



FREQUENTLY ASK QUESTIONS OF THE PUBLIC RELATIONS PROFESSION ACT OF MALAYSIA



Presented by
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IPRM's President





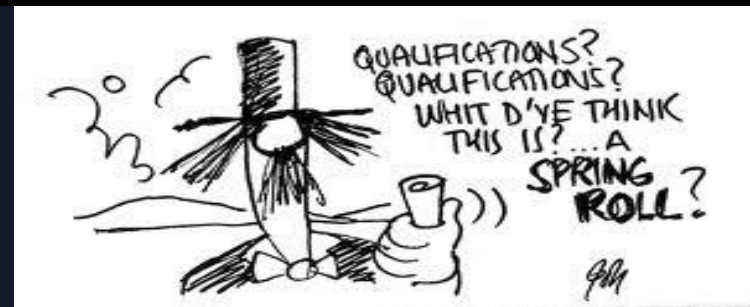
**1. How would the proposed Public Relations Profession Act regulate the industry?
What are some of the compulsory requirements?
In short, what exactly is in the draft?**



The propose Act would regulate the industry in terms of qualifications, expertise, experience and a code of conduct to earn the status of a truly professional public relations practitioner.

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**Otherwise, one does not meet
the requirements to reach the
professional status.**



Like in engineering one will not be called an engineer but instead a technician. In medicine, one is called a medical assistant.

In public relations, one that has not met the requirements can be called a PR assistant.



IPRM now has an accreditation scheme. The Ministry concern might want to adapt it.

However, the draft is still something that can be fine-tuned to serve Malaysians better and to make them competitive globally.



The Act must be seen as the Profession has come of age in Malaysia and not as hindrance to global trade.

IPRM is fully aware that people with all sorts of qualifications and experiences are now in the public relations business.

Proof Positive there should be minimum



experience requirements for presidents

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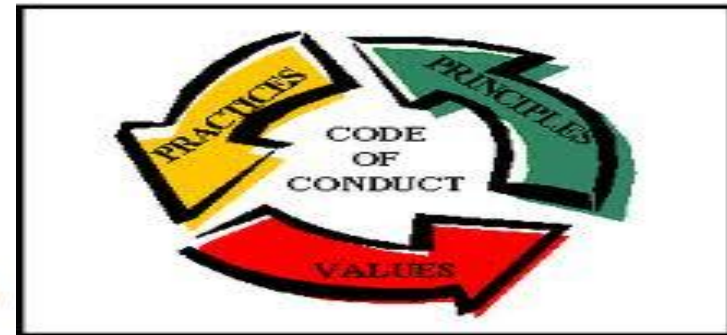
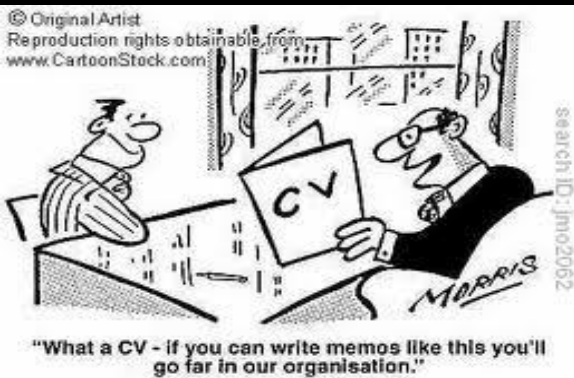


The training is affordable and flexible



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In addition, IPRM is aware the public relations industry has become very open and wide, with many areas of specializations.



Therefore, the Act will be imposed only on those who claimed that they are public relations or public affairs professionals and doing public relations functions.

2. What efforts have the Ministry of Information, Culture, Arts, and IPRM taken to gather feedback?



Do IPRM show practitioners copies of the draft? How has the feedback been?

The idea of the Public Relations Act began with the birth of IPRM in 1964.



IPRM founding fathers were very keen to ensure only the qualified, appropriate experience and ethical can claim to be public relations professionals.

They and the successive IPRM councillors requested the government to enact the Public Relations Act to ensure only the qualified, experience and ethical can called themselves as public relations professionals.

**IPRM must thank Dato'Seri
Utama Dr. Rais Yatim who has
a doctorate in law to show
keen interest on the Act.**



**He had met will all interested
Parties to discuss the Act
on 7th July 2010.**



**Before that, IPRM had tried to
meet with all interested parties.**

**Some parties simply
refuse to meet.**

As in any Act, the response to it has been mixed. The draft is given to all interested in the Act.



MEETINGS

NONE OF US IS AS DUMB AS ALL OF US.

www.despair.com

Before the first meeting with Dato' Utama Dr Rais Yatim, the draft was given to those who ask for it and for those attending the meeting.

As mentioned, it is important to fine-tune the draft to make it worthy of the public relations profession.

Actions to explain the draft Act to public relations professionals outside the Klang Valley are underway. It will be in all the state capitals, including Labuan.



Labuan PR Act Talk

We must make sure professionals outside the Klang Valley will also have a chance to give their inputs.

Today, the concept of one Malaysia is essential. We must have discussion of the Act at more places.



• 3. How long has the current draft been in existence?

