

# **PUBLIC RELATIONS SOCIETY OF TANZANIA**



## **THE CONSTITUTION OF PUBLIC RELATIONS SOCIETY OF TANZANIA**

**2015**

## **Preamble**

Whereas the recognition of Public Relations profession and its code of ethics for the foundation of integrity and professionalism;

Whereas Public Relations is being instructed in academic institutions and practiced by organizations;

We, Public Relations professionals:

Recognizing the role of Public Relations profession in building and maintaining beneficial relations with the publics;

Acknowledging that communication is the key element for the development of institutions and the society;

Inspired by the achievements of Public Relations profession;

Have firmly and solemnly resolved to form an association, having agreed to this constitution, do hereby establish an association to be known as **PUBLIC RELATIONS SOCIETY OF TANZANIA (PRST)** on principles of freedom, justice, ethics and professionalism.

**Contents**

Preamble

PART ONE: NAME, STATUS AND LANGUAGE OF THE ASSOCIATION,  
INTERPRETATIONS AND APPLICATION..... 1

    Article 1: Name..... 1

    Article 2: Status..... 1

    Article 3: Language..... 1

    Article 4: Interpretations..... 1

    Article 5: Applications..... 1

PART TWO: REGISTRATION, HEAD OFFICE, AND AREAS OF OPERATIONS..... 1

    Article 6: Registration..... 1

    Article 7: Head office..... 2

    Article 8: Areas of operations..... 2

PART THREE: VISION, MISSION, OBJECTIVES AND FUNCTIONS..... 2

    Article 9: Vision..... 2

    Article 10: Mission..... 2

    Article 11: Objectives..... 2

    Article 12: Functions..... 2

PART FOUR: MEMBERSHIP..... 3

    Article 13: Admission of members..... 3

    Article 14: Kinds of membership..... 3

    Article 15: Applications and fees..... 4

    Article 16: Rights of members..... 4

    Article 17: Duties of members..... 5

    Article 18: Membership termination and suspension..... 5

PART FIVE: ORGANIZATIONAL ORGANS AND STRUCTURE..... 6

Article 19: Organs.....	6
Article 20: The General Meeting.....	6
Article 21: The Executive Committee.....	7
Article 22: The Secretariat.....	9
Article 23: The Board of Trustees.....	9
Article 24: Functions of office bearers.....	10
<b>PART SIX: LEADERSHIP.....</b>	<b>12</b>
Article 25: Leadership qualifications.....	12
Article 26: Duties of leaders.....	13
Article 27: Duration of terms in office.....	13
Article 28: Termination of leadership.....	13
<b>PART SEVEN: ELECTION OF LEADERS.....</b>	<b>13</b>
Article 29: General provisions governing elections.....	13
Article 30: Functions of Electoral Committee.....	14
<b>PART EIGHT: FINANCE, FINANCIAL MANAGEMENT AND AUDITING.....</b>	<b>14</b>
Article 31: Sources of funds.....	14
Article 32: Financial management.....	15
Article 33: Auditing.....	15
<b>PART NINE: QUORUM &amp; DECISIONS AND CONSTITUTION AMMENDMENTS.....</b>	<b>15</b>
Article 34: Quorum & Decisions.....	15
Article 35: Constitution amendments.....	15
<b>PART TEN: MISCELANEOUS PROVISIONS.....</b>	<b>16</b>
Article 36: The common seal.....	16
Article 37: Conflict resolution clause.....	16
Article 38: Cessation of the association.....	16



**PART ONE: NAME, STATUS AND LANGUAGE OF THE ASSOCIATION,  
INTERPRETATIONS AND APPLICATIONS.**

**Article 1: Name**

The name of the association shall be “PUBLIC RELATIONS SOCIETY OF TANZANIA” abbreviated as “PRST.”

**Article 2: Status**

The association shall be a non-partisan, non-governmental organization.

**Article 3: Language**

The working languages of the association shall be Swahili and English.

**Article 4: Interpretations**

In this constitution unless the context require otherwise:

- (i) “The Constitution” shall mean the Constitution of Public Relations Society of Tanzania.
- (ii) “Public Relations” shall mean the profession that seeks mutual beneficial relationships between an organization and its publics.
- (iii) “Public Relations practitioner” shall mean a person who links an organization and its publics/ a communication personnel.
- (iv) “Member” shall mean a person who is registered in the association.

