

COMMUNIQUE ISSUED BY THE FEDERATION OF AFRICAN PUBLIC RELATIONS ASSOCIATIONS (FAPRA) AT THE END OF ITS 20TH ALL AFRICA PUBLIC RELATIONS CONFERENCE HELD IN MUNYONYO, UGANDA FROM 28TH-30TH JUNE 2007

A PREAMBLE

The Federation of African Public Relations Associations (FAPRA) 20th All Africa Public Relations Conference, was held at Speke Resort in Munyonyo, Kampala, Uganda, from 28th – 30th June 2007. The Conference, with the theme “**Africa's Diversity: Communicating the Opportunities**” was officially opened by the Vice President of the Republic of Uganda, Prof. Gilbert B. Bukenya who was represented by Hon. Ali Kirunda Kivejinja, the 3rd Deputy Prime Minister and Minister of Information and National Guidance. The Conference acknowledged the support of His Excellency, the President of Uganda, Yoweri Museveni and the Public Relations Associations of Uganda (PRAU) for their hospitality.

The three-day Conference was attended by 160 participants, drawn from eleven African countries, including Ghana, The Gambia, Nigeria, Rwanda, South Africa, Tanzania, Zimbabwe, Somalia, Zambia, Kenya and the host country, Uganda. A total of ten papers and speeches were presented. In continuation of the South African experience, there were two parallel syndicate sessions on academic and media training. In addition to the intellectual aspect of the Conference, participants had the opportunity of experiencing the tourist attraction in Uganda by visiting some sites such as Source of the Nile, Bujagali Falls, Bujagali Energy and BIDCO.

B RESOLUTIONS AND RECOMMENDATIONS

At the end of the deliberations, the Conference considered and resolved as follows:

1. That in order for the profession to gain greater international recognition, the Global Alliance for Public Relations and Communication Management accreditation system be adopted for implementation. In this regard, a FAPRA



Accreditation Board is set up to handle the process.

2. That public relations practitioners in Africa must take the lead in blowing the continent's own trumpet. This is because the vast opportunities in the continent are not well documented and reported, especially in the media. As a result of the negative image it has suffered over the years, it was resolved that practitioners should focus on building a positive image.
3. That conscious efforts should be made to build networks among African practitioners. This will enable practitioners to harness best practices and expertise on the continent.
4. That public relations practitioners and their National Associations should be committed to adhering to their Code of Conduct and aspects that make them better placed for recognition: training and ICT development.
5. That the issue of Corporate Social Responsibility (CSR) need to be proactive. And that practitioners move to Corporate Social Investment (CSI) with a view to approaching the concept from a conviction standpoint rather than being forced.
6. That practitioners should see themselves first as brands in order to promote their organizations' brands and businesses effectively.
7. That global warming and climate change are serious threats to mankind. Therefore, practitioners need to communicate their impacts and participate in the campaign.
8. That FAPRA should work with continental bodies such as African Union (AU), regional organizations such as ECOWAS, EAC and SADC as well as governmental agencies like NEPAD, WANAD, APRM, among others, to promote development and good governance.



9. That FAPRA Annual Conferences should make it a point of duty to create opportunities for members/participants to network maximally.
10. That emphasis should be laid on the need for FAPRA members to elevate the profession to be recognised as a management function.
11. That there is a consensus on the need for the profession to contribute to the bottom-line in terms of revenue generation and profit maximization.
12. That FAPRA members should ensure greater publicity for these resolutions and recommendations as part of the strategy to make FAPRA's voice loud and clear across the continent.
13. That other membership tiers, at the individual, institutional levels have been introduced.
14. That the Institute of Public Relations, Ghana will host the 21st All Africa Public Relations Conference in June 2008.

Wole Adamolekun
Secretary General

28 June 2007

