28th, 2011



[CommsChat](#) Feel free to comment as and when, but it would be polite to just say who you are, either now or when you tweet first [#commschat](#) -8:02 PM Nov 28th, 2011



[behindthespin](#) [@weareslater_dg](#) You can reference tweets, but only if you find something sensible! [#CommsChat](#) -8:02 PM Nov 28th, 2011



[CommsChat](#) Tonight's [#CommsChat](#) - Exploring comms, PR and education. The preread is up on [#commschat](http://t.co/kkVcDgXE) -8:02 PM Nov 28th, 2011



[Clairehodson](#) A little bit of [#CommsChat](#) before heading out to see The Vaccines! - 8:02 PM Nov 28th, 2011



[behindthespin](#) [@carlajoanna90](#) The focus is on lifelong learning more than just degrees, I hope. [#CommsChat](#) -8:01 PM Nov 28th, 2011



[The Giff](#) RT [@CarlaJoanna90](#): looking forward to seeing what everyone's thoughts are about PR and education in tonight's [#CommsChat](#) -8:01 PM Nov 28th, 2011



[CommsChat](#) On tonight's [#Commschat](#) we're joined by PReducator Richard Bailey, academic, lecturer, and editor of [@BehindtheSpin#commschat](#) -8:01 PM Nov 28th, 2011



[lyannatsakiris](#) RT [@Communicatomag](#): On tonight's [#Commschat](#) we're joined by PReducator Richard Bailey, academic, lecturer, and editor of [@BehindtheSpin](#) starting in 2 minutes -8:01 PM Nov 28th, 2011



[WeAreSlater DG](#) Let's go [#CommsChat](#)... [@behindthespin](#) - how do I reference this in an essay!? -8:01 PM Nov 28th, 2011



[CommsChat](#) [@kenny_murray](#) [#commschat](#) -8:01 PM Nov 28th, 2011



[CommsChat](#) Welcome everyone to this weeks [#CommsChat](#). I'm Andrew Thomas, publisher of Communicate magazine [#commschat](#)-8:01 PM Nov 28th, 2011