

# **MEDIA REPORTS ON THE INTRODUCTION OF THE PUBLIC RELATIONS PROFESSION ACT**

## **GOVERNMENT MULLS INTRODUCING PR ACT**

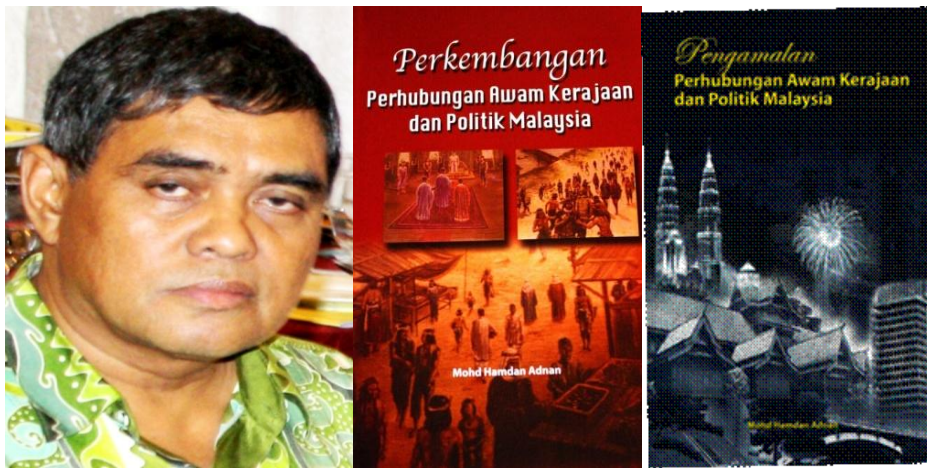
KUALA LUMPUR, Nov 25 2009 (Bernama) — The government is mulling introducing a Public Relations (PR) Act to protect and recognise PR professionals just like in other professional fields.

Information Communication and Culture Minister Datuk Seri Dr Rais Yatim said to realise the goal, his ministry had asked the Information Department and the Institute of Public Relations Malaysia (IPRM) to quickly draw up the terms of reference including the powers to be vested and benefits.



Towards the end, he said a steering committee needed to be set up as soon as possible to study all aspects of the legislation before being forwarded to the Cabinet.

“As it is a profession involving various fields of expertise, public relations officers should be given the appropriate recognition and one way of doing this is through legislation,” he said when delivering an address entitled “Role and Responsibilities of PR practitioners in Realising 1Malaysia and launching two books authored by IPRM president Datuk Mohd Hamdan Adnan, here on Wednesday.



Mohd Hamdan & his two books



# **FORMULATION OF PUBLIC RELATIONS ACT WILL UPGRADE PROFESSION - HAMDAN**

[BERNAMA; Malaysian National News Agency, Sep 27, 2010](#)

BERNAMA, The Malaysian National News Agency KOTA KINABALU, Sept 27 (Bernama) -- There is a need to formulate an act to upgrade the public relations profession in the country, Malaysian Institute of Public Relations president Prof Datuk Mohd Hamdan Adnan said today.

He said a public relations act could become a guideline for media practitioners to be more established and gain respect.

He was speaking on public relations at a talk organised by the Sabah Information Department in Wisma Dang Bandang here today.

Hamdan said, to date; only five countries, including Britain and the US, had formulated the public relations act.

In Malaysia, he said, Sabah was the first state to have initiated a move towards getting support to formulate the act.



**Mohd Hamdan Adnan IPRM**



**Dato' Poziah A Rahman**

Earlier, Information Ministry Deputy Director-General (strategic information) Datuk Poziah Abdul Rahman, who officiated the event, said the mission to formulate the act should be supported, as suggested by Information Communication and Culture Minister Datuk Seri Dr Rais Yatim.

Also present were state information director Azizan Din, state deputy regional director of broadcasting (engineering) Zulkipli Othman and the ministry's deputy director of special affairs in Sabah, Datuk Utoh Said.



# **A NATION CAN BE DESTROYED IF PUBLIC RELATIONS MISUSED - IPRM CHIEF**



*Bernama - Tuesday, November 30*

KUALA LUMPUR, Nov 29 (Bernama) -- A nation can be destroyed if public relations (PR) expertise is misused by its PR practitioners, says Institute of Public Relations Malaysia (IPRM) president, Datuk Mohd Hamdan Adnan.

