



*Publishers' Publicity Circle*

November 2016

Dear all,

I am delighted to let you know that the Publishers Publicity Circle will be launching its first mentor scheme at the beginning of 2017.

We have a wealth of expertise within the PPC membership and would like to provide an opportunity for members to benefit from the wide range of experience, knowledge and trade know-how that we have in our ranks.

The programme has been devised by the committee, creating a platform that will give publicists the chance to learn from some of the best in the business. From campaign planning and skill honing to career and personal development, our aim is to give each mentee the opportunity to advance their understanding and realise their potential.

For our first year, we have secured five brilliant mentors with exceptional campaign experience from across the industry, including an independent publisher, an agency, a big publisher and a children's expert. Each mentor will be matched with one mentee for the calendar year.

From the 10<sup>th</sup> November, all PPC members with under 3 years' experience will be able to apply to be a mentee via the PPC website, where full details and guidelines will also be available.

As this year is a small pilot scheme we have decided to select publicists to be mentors for 2017. From 2018 onwards however this will move to an application

process, allowing the programme to be available to all. This is, I hope, an exciting opportunity for many of you to consider and hopefully benefit from.

I'd like to thank Clara Nelson and Kate Bland on the committee who are leading this - their ideas, vision and sheer hard work in setting up the scheme at such a busy time of year are hugely appreciated.

We hope this pilot year is the first of many!

Katherine Patrick  
PPC Chair



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## THE PPC OFFICIAL MENTEE APPLICATION FORM

This is a confidential form that will only be looked at by members of the PPC who are making the final mentee selection. Please email your completed form and separate A4 sheet to Clara [clara.nelson@mombooks.com](mailto:clara.nelson@mombooks.com) and Kate [kbland@oneworld-publications.com](mailto:kbland@oneworld-publications.com) by Friday 2<sup>nd</sup> December at 5.30pm.

Please fill in here:

Name:

Email:

Current Job Title:

Employer name:

Location of Employment:

Length of Employment Contract:

Mobile number:

Gender:

Ethnic Origin:

Postal address:

Do you have any seen or unseen disabilities?

Please fill out the following and answer each question below on a separate A4 typed sheet of paper using 100 words or less for each answer. Please note your word count after each answer and number each answer 1 – 6.

1. Why have you decided to apply for a mentor?
2. What do you think you would like to learn most from your mentor and why?
3. What goals do you have over the next year?
4. What are the biggest challenges you face in your job and how do you see having a mentor will help you deal with these challenges?
5. What else would you like us to know about you?
6. What do you enjoy doing outside work? What are your interests and hobbies?



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## PPC MEETING GUIDELINES FOR MENTORS AND MENTEES

These are guidelines only but we hope they prove useful in the early days when setting up your meetings.

- Individual mentees are responsible for setting up each quarterly meeting with their mentor.
- Mentees and mentors will be introduced to each other by a PPC member on Friday 16<sup>th</sup> December 2016 via email. Mentees should then suggest a first meeting date to their mentor.
- The first meeting must take place before the 31<sup>st</sup> January 2017.
- Mentees must email mentors two weeks before the meeting with specific questions and subjects that they would like to address, these must relate to their career and work only. No work related subject is out of bounds.
- Meetings must be set up outside of working hours.
- Meetings can take place in person in London, or skype | facetime if mentee and mentor live in different places outside London.
- Mentees should bring two examples of campaigns or authors they have worked on in the past to the first meeting, as well as their current job description to give the mentor at the first meeting for background.
- Meetings are financially independent. Mentee and mentor should pay for anything at the meeting individually.
- Meetings are completely confidential.
- Each mentee should leave each meeting with clear 'homework goals' for the next meeting.



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## **PPC Short Code of Conduct and Ethical Guidelines for Mentoring Pairs**

The mentoring relationship, acting either as a mentor or a mentee, may present you with a number of issues or dilemmas. Often, there are no easy or obvious solutions and there may be no clear-cut sense of 'right' or 'wrong'. Here are some general guidelines to help you along the way:

### **Responsibility**

Responsibility lies with both mentor and mentee to be aware that their behaviour has the potential to negatively affect the mentoring relationship.

### **Confidentiality of the identity of the person being mentored**

Confidentiality involves preserving the name of those being mentored unless they have given active assent to disclosing them.

### **Confidentiality of the mentoring conversation**

Both the mentor and the mentee have great responsibility to maintain and respect the confidentiality of all the information imparted during the mentoring relationship as they may hear sensitive and personal information. However, if such information is dangerous or illegal, an appropriate approach for the mentor is to encourage the mentee to take appropriate action themselves.

### **Boundary management & roles**

Those working in a mentoring relationship may develop friendships over time. It is important to have a clear mentoring relationship and not allow personal bias to influence professional actions. Stay mindful of maintaining confidentiality, objectivity and equal partnership.

#### **Competence**

Mentors need to be conscious of their own levels of mentoring competence and experience and to never overstate them. An appropriate approach for mentors to foster this consciousness might be to engage in reflective practice using a journal or similar approach.

When the mentoring conversation appears to stray away from mentoring (forward-looking, solution focused) towards counselling (typically talk is firmly rooted in problems in the past), an appropriate approach might be to suggest that further conversation of that particular topic might be better with those competent to assist.

### **Contracting**

Examples of clear contracting should include clarity over length and frequency of sessions; agreement on whether it is permissible or not to make email/telephone/text contact concerning mentoring issues between mentoring sessions; responsibility for finding a suitable location for the mentoring session etc.

### **Dealing with self-distractions**

Mentors need to recognise that bias, preconceived ideas, initial impressions, opinions and stereotypes can all influence the ability to pay full attention and be present and focused on those being mentored. If it is not possible to achieve this level of self-management, an appropriate approach might be for the mentor to either absent themselves temporarily or suggest that the mentee work with someone else. If mentors feel they need to 'advise' to give value to the mentee, they may need to step back to examine the relationship with those being mentored and their own understanding of mentoring.