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The Fame Game: Everyone's playing it. Are you?

Fame; if it had to be defined as a noun would probably be described as a precious and rare commodity sought after by all and sundry, and whose demand far exceeded its supply.

Long-lasting fame, its blue-blooded cousin is something almost everyone dreams of but few can even touch it. However, the "15 minutes of fame" variety, is something far more achievable and conceivable as a thought, which, and I'm sure you will all agree is proven correct every time you switch on the TV and watch one absurd reality show after another!

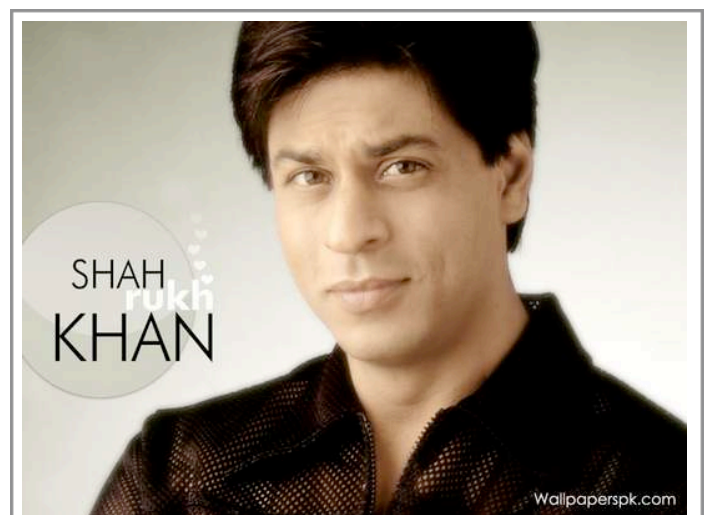
So what does it really take to become a Shahrukh Khan?...who today is not just a famous person but a veritable icon, a super brand in himself, a mega success story, not just in terms of the number of hits and flops, but his life in its entirety (and mind you he's just in his forties yet!) and the respect he commands from his peers and critics alike.

Or a Madonna...who has more looks than a corset has hooks, who is the ultimate diva, a hit-making factory churning out chart toppers for the last three decades, surpassing any and all perceived generation gaps, reaching out to an audience aged 10 to maybe a 100! Madonna is an excellent example of a celebrity working the fame formula to perfection. From her early days as a sharp-witted 80s party girl, she has moved onwards and upwards in her quest to stay famous, creating controversy through videos, changing style for every album, acting parts in movies etc. Even her sporadic film roles, lambasted though many of them have been, are part of her

success. Each new innovation has caused her fame to



spike and kept her in the media spotlight.



Wallpaperspk.com

walbabebuy.com

Is it that there are some who impress and excite us with their talent, be it in fashion, music, arts, films, et al and then disappear without a trace? The one-hit wonders as they are called. For example, the people who become stars overnight because of their participation in one reality show or the other, but then, one year down the line fame follows an exponential slide to obscurity.

They were famous when it was their time but why did they not continue to remain so? The simple truth is: they stopped making the news. They stopped grabbing



eyeballs and weren't in the spotlight anymore. And that's why today a Rakhi Sawant still continues to be as famous (or infamous) as she was two years ago. She's always in the news, for reasons good or bad. From the infamous Mika kiss to her Swayambar on cable television to her newest reality venture with "TV hubby" and kids, we're still talking about her.

Is it that she's struck the right formula: All publicity is good publicity? Being the news 24/7 ensures that your fame lasts far longer even post your talent runs out? That's nowadays it as important to be good in whatever you do as well as whatever you do

be good enough to make the news on a sustained basis?

Is it talent, exemplary talent that makes them stand apart from the teeming millions who are trying to carve a niche for themselves in the same industries? Is it luck? Is it perseverance and a never-say-die attitude? Or is it a bit of everything and brilliantly handled PR and media relations on the side making for the most explosive combination yet!

Today, the ability to become famous, or create a stir on behalf of someone famous, is in some ways made ever easier thanks to the vast array of new media, mobile phones and high-quality cameras in mobile phones, from social networking sites such as MySpace, Facebook and Bebo to YouTube, email and virtual reality . But this newness also adds to paranoia and confusion. Which is why, deserving people have to work much harder at being famous. There's so much clutter that unless they are noticed, their accomplishments, however remarkable, goes unsung.