He said if not properly controlled, it would be easier for public relations to cause chaos in a country as it involved the use of various methods and channels of communication to influence public opinion.



"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 said at a media talk on "Enhancing PR Practices through a Public Relations Act", here, today.

Hamdan said the time had come to formulate a Public Relations Profession Act based on the current situation and the sudden and uncertain globalisation process.

"PR practitioners must place public interests above their organisation's and their own. This is already spelt out in several existing Acts that give priority to the nation and society like the Sedition Act and Official Secrets Act."

Hamdan said the PR practitioners in Malaysia were given enough freedom and the responsibility to act in carrying out their work as long as they did not violate the country's laws.

"Presently, almost all organisations require various PR expertises and as such, PR practitioners must have the skills to fulfil that need."

He said among the benefits from the creation of a Public Relations Profession Act would be recognition and prestige for the profession in Malaysia, monitoring of the practices and developments of the PR profession and industry, and ensuring PR practitioners had acquired the education, and suitable training and experience before being recognised as qualified PR

practitioners, in line with other professions that were protected by statutes.

Hamdan said efforts to have the PR Act drawn up started in 1999 with copies the first draft sent to the Information Ministry (now Information, Communication and Culture Ministry) and the Attorney-General's Chambers.

He said Information Communication and Culture Minister Datuk Seri Dr Rais Yatim also supported the formulation of the proposed Act and suggested that a comprehensive study be done involving PR practitioners in the government and private sectors, and a public forum through the media to hasten the process.

"The proposed licensing of the PR profession through an Act is not a 21st century phenomenon because without licensing, anyone can claim and act as a professional PR practitioner.

"The United Kingdom, Greece, Brazil, Nigeria, and Panama already have their own Act governing the PR profession," he added.



## **RINTIHAN SEORANG BLOGGER MENGENAI AKTA PROFESION PERHUBUNGAN RAYA**



**Mohd Hamdan Adnan semasa di temuduga di Kerusi Panas, Bernama Radio, 6.30 petang (29/11/2010) menerangkan kepentingan Akta Profesion Perhubungan Raya bagi Malaysia**

Petang tadi saya mendengar *Kerusi Panas* di Radio 24 BERNAMA. Kalau mengikut apa yang dikatakan oleh panel jemputan, Prof. Dato' Mohd Hamdan Adnan, Presiden Institute of Public Relations Malaysia (IPRM), mungkin akan datang hanya mereka yang memiliki akreditasi profesional PR (APR) sahaja yang boleh melakukan PR di mana-mana organisasi.

Layaknya menjadi pegawai PR samalah kelayakan yang diperlukan untuk menjadi peguam, akauntan, mahupun arkitek - yang memerlukan sijil kelayakan akreditasi.

Kata Prof. Hamdan, di Malaysia kini cuma ada 63 orang sahaja yang memiliki APR. APR ini samalah seperti IR (insinyur) bagi jurutera.

Saya tidak ada latar belakang pendidikan PR. Belajar PR pun daripada pengalaman. Di opis saya, ada dua orang sahaja yang latar pendidikannya ada kena mengena dengan PR, iaitu Shida dan Zaiti (*mass comm.*). Maka perlulah mereka mengambil

APR untuk melayakkan mereka mengamalkan PR pada masa akan datang. Itupun kalau IPRM bertegas mahu melaksanakan APR untuk pengamal PR.

Saya? Mungkin menjadi ustaz agaknya. Lulusan agama...

**Saya ucapkan terima kasih kepada saudara yang mendengar apa yang dibincangkan di kerusi panas Radio Bernama. Tujuannya adalah untuk menerangkan mengenai kebaikan Akta Profesion Perhubungan Raya bagi Malaysia.**

**Akta berkenaan tidak berniat untuk menghalang sesiapa untuk menjadi pengamal PR yang profesional. Ia adala bagi memastikan setiap individu yang mahu bergelar profesional PR perlu menjalani latihan/pendidikan serta pengamalan yang sesuai bagi memastikan nama baik profesion PR tidak tercemar. Ini termasuklah mengamalkan kod etika yang berintegriti.**

**Bagi mereka yang benar-benar berminat untuk menjadi seorang pengamal PR profesional sila hubungi IPRM supaya kita boleh membincang demi membantu saudara dan sesiapa sahaja yang berminat untuk mencapai kejayaan dalam profesion ini. Kami menjemput saudara dan sesiapa yang berminat untuk menjadi ahli IPRM. Sila lihat laman web IPRM.**

