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AGENSI KERAJAAN DISARAN LANTIK PEGAWAI PERHUBUNGAN RAYA YANG BENAR-BENAR MAHIR

KUALA TERENGGANU, 6 Dis (Bernama) -- Agensi-agensi kerajaan disaran melantik pegawai yang benar-benar mahir dan terlatih dalam bidang perhubungan raya untuk meningkatkan mutu perkhidmatan masing-masing.

Menyarankan demikian, Presiden Institut Perhubungan Raya Malaysia (IPRM) Prof Datuk Mohd Hamdan Adnan berkata, pada masa ini banyak agensi kerajaan menghadapi masalah kerana melantik pegawai yang tidak mahir dan terlatih dalam bidang tersebut.



Prof Dato' Mohd Hamdan Hj Adnan

Katanya, sehingga ini hanya 50 peratus pengamal Perhubungan Raya yang terlatih berkhidmat di jabatan-jabatan kerajaan berbanding swasta.

"Saya berpendapat pihak swasta kebanyakannya mengambil pegawai Perhubungan Raya yang terlatih dan mahir bagi meningkatkan organisasi tempat mereka bertugas.

"Ini kerana kepakaran pegawai Perhubungan Raya itu penting untuk mengelak organisasi mengalami kerugian," katanya kepada pemberita selepas program "Luncheon Talk: Akta Perhubungan Raya" anjuran Jabatan Penerangan di sini hari Isnin.



Hajjah Azizah (Pengarah Penerangan Terengganu, Mohd Hamdan (Presiden IPRM), Hj Ramli (Pengarah Media Penerangan) & Hj Mustapha (Timbalan Pengarah Penerangan Terengganu)

Mohd Hamdan berkata, pengamal Perhubungan Raya penting memandangkan profesion ini telah meningkat dari segi amalan dan ilmunya.

Beliau berkata, sebanyak 12 univerisiti di negara ini telah menawarkan kursus di bidang Perhubungan Raya.



Pengamal PR di Terengganu yang berminat mengenai Akta PR

"Kita juga berharap Kolej Komuniti juga menawarkan Sijil atau Diploma Profesional Perhubungan Raya kerana semua bidang pekerjaan memerlukan Perhubungan Raya," katanya.

-- BERNAMA



Haji Ramli selaku Pengarah Media Penerangan melancarkan "Luncheon Talk" mengenai Akta Perhubungan Raya



Seorang daripada tetamu memberi pendapatnya mengenai Akta. Ia merasakan bahawa Akta patut telah lama diadakan. Beliau memohon maklumat tambahan mengenai Akta dan IPRM.

IMPROPER USE OF PR CAN CAUSE “CHAOS” PR CAN CAUSE CHAOS”

By Karen Schwartz on November 30, 2010 5:45 PM



PR practitioners, be careful how you wield that weapon. A story out of [Malaysia's National News Agency](#) cautions that “a nation can be destroyed if public relations expertise is misused by its PR practitioners.”

[Institute of Public Relations Malaysia](#) president Datuk Mohd Hamdan Adnan said communications could cause “chaos” by affecting public opinion, and pushed a Public Relations Profession Act to encourage further monitoring and training for industry professionals.

“Among the negative activities of certain media practitioners are spin doctoring, flacking, astroturfing, opponent defining and fronting. All these can threaten peace and order in the country,” he is quoted as saying at a recent media talk.

Public relations is a key tool in the country's migration toward industrialization, [a study suggests](#). It posits that in addition to “assessing public attitudes and maintaining mutual relations and understanding between an organization and its public,” it can also be useful in addressing the country's diverse population.

It is important to explore the role public relations practitioners can play to improve public relations on business strategy and reduce any complexities in understanding multi-cultural issues among the three major ethnic groups, the Malay, Chinese and Indian, as well as other ethnicities, including expatriates.

Copies of the first draft of an Act were drawn up in 1999 and sent to the Information Ministry and Attorney-General's Chambers, said Adnan.

Hamdan pointed to the United Kingdom, Greece, Brazil, Nigeria, and Panama as already having Acts governing PR as a profession.

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MANY DEPARTMENTS NOT APPOINTING SKILLED PUBLIC RELATIONS OFFICERS

KUALA TERENGGANU, Dec 6 (Bernama) -- Many government departments and agencies are not appointing skilled and trained public relations officers.

Institute of Public Relations Malaysia (IPRM) president Prof Datuk Mohd Hamdan Adnan said only 50 per cent of public relations officers in government departments and agencies were qualified practitioners.



Prof. Dato' Hamdan

"On the other hand, most of public relations officers in the private sector are qualified practitioners as the post is deemed essential to the companies' bottom line," he told reporters after a luncheon talk on the Public Relations Act organised by the Information Department here Monday.

On the act, he said it would raise the stature of public relations profession as practiced in Brazil, Panama, Nigeria, Greece, and Britain, which had enforced the act.

"We have also promulgated the Public Relations Act according to our mould.

However, it is up to the Cabinet when it will become a reality," he said.



A guest supporting the PR Act but would like more details. She also would like to see IPRM active at the state level and she would become IPRM member.

Twelve local universities are offering public relations discipline with specialisation, he said, adding that he hoped community colleges would also offer professional certificates and diplomas in public relations.



A guest lamenting on why government agencies are not appointing PR experts to do their PR work. He proposed that government agencies should employ PR experts and provide them with regular training as its essential for sustaining public support and positive image. He wonders why government agencies, especially local authorities are fond of putting someone who is not train for PR job to do the difficult task of enhancing their reputation and than puzzle at why the public are always angry at them.

-- BERNAMA