



Public Relations Societies

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Introduction

- PR has evolved through decades of practice: from spin doctoring to the present customer focused view
- PR now functions to establish and maintain mutually beneficial relationship between an organization and the publics on whom its successes and failures depend
- Therefore, PR is dialogic i.e. a product of on going communication & relationships

- Dialogue has five features: (According to Kent & Taylor, 2002)
 - (i) Mutuality – collaboration, spirit of mutual equality
 - (ii) Propinquity – immediacy of presence, temporal flow & engagement
 - (iii) Empathy – supportiveness, communal orientation & confirmation
 - (iv) Risk – vulnerability, unanticipated consequences & recognition of strange otherness
 - (v) Commitment – genuineness, commitment to conversation & commitment to interpretation

Public Relations Societies

- PR societies have a long history.
- History of PR societies is traced back in the 1800s
- The growth and recognition of the PR profession and its contribution in the overall running of organizations attributed to organisation /establishment of PR societies


Salient features of Public Relations Societies

- Have risen out of a need to come together
- Guided by a constitution
- Have defined memberships (Ordinary, Honorary, Students etc.)
- Member - driven

Some Major PR Societies

- PRSA – It is America's largest professional organization serving the communications community with a membership of more than 30,000 members comprised of communications professionals drawn from every industry/sector nationwide
- PRISA -Established in 1957, represents professionals in public relations and communication management throughout the southern African region. Attracts practitioners from Botswana, Namibia, Lesotho, Swaziland and South Africa.

- CPRS - founded in 1948 from two original groups based in Montreal and Toronto. Later in 1953, the two became associated as the Canadian Public Relations Society, and, in 1957, the organization was incorporated as a national society. It brings together men and women who practice public relations in Canada and abroad. Presently, CPRS is made up of 14 Member Societies (Chapters) based in major cities or organized province-wide.
- PRSI- Its the national association of PR practitioners founded in 1958. Since then the society functioned as an informal body till 1966 when it was registered under the Indian Societies Act XXVI of 1961. It aimed at promoting the recognition of public relations as a profession and to formulate and interpret to the public the objectives and the potentialities of public relations as a strategic management function. It is headquartered in Mumbai.

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- PRSK – Founded in 1971 with the major aim of bringing together PR practitioners and ensuring standards in the practice

Regional bodies

- **Regionally**

- EAPRA – East African Public Relations Association
- FAPRA – Federation of African Public Relations Association

- **Globally**

- IPRA – International Public Relations Association
- GA – Global Alliance for Public Relations and Communication Management

Thrust for PR societies

- Quest for fostering the highest standards in the PR profession
- Need for nurturing innovations and excellence within the industry/profession
- Providing the industry/profession with a single leading voice
- Recognition

Accrued membership benefits

- Career development
- Professional networking
- Information exchange
- Cost effective educational opportunities/seminars

Conclusion

- Professional associations play a very key role in the growth and recognition of various professions (medical, engineering, accounting etc.). Similarly, for the PR profession/industry in Tanzania to gain high status and recognition, practitioners ought to have themselves organized in an appropriate way.



There is more power in unity than division

Emmanuel Cleaver

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- **Thanks for your kind attention**