**Terima kasih di atas pendapat saudara.**

**Mohd Hamdan Adnan,  
Presiden IPRM**

# **NEGARA BOLEH MUSNAH JIKA KEPAKARAN PERHUBUNGAN RAYA DISALAHGUNAKAN -**

**Mohd Hamdan Adnan – Presiden IPRM**

Sesebuah negara boleh musnah sekiranya kepakaran perhubungan raya yang diamalkan negara itu disalahgunakan oleh pengamalnya, kata presiden Institut Perhubungan Raya Malaysia (IPRM) Prof Datuk Mohd Hamdan Adnan.

Beliau berkata jika tidak dikawal rapi, perhubungan raya mudah mengakibatkan huru-hara dalam sesebuah negara kerana ia melibatkan pelbagai kaedah dan saluran komunikasi yang sentiasa berusaha mempengaruhi pendapat umum.

"Antara kegiatan negatif yang dilakukan segelintir pengamal perhubungan awam ialah 'spin doctoring', 'flacks', 'astroturfing', 'opponent defining' dan 'fronting'.

"Semua kegiatan ini boleh menggugat ketenteraman negara," katanya dalam Bicara Media Meningkatkan Amalan Perhubungan Awam Melalui Akta Perhubungan Raya, di Kuala Lumpur hari ini.

Sehubungan itu, beliau berkata sudah tiba masanya bagi Malaysia mewujudkan Akta Profesion Perhubungan Raya berasaskan kepada keadaan semasa dan proses globalisasi mendadak dan tidak menentu.



"Pengamal perhubungan raya juga harus mengutamakan kepentingan awam daripada kebajikan organisasi dan sendiri.

"Ini sudah termaktub dalam beberapa akta yang diwujudkan untuk menuntut pengamal perhubungan awam memberi keutamaan kepada masyarakat dan negara termasuk Akta Hasutan dan Akta Rahsia Rasmi," katanya.

Hamdan berkata pengamal perhubungan raya di Malaysia juga diberi kebebasan dan tanggungjawab secukupnya untuk bertindak demi menjalankan tugas asalkan tidak bercanggah dengan perundangan negara.

"Kini, hampir semua organisasi memerlukan pelbagai kepakaran perhubungan awam dan pengamal perhubungan awam harus memiliki kepakaran dalam pelbagai bidang demi memenuhi permintaan majikan," katanya.

Katanya antara faedah yang dapat dinikmati pengamal perhubungan awam melalui pelaksanaan akta itu ialah memastikan pengiktirafan dan pemartabatan kerjaya Perhubungan Awam di Malaysia.

"Selain dapat memantau perkembangan dan pengamalan industri dan profesional perhubungan awam, kita juga boleh memastikan pengamal perhubungan awam di negara ini memiliki pendidikan, latihan dan pengalaman yang sesuai sebelum diiktiraf sebagai pengamal bertauliah yang selaras dengan kerjaya lain yang dilindungi melalui akta," kata beliau.

Katanya usaha untuk mewujudkan Akta Profesion Perhubungan Raya dilakukan sejak 1999 dengan draf pertamanya telah dihantar kepada Kementerian Penerangan Komunikasi dan Kebudayaan dan Pejabat Peguam Negara.

Hamdan berkata Menteri Penerangan Komunikasi dan Kebudayaan Datuk Seri Dr Rais Yatim turut menyokong penggubalan akta itu dan akan membantu usaha memartabatkan amalan perhubungan raya melalui akta berkenaan.



"Datuk Rais turut memberikan cadangan bernas termasuk meminta satu kajian dilakukan secara menyeluruh melibatkan para pengamal perhubungan awam di peringkat kementerian, jabatan dan agensi swasta, menganjurkan forum di media massa dan mempercepatkan proses penggubalan akta berkenaan," katanya.

Katanya cadangan untuk melesenkan kerjaya perhubungan awam melalui satu akta bukanlah fenomena abad ke-21 kerana tanpa pelesenan ia akan membenarkan sesiapa sahaja untuk mengaku dan bertindak sebagai profesional perhubungan raya.

Hamdan berkata United Kingdom, Greece, Brazil, Nigeria dan Panama sudah pun mewujudkan akta berkaitan profesion perhubungan raya.

- *Bernama*