**Article 5: Applications**

This Constitution shall apply to, govern and limit the objectives and functions of the association, its members and its branches to be established by the association.

**PART TWO: REGISTRATION, HEAD OFFICE, AND AREAS OF OPERATIONS.**

**Article 6: Registration**

Public Relations Society of Tanzania is an independent association in Tanzania operating independently and registered in accordance with the laws of Tanzania.

**Article 7: Head office**

The head office of the association shall be in Mwanza at Nyamagana District and the postal address shall be P.O Box 4111 Mwanza.

**Article 8: Areas of operations**

The business of the association shall be conducted throughout the United Republic of Tanzania Mainland as may be determined in accordance with this constitution and the laws of the land.

**PART THREE: VISION, MISSION, OBJECTIVES AND FUNCTIONS.****Article 9: Vision**

To become a strong and sustainable Public Relations body that will promote the development of Tanzanian society.

**Article 10: Mission**

To develop, support and facilitate academicians and firms in Public Relations practice and in strengthening good relations with the community.

**Article 11: Objectives**

- (i) To show and strengthen the importance and roles of Public Relations practitioners/ Communication personnel in organizational development, society and country at large.
- (ii) To serve as an umbrella body for all Public Relations practitioners in Tanzania
- (iii) To champion effective communications and networking among various stakeholders.
- (iv) To advocate and promote Public Relations practitioners/ Communication personnel at all levels in private and public organizations.
- (v) To supervise the profession's ethical codes in the field of Public Relations.

**Article 12: Functions**

- (i) Convene conferences, seminars, workshops and other professional gatherings in the country for the purpose of realizing the objectives of the association.
- (ii) Publish and disseminate information on Public Relations or communication relevant to members of the association.

- (iii) Conducting outreach programs and seminars that increase the understanding and practicability of Public Relations functions
- (iv) Fundraise so as to implement the programs and activities of the association.
- (v) Doing business/activities with any registered international organization in all such matters within the country.
- (vi) Conducting all such activities that may be relevant to attainment of the objectives of the association

## **PART FOUR: MEMBERSHIP**

### **Article 13: Admission of members**

The association shall observe the following qualifications in admitting new members:

- (i) A member shall be any person working as a Public Relations practitioner/ Communication personnel, Public Relations instructor/lecturer from a recognized academic institution, a graduate in Public Relations field, a recognized Public Relations students' association within a college or university, individuals and organizations as associates or PRST honored individuals.
- (ii) A member shall have an academic award in Public Relations field, at least a two years full program, by any recognized college or university.

### **Article 14: Kinds of membership**

The association shall have three kinds of members: ordinary members, associate members and honorary members.

- (i) Ordinary membership: Ordinary membership shall be open to a working Public Relations/ Communication personnel, Public Relations instructor/lecturer from a recognized academic institution, a graduate in Public Relations field, a student pursuing Public Relations as a program and a recognized Public Relations association within a college or university.
- (ii) Associate membership: Associate membership shall be open to:
  - (a) Any individual who affirms to this constitution and agrees with and helps in fulfilling the objectives of the association.



- (b) Companies, organizations and institutions that affirms to this constitution and agrees with and help in fulfilling the objectives of the association.
- (iii) Honorary membership: Honorary membership shall be open to founders of the association (after leaving office if any) or individuals who have demonstrated great contributions or achievements in the profession and society.

#### **Article 15: Applications and fees**

- (i) All applications for membership shall be addressed to the Secretary General of the association in a form provided by the association. Applicant shall be deemed to be a member of the association upon the notification of acceptance.
- (ii) All applicants for ordinary membership shall pay a Non-Refundable entrance fee of Tsh 30,000/= per a graduate, working practitioner or Public Relations instructor/lecturer from an academic institution, Tshs 5,000/= per student within a Public Relations student association and Tshs 10,000/= per a student pursuing Public Relations as a program.
- (iii) All ordinary members shall pay a Non-Refundable annual membership fee of Tsh 50,000/= per a graduate, working practitioner or Public Relations instructor/lecturer from an academic institution, Tshs 10,000/= per student within a Public Relations student association and Tshs 20,000/= per a student pursuing Public Relations as a program.
- (iv) All applicants for associate membership shall pay a Non-Refundable entrance fee of Tsh 100,000/= and annual membership fee of Tshs 150,000/=.
- (v) Any member who shall fail to pay annual membership fee on time shall be penalized.
- (vi) All fees shall be determined by the Executive Committee from time to time.