**Who drafted it –
IPRM or the Ministry?**



The current draft is about six years old.

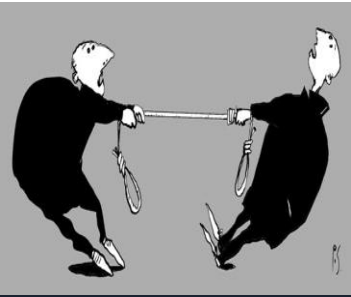
Whatever changes to be made to the draft it must serve Malaysia and the public relations professionals.

Surely, it will also take cognizant of the rapidly globalising world, where public relations professionals can serve anywhere in the world.

The draft was initially drafted by IPRM but it was given to the Ministry to ensure that it conforms to the Malaysian requirements and the format meets the legal standard.



4. With opposition from certain factors would IPRM foresee that there might be significant changes in the draft to make it more palatable (for lack of a better word) to the industry as a whole?



What is more important than palatable is that it serves the nation and the profession well.



The aim is that it is a working Act.



It can be a model for those who feel the time has come for the public relations profession to be duly recognised through legislation.

It is allege the countries that have a legal framework in place to regulate the industry – such as Greece, Nigeria, and Panama – have seen no significant success from the legislations.

The proposed PR Act, as have been informed, will be modelled after the UK PR charter... and it is allege that the UK model is not a legal requirement; the professionalism in the UK, thus, was not achieved through legislation.

Opponents to the PR Act argues that legal enforcement will make people to be accredited for the sake of accreditation, and will not bring about the same success as market forces. What are IDRM comments?

How do we judge a significant success in those countries that have a Public Relations Act?

IPRM is certain that they have it because there have been urgent needs in that countries.

It has not caused the profession to die as claimed by some.

IPRM is sure that all the professions that have acts regulating them are doing well because of it.

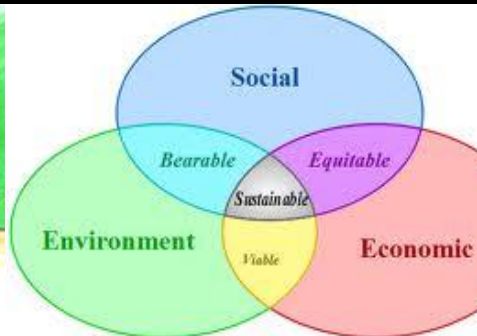


In Malaysia, we hope it will enhance the recognition of the Public Relations professions, ensuring those calling themselves public relations professionals are duly accredited and that they all adhered to the code of professional conduct.

In the draft it is not stated which model it will follow. However, it will surely follow the one that can best enhance the public relations profession in Malaysia.



The market forces can also force public relations professionals to be mercenary because it is all about making as much profit as possible.



Now in Malaysia, there is a regulation companies must practice Corporate Social Responsibility (CSR).

WHAT IS WRONG IN BEING ACCREDITATED?

At least the employers know that they have met the requirements of being professional public relations practitioners.

In this way, the public relations profession and his or her employer is best served.

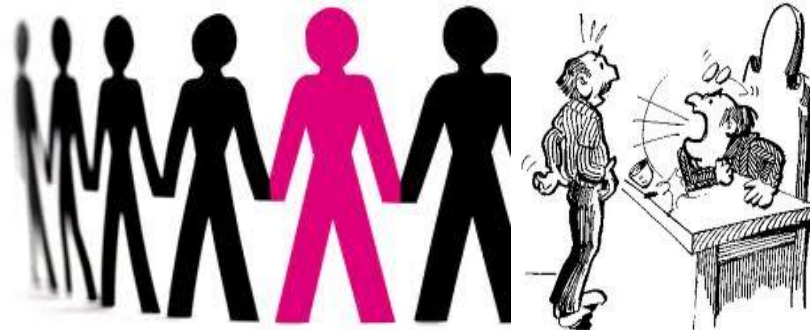
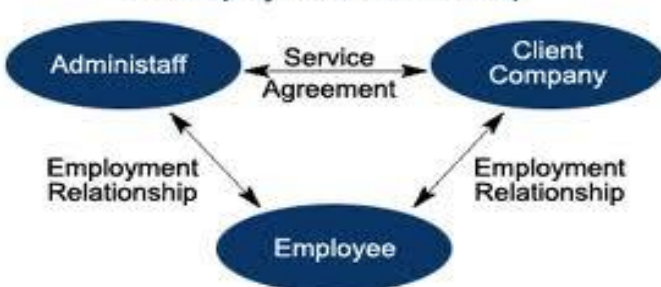


When top level guys look down they see only shit.



When bottom level guys look up they see only assholes.

Co-Employment Relationship



Here IPRM would like to mention that a number of top public relations practitioners, including Edward Bernays, the founding father of modern public relations practice in the United States of America in their later years fully supported the enactment of Public Relations Act in their countries.



Edward Bernays lamented:

**“If our profession was regulated,
it would give our vocation a status
comparable to lawyers, architects,
and doctors. Without it any crook,
nitwit, dope, charlatan or
ignoramus can use the words
public relations.”**

**Support the Public Relations
Profession Act Of Malaysia to
be a true professional.**