

**COMMUNIQUÉ ISSUED BY THE FEDERATION OF AFRICAN  
PUBLIC RELATIONS ASSOCIATIONS (FAPRA) AT THE END  
OF ITS 18TH ALL AFRICA PUBLIC RELATIONS  
CONFERENCE HELD IN NAIROBI, KENYA FROM  
8TH-10TH JUNE 2005**

A PREAMBLE

The Federation of African Public Relations Associations (FAPRA) 18th All Africa Public Relations Conference, was held in Nairobi, Kenya, the birthplace of FAPRA, from 8 – 10 June 2005. The conference, whose theme was “**Unlocking Africa's Potential**”, was officially opened by Hon. Dr. A. A Moody Awori, MP, CGH, the Vice President of the Republic of Kenya.

The three-day conference was attended by 130 participants, drawn from eight African countries, including Ghana, The Gambia, Nigeria, Rwanda, South Africa, Tanzania, Uganda, Zimbabwe, and Kenya, the host country, as well as representatives from the United Kingdom and Belgium. A total of 12 papers and speeches were presented and discussed in four syndicate sessions.

B RESOLUTIONS AND RECOMMENDATIONS

At the end of the deliberations, the conference considered and recommended the following resolutions:

- 1 The role of public relations on the continent is not well appreciated, recognised and facilitated as a strategic tool in management and corporate governance. Public relations practitioners should, therefore, be part of the strategic management team in the public and private sectors to provide the requisite counsel on communications, corporate image and reputation management.



- 2 Given the present perception of public relations on the continent, public relations practitioners should reposition the profession by developing programmes that are measurable so as to demonstrate their value and contribution to strategic leadership in the public and private sectors.
- 3 The conference considered the need for continuous training of public relations practitioners on the continent and recommended the acquisition of the requisite skills and knowledge to positively impact on the African societies.
- 4 The negative image the continent acquired over time due to slavery, colonialism, neo-colonialism, bad political leadership is hindering the overall projection of Africa globally, thus inhibiting the efforts towards poverty reduction and economic recovery. Public relations practitioners should embark on deliberate communication campaigns to rid Africa of these perceptions.
- 5 The conference enjoined public relations practitioners to support the dismantling of the legacies of corruption, political patronage, and bad governance through effective management of information to empower the citizenry to demand for accountability from their leaders, participate in the development process and change the perception of Africa.
- 6 Public relations practitioners should support and get involved in continental and regional development initiatives such as NEPAD, EAC, SADC, AU, ECOWAS, and so on.
- 7 The conference identified serious gaps in government communication and enjoined African governments to recognize the role of public relations in the development agenda, and in developing appropriate legislative frameworks. The public relations practitioner should play a leading role in telling the African story the African way to market Africa's potential.



- 8 FAPRA should entrench Corporate Social Responsibility (CSR) in public relations practice for the genuine welfare and development of African communities.
- 9 National Public Relations Associations should take the lead in the re-orientation of politicians and senior management on the role of public relations in government and public affairs in their various countries.
- 10 Public relations practitioners in Africa should become part of the world campaign on accreditation and ethics as a means of enhancing professionalism in public relations practice on the continent.
- 11 FAPRA should collaborate with other continental and global public relations bodies so as to be part of the campaign on media transparency.
- 12 FAPRA should adopt the global approaches in communication, including the use of ICT, and adapt these to the African situation.
- 13 FAPRA should champion good governance and the use of public relations as a means of expanding the democratic space in Africa. This should include influencing legislation on freedom and access to information on the continent.
- 14 FAPRA should ensure wide distribution of these recommendations as part of the strategy to inform the African stakeholder about the activities of the continental public relations body.

**Kabir Dangogo**  
**Secretary General**

**10 June 2005**