#### **Article 16: Rights of members**

The following shall be the rights of members to the association unless the context require otherwise;

- (i) All members shall be equal within the association.
- (ii) All members shall be treated equally at all times throughout the period of membership.

- (iii) All members (apart from associate and honorary members) shall have equal rights to contest for any position, elect and to be elected as a leader within the association.
- (iv) All members shall have freedom of expression before the association's organs in an ethical way.
- (v) All members shall have a right to information associated with the association.
- (vi) All members shall have a right to a certificate of membership and/or appreciation as determined by the Executive Committee.

### **Article 17: Duties of members**

The following shall be the duties of members unless the context require otherwise;

- (i) Every member shall obey and abide by the provisions of this constitution in accordance to the laws of the United Republic of Tanzania.
- (ii) Every member shall ensure the protection of this constitution.
- (iii) Every member shall respect any appointed or elected leader and fellow members of the association.
- (iv) Every member shall pay the entrance fee on registration and membership fee in accordance to Article 15 of this constitution.
- (v) Every member shall attend all concerned meetings of the association if any.
- (vi) Every member shall protect the association's properties, and respect another person's properties.
- (vii) Every member shall participate in all activities where required to, in fulfilling the objectives of the association.

### **Article 18: Membership termination and suspension.**

- (i) Membership to the association shall terminate upon:
  - (a) Death.
  - (b) Mental disorder.
  - (c) Going against the provisions of this constitution.
  - (d) Receiving of written voluntary resignation letter from a member to the Executive Committee.
  - (e) Failure to perform duties and functions under this constitution.

- (f) Willful destruction of the association's reputation.
- (g) Expulsion.
- (ii) The Executive Committee may in its discretion, suspend a member for the good of the association. Such member shall be given notice of such action.
- (iii) The Executive Committee may in its discretion mail such action to the members last known address as referenced in the association's current membership records
- (iv) The suspended member shall upon request delivered to the Executive Committee within thirty (30) days of the date of notice, request be given hearing before the Executive Committee to show cause why it is unfair to suspend.
- (v) The determination of whether or not to expel shall be made at the General Meeting in its sole discretion by the Executive Committee and such decision shall be final.

## **PART FIVE: ORGANIZATIONAL ORGANS AND STRUCTURE.**

### **Article 19: Organs**

The association shall have the following organs:

- (i) The General Meeting.
- (ii) The Executive Committee.
- (iii) The Secretariat
- (iv) The Board of Trustees

### **Article 20: The General Meeting**

- (i) There shall be two kinds of General Meetings. The Annual General Meeting and The Special Meeting
- (ii) The General Meeting may consist of Ordinary, Associate and Honorary members of the association
- (iii) The President of the association shall chair the General Meeting unless stated otherwise in this constitution. In his/her absence the vice chairperson shall take the role and in the absence of both office bearers any member shall be appointed to chair the meeting.

## **20.1 Annual General Meeting**

- (i) There shall be one Annual General Meeting of the association to be held once in every year as shall be determined by the Executive Committee.
- (ii) The Executive Committee shall propose the agenda of the Annual General Meeting and circulate to members one month before the meeting. Notice of date and venue of the meeting shall be circulated in due period.
- (iii) Functions of the General Meeting
  - (a) To read and approve the minutes of the previous General Meeting
  - (b) To go through the financial statements of the association that has been audited
  - (c) To receive, discuss and approve the long and short term plans
  - (d) To discuss and approve the approximated expenditure of the coming financial year.
  - (e) To approve new members and take disciplinary actions towards the disobedient members
  - (f) To endorse and enact by –laws.
  - (g) Constitution amendments if any.
  - (h) To conduct elections.

## **20.2 Special General Meeting**

- (i) Special General Meeting shall be called at any time of the year when the Executive Committee deems it necessary.
- (ii) Special General Meeting shall have the notification of at least fourteen days to the members of the General Meeting.
- (iii) Special General Meeting shall deal with such matters needing the immediate attention of the general assembly as may be determined by the convener.

