



Nally... 'We must be more active in the regions'

Taking the chair

Margaret Nally, who this week became the first woman president of the Institute of Public Relations, says she's very pleased to have the distinction, but claims not to be a great woman's libber. "A lot of women could achieve more — they just don't try hard enough," she says.

Nally, who was also the first woman to chair the Press and PR branch of the NUJ, is just as pleased to point out that she is the

first independent consultant to hold the IPR presidency.

Her ability and determination has led her from her first job as a radio mechanic with the WRNS during the war to her own PR operation which she has single-handedly run from her home for the past 11 years.

Unlike many past IPR presidents who have had large organisations behind them to help shoulder the demands of their jobs, Nally has had to cut back her operation to carry out her IPR duties.

Nally says she has two major goals she wants to achieve during

her term of office: "First, I want to get over to every member — and it may mean losing members — that we must have a total membership that regards the Institute as a professional body. I don't think we have many who regard it as a club, but there have been in the past.

"We must also be more active in the regions — we're terrifically London weighted. There isn't a national conference this year. Each regional and technical group will have its own conference and the president will attend to stimulate interest in the areas and give more prestige."