Yes talent, loads of determination, perseverance and a bit of luck thrown in are vital to getting

yourself hitched to the fame bandwagon but to keep you from falling off- its takes a planned effort, a well managed Media Relations advisor and career manager by your side doing the full time job .

“The good news is that the world is always going to want to know about the famous!”

Best Examples of CSR by Companies

The Business Ethics 100 Best Corporate Citizens list was developed and first published in 2000. It has since gained national recognition as an indicator of best practices in the area of corporate social responsibility and is regarded as the third most influential corporate ranking, behind Fortune magazine's "Most Admired Companies" and "100 Best Companies to Work For," according to a PRWeek/Burson-Marsteller CEO Survey. The methodology for the list was developed by Marjorie Kelly, then Editor of Business Ethics magazine, and Samuel P. Graves and Sandra Waddock of Boston College. Together they created a scoring system that ranked companies according to financial, environmental, social, and governance performance. The methodology has evolved slightly since the list was first created. In each newsletter we would be featuring one CSR program included in the list.

Motorola: "Intelligence everywhere"

Core Service: Motorola, Inc. is a global leader in wireless, broadband and automotive communications technologies and embedded electronic products.

GOVERNANCE INSIGHTS

The challenge:

Corruption, bribery, business misconduct and ethical dilemmas can take many forms. For a company like Motorola which operates all over the world, business and administrative customs and practices vary widely across the world. What constitutes bribery and criminal offence in one country, can be thought of as the normal course of business in another.

The approach - What Motorola has put in place?

Principles:

- Since the 1970's, Motorola's Code of Conduct has provided guidance for business activities.

Key beliefs:

- Behind the company's Code of Conduct are two key beliefs:

Uncompromising integrity – 'staying true to what we believe'

Constant respect for people – 'treating others as we would like to be treated ourselves'

Policy:

- Anti-corruption principles feature as part of the Code of Conduct.

Examples of specific procedures

Responsibility to Governments:

Motorola explicitly states that no employee may make political contributions for the company, or use the company's name, funds, property or equipment for the support of political parties.

- Furthermore, lobbying with government should only take place through the Government Relation Office (the exception being in sales activities)

Gifts: Motorola explicitly states that its employees do not accept lavish gifts or gratuities, only gifts of a small nominal value. In giving gifts, sign off must first be obtained by management, and the 'local gift policies and guidelines' must be consulted to ensure that the appropriate gift is given for the cultural context.

Entertainment:

• Entertainment is accepted that is reasonable in the context of business, as in the case of attendance at a local cultural event or meal. Where the entertainment is lavish, frequent and may appear to influence judgement, the offer must be turned down or full payment for the entertainment taken on by Motorola.

Family relationships and close personal relationships:

Motorola makes explicit that personal influence must not play a factor in securing business for Motorola, where friends and family have an interest.

Communication channels:

• Motorola runs EthicsLine, which offers information, advice and suggestions to assist would be witnesses in reporting wrong doings. This service is available for free. Employees who observe possible unethical behaviour, such as bribery or corruption are encouraged to report their concerns

Training and awareness:

Motorola runs an ongoing ethical training programme, allowing employees to immerse themselves in the core values of the company, and the guidelines for allowable behaviour The ‘Uncompromising Integrity’ handbook presents hypothetical case studies, dealing with ethical issues, including bribery and corruption.

The business impact:

Motorola’s corruption and bribery policies appear to be driven by a strong sense of right and wrong, and a culture of acting within the law and with integrity, rather than one where the sole aim is to progress personal interest, whatever the cost. Ultimately, although not explicitly stated, the business benefit accrued in the long-term is risk management, reputation management and long term cost savings.

Sources: Motorola website,

We love lists! In this section Imprimis features the best and the most popular.....

This time: website you might not know about

Social statistics 2.0 for anyone who's interested in online polls & social surveys. In some ways, it's a lot like free online data hub. Are you a fan of online polls & graphs? Then you'll want to check it out. It connects you with serious statistical info and stats just for fun. The best thing about Social statistics 2.0 is that it lets you view all surveys without participating.