



**Presentation Briefing**  
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**7<sup>th</sup> July 2010**

# Where We Are Today

- **Fragmented industry with no unifying cohesion. General apathy among practitioners**
- **Poor understanding of what PR is and what it is not, with > 500 definitions**
- **Negative image – ‘spin doctors’, ‘flaks’, ‘PR doctors’, ‘apple polishers’, ‘airheads’ etc**
- **Global-glocal practices with no set - common standards**
- **PR practitioners have not earned respect/recognition as a ‘profession’**
- **Not in the ‘dominant coalition’ of decision makers where PR works best (Grunig)**

# PR Challenges

- PR practices range from the most sophisticated to the most basic in light of globalisation, pressure groups, activists and public opinion
- PR profession not playing its rightful role as ‘counsellor-advisor’
- PR deliverables for MNCs, GLCs, SMEs, The Govt., NGOs, Associations inconsistent. PR evaluation and measurement a major issue
- The body of PR knowledge has increased exponentially. But practice and ethical challenges have not kept in tandem with corporate governance, disclosure, professional conduct and national interest



# PR Challenges - Benefits of PR Act

- Review of PR practices, PR education and skills training to be competitively benchmarked with professional standards to meet global-glocal needs and public opinion
- Fragmentation of PR industry generates no 'economies of scale'
- One(1) unified voice' for:
  - comprehensive Professional training (Tier 1 - Tier 4)
  - widespread membership
  - capacity building
  - increased professional activities, etc.,to drive professionalism, like other professions and close 'legitimacy gap'
- Accreditation an accepted professional certification in many developed countries



# The IPRM Journey in Summary

- Established in 1962. Charter-licensing was first mooted by IPRM Founder and followed through changing IPRM leadership
- Draft committee with mandate to review professional acts, association articles, regional input and recommend 'certification programme'
- IPRM AGM approved in 2004 that IPRM Act be pursued
- 1<sup>st</sup> submission of draft PR Act in 1999 to MOI & AG's offices till current
- In 2004, IPRM AGM voted for PR Act to be acted upon
- FAPRO charter with support to roll out to ASEAN nations



# The PR Act – Key Milestones

- Nations adopting the PR Act: UK (2005), Brazil (1967), Greece, Nigeria, Panama
- Acts studied:
  - CIPR (UK)
  - Nigerian Communications Act 2003
  - Malaysian Institute of Accountants
  - Bar Council
  - MAICSA
- Associations:
  - PRSA
  - IPRS
  - IABC
  - CIPR
  - Global Alliance
- Literature Review – James Grunig, Fraser Sietel, Harry Burson, Edward Bernays, et al
- Malaysia implemented voluntary accreditation in 2005



# IPRM-UiTM Survey Studies

- **Professional Needs Analysis (1Q2003) conducted by IPRM-UiTM reveal several 'deficiency gap's in terms of 'what employers want and what they are getting'.  
Used as a blueprint – guideline for implementation**
- **PR Educators' Dialogue and Accreditation committees – platforms to address continuing professional education & development**
- **Accreditation requirement – 2 case studies (Lester Potter model), a research study/publications**
- **2<sup>nd</sup> IPRM-UiTM survey – still ongoing. Topline findings support the PR Act**



# IPRM-UiTM Survey: Topline Findings

*QD(2): Will Act ensure a high standard in communication practice?*

- With Likert score (1 - 10), 89.8% gave 6 and > to this question
- In 2003, the score for the Act was 83%

*N=161 99% from corporate sector, 1% from govt.*

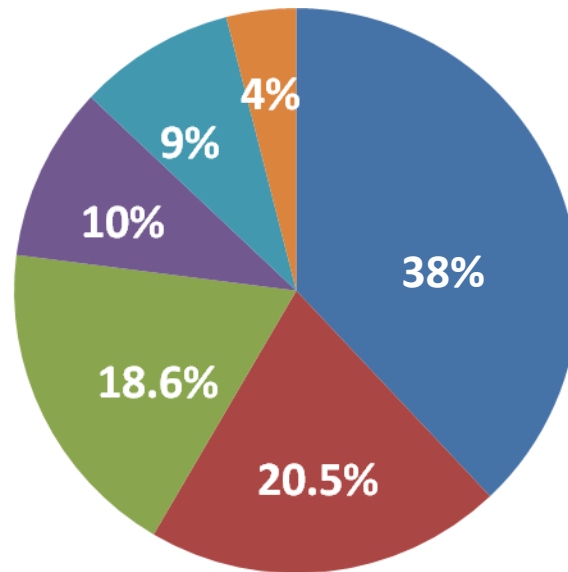
*M = 40% F = 60%*

## Demographic Profile:

- Only 11% of 161 are members of professional bodies, MIRA, IPRA, IABC, PRCA, IPRM and others
- Years of experience: 48% < 5 years, 52% - 5 years and more
- Education: Diploma & below – 18%, Degree – 61%, Masters & above- 21%

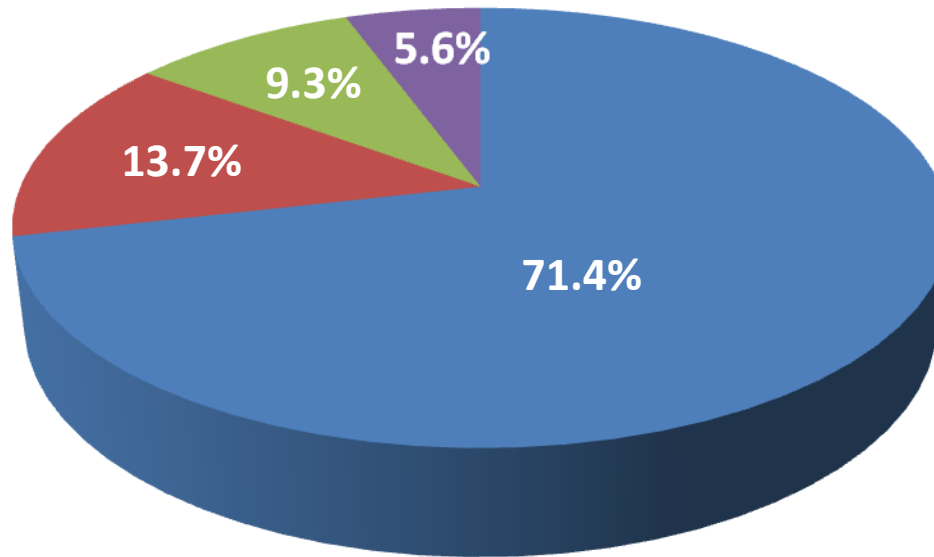


# Positive Benefits [QD(a)]



- **38% said that PR Act will ensure standards of requirement and PR quality**
- **10% said that Act will establish the role of PR duties and performance**
- **9% acknowledged PR value and recognition for PR skills**
- **4% said that PR performance depends highly on the individual**
- **20.5% said that PR Act as a reference point/acknowledgement and standardisation**
- **18.6% gave no comments**

# Topline Findings – Negative Consequences of PR Act – [(QD(c)]



- **13.7%** said no freedom
- **5.6%** said it limited PR practitioners' creativity
- **9.3%** said **NO** negative results
- **71.4%** have no comments

# The ACT: Will Give The PR Industry The Much Needed Catalyst





**RIBUAN TERIMA KASIH**

**THANK YOU**

**SEH SEH NI**

**NANDRI**