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APRA — SETTING THE STANDARDS FOR THE PRACTICE OF PUBLIC RELATIONS IN AFRICA

JULY 2022



APRA set to boost the participation of francophone Africa

APRA is set to boost the participation of Francophone Africa PR professionals in its activities through a series of well-targeted engagement initiatives.

This was the core of discussions when the Senior Vice President, Opinion & Public BCW, Mr. Kwame Senou, paid a courtesy visit to the Secretariat of APRA in Lagos, Nigeria on Thursday 14th July 2022.

Through his visit, Mr. Senou seeks to facilitate the motivation of PR practitioners from francophone countries around the continent to drive more participation in APRA.

Some of the essential steps to achieving this objective involve

the organization of dedicated bilingual webinars attracting francophone speakers; country visits to boost local PR association activities, massive publicity



L-R: Mrs. Veronica Abuede, APRA Coordinator, Mr. Kwame Senou, Senior VP, Opinion & Public BCW, Mr. Yomi Badejo-Okusanya, APRA President, Ms. Debo Raimi, APRA

for the upcoming APRA Zambia 2023 conference among francophone Africa practitioners, as well as establishing partnerships with notable universi-

ties within the French-speaking countries.

In his response, APRA President, Mr. Yomi Badejo-Okusanya thanked Mr. Senou for his visit and commended his intent, drive, and passion for the active involvement of the African French-speaking community in APRA.

He added that the success of this agenda depends greatly on the collective effort of all stakeholders, and affirmed APRA's commitment to ensuring that all PR practitioners on the continent irrespective of language are accorded the same respect and privileges, operating under one banner in Africa.

Zambia Institute of Public Relations and Communications Bill 2022

The Zambia Public Relations Association (ZAPRA) presented its Zambia Institute of Public Relations and Communication Bill 2022 to parliament on July 7, 2022.

The Bill, which will register and regulate PR and Communica-

tion practitioners in the country, was referred to the Committee on Media, Information and Communication Technologies. The Committee will submit its report on the Bill to the House by July 27, 2022.

Practitioners are hopeful that

the Bill, once enacted into law, will elevate the practice of PR.



"I am a firm advocate of 'Affirmative PR'. Simply put, Affirmative PR means making sure PR speaks for PR."

APRA President commemorates World PR Day

Practitioners of public relations and PR bodies all over the world converged to celebrate the second edition of the World Public Relations Day on Saturday the 16th of July.

In his congratulatory message, the APRA President, Mr. Yomi Badejo-Okusanya, said,

"On behalf of APRA and its entire membership, I join PR stakeholders across the



globe to commemorate this year's day aptly themed - TRUST, TRUTH AND TRANSPARENCY.

I am a firm advocate of 'Affirmative PR'. Simply put,

Affirmative PR means making sure PR speaks for PR. It makes sure we determine and define the value and importance of PR and we effectively communicate it.

The Executive Council of APRA acknowledges the efforts of PR professionals across the continent and has asked me to thank you all for your contributions to redefining public relations practice."

ICCO: World PR Report—Survey now open



The World PR Report is the definitive overview of the global PR landscape, providing insight on growth, investment, technology, ethics, men-

tal health, diversity, measurement, and social media, with a breakdown by geographical region

To help us accumulate accurate data that best mirrors the experiences of PR professionals from around the world, please

complete this year's World PR Report survey.

The survey will inform the 2022/ 2023 ICCO World PR Report

Please contact the APRA Secretariat for link to take part in the survey.



Henry Rugamba
APRA Secretary-General

APRA SG joins PRCA Africa NextGen Group

The Public Relations and Communications Association (PRCS) has announced the launch of its PRCA Africa NextGen group.

Henry Rugamba, the APRA Secretary-General, joins 16 other founding committee members, selected from

various PR firms making impacts across Africa.

Speaking on this, the International Director of PRCA, Melissa Cannon, said, "PRCA Africa NextGen will help young African professionals build a community where they can share their

experiences, grow, and more importantly, showcase their amazing talent."

We congratulate Henry Rugamba on this new appointment and wish him the best as he represents APRA and diligently executes his duties.

PRST commences series of Public debates



The Public Relations Society of Tanzania (PRST), conducted series of debates in July 2022.

The first of such debate, held on Saturday 16th July 2022, was on the topic, "The importance of Kiswahili Language in the profession of Public Relations and Communication".

The debate intends to remind PR practitioners, as major information holders, on the use of Kiswahili in their communication.

Also, on Friday 29th of July

2022, another debate was held on the topic, "What could African Countries learn from the Russia/Ukraine War".

The debate was attended by economic, diplomats and media analysts who shared their thoughts and views on the lessons to be learnt from such war and how African Countries can avert the impacts of such wars in the future.

"This initiative is undoubtedly one of the ways we can successfully institutionalize Public Relations practice on the continent"

APRA commends ZAPRA on the approval of its PR and Communication Bill 2022

APRA wished to congratulate the President and the entire membership of ZAPRA on the recent approval of the Zambia Institute of Public Relations and Communication Bill 2022.

ZAPRA follows in the footsteps of the Nigerian Institute of Public Relations (NIPR), the first PR professional body in Africa to be recognized and regulated by law through Decree 16 of June 1990 of the Federal Republic of

Nigeria.

APRA is also aware that the Public Relations Society of Kenya (PRSK) is in the process of undertaking this same feat and we wish them success in the endeavor.

In reaction to the news, the President of APRA, Yomi Badejo-Okusanya, said

"I welcome this development in the advancement of the practice of Public Relations in Africa, and congratulate Mrs. Irene Chipili and indeed all members of ZAPRA on this significant milestone.

This achievement is even more notable coming on the eve of Zambia's hosting of the 2023 edition of the APRA Annual Conference tagged APRA Zambia 2023

PRAU's Public Relations Practitioners' Bill on course

PRAU is working out a PR regulatory Bill called the Public Relations Practitioners' Bill. The Bill, whose copy has already been passed on to the PRAU Patron for perusal and guidance, is intended to streamline PR practice and training in the country. The draft Bill is also expected to

protect PR practitioners in their places of work.

It is hoped that the Bill when passed into law, will assist Government of Uganda, organisations and members of the public in identifying professional PR practitioners to transact with, among others. A stakeholders' impact

assessment exercise on this Bill will soon commence.





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ICCO Global Summit Dubai 2022

The **ICCO Global Summit** returns as an in-person event this year, taking place at the **Hilton Dubai Palm Jumeirah** on **12th and 13th October**. Delegates can expect to hear from an eclectic variety of international speakers, as well as enjoy social functions and networking sessions with colleagues from across the globe.

Enjoy the Gala Dinner at the Ritz Carlton, and join a group cultural trip to experience traditional, historic Arabia.

The Middle East is undergoing

a rapid period of growth, advancement, economic and cultural development with business opportunities at its heart. This year's Summit will be the first to take place in the Middle



The Ritz Carlton JBR is the confirmed location of ICCO's 2022 Global Summit Gala Dinner

East and we are delighted for it to be hosted in Dubai, a global hub for PR.

Early bird registration now open.

Please contact the APRA Secretariat for registration details.