## **Article 21: The Executive Committee**

- (i) There shall be the Executive Committee of leaders elected or recruited to fulfill the association’s objectives. These shall consist of:
  - (a) The President
  - (b) Vice President
  - (c) Secretary General
  - (d) Deputy Secretary

- (e) Chief Treasurer
  - (f) Assistant Treasurer
  - (g) Public Relations Manager
  - (h) Assistant Public Relations Manager
  - (i) National Coordinator
  - (j) Assistant National Coordinator
  - (k) Representatives
  - (l) Media Specialist
  - (m) Legal Officer
- (ii) All leaders (a - j) and the representatives shall be elected at the Annual General Meeting of the association from amongst its members.
  - (iii) The executive committee shall meet at least twice per annum as it shall be deemed necessary.
  - (iv) Functions of the Executive Committee.
    - (a) It shall be responsible for the day to day running of the association
    - (b) It shall prepare long and short term development plans and policies of the association.
    - (c) It shall propose by-laws and principles for operating daily activities of the association and shall be approved by the General Meeting.
    - (d) It shall form and delegate any of its functions to sub-committees.
    - (e) It shall recruit officer(s) who in exceptional circumstances may be non-member(s) to the association as may deem fit and set their remuneration.
    - (f) It shall control the administration and finances of the association.
    - (g) It shall arrange and report to the General Meeting about the association's progress and financial status.
    - (h) It shall suspend any office bearer, or member shall his actions be considered to affect the ethics or interests of the association.
    - (i) It shall perform all other activities that seem necessary in achieving the objectives of the association.

## **Article 22: The Secretariat**

- (i) There shall be secretariat under the Secretary General to administer the day to day affairs of the association. The Executive committee shall determine contracting and payment of the secretariat staff.
- (ii) The secretariat shall hold ordinary meetings at least once in every three months and many more as may be required.

## **Article 23: The Board of Trustees**

- (i) There shall be a Board of Trustees of the Association, which shall consist of three (3) to seven (7) prominent individuals from within or outside the Association.
- (ii) The members of the Board of Trustees shall be nominated by the Executive Committee and approved by the Annual General Meeting and they shall be persons of integrity and rectitude in the society.
- (iii) The registered Board of Trustees of the association shall operate in accordance with the trusteeship ordinance CAP 375 and such other laws governing trusteeship in Tanzania
- (iv) The Board of Trustees shall also be the Advisory Board.
- (v) Functions of the Board of Trustees
  - (a) The Board of Trustees shall elect its leaders and set its own rules and procedures.
  - (b) The Board of Trustees shall meet at least twice a year.
  - (c) It shall be responsible to oversee the assets, liabilities and capital of the Association.
  - (d) It shall be vested all movable and immovable properties of the association and shall be capable of being sued or sue as well as concluding contracts for and on behalf of the association.
  - (e) It shall advise the Executive Committee with the association's policies as well as the development, review and implementation of various program activities.
  - (f) Any advice given by the Trustee(s) shall be informational and advisory in nature, and the Executive Committee may use such advice as the committee deems appropriate, in its sole discretion.
  - (g) Members of the Board of Trustees shall hold office for a term of three years and shall be eligible for re-election for the second term upon which shall be final.

(vi) A person shall cease to be a trustee upon:

- (a) Death
- (b) Resignation
- (c) Health problems
- (d) Conviction of serious offence punished for imprisonment
- (e) Going against the provisions of this constitution.

**Article 24: Functions of office bearers**

(i) The President.

The President shall have the following functions:

- (a) Shall conduct and lead all meetings
- (b) Shall approve all the payments within the association.
- (c) Shall sign and approve all legible contracts on behalf of the association.
- (d) Shall represent or select representatives of the association in different events or meetings.

(ii) Vice President

Shall, in general, assist the President and act in that capacity in his absence.

(iii) Secretary General

The Secretary General shall have the following functions:

- (a) Shall write minutes of all meetings.
- (b) Shall preserve all documents of the association.
- (c) Shall prepare reports on quarterly, semi-annual, and annual bases.
- (d) Shall be the signatory to cheques and other documents.
- (e) Shall register new members and prepare calendars of the association.

(iv) Deputy Secretary General

Shall, in general assist the Secretary General and to act in that capacity in his absence

(v) Chief Treasurer

The Chief Treasurer shall have the following functions:

- (a) Shall advise the Executive Committee on income and expenditures of the association.
- (b) Shall keep financial records of the association.
- (c) Shall receive and pay all expenses on behalf of the association.

- (d) Shall prepare quarterly, semi-annual and annual financial reports
- (e) Shall be the signatory to cheques and payments of the association.

(vi) Assistant Treasurer

Shall, in general assist the Chief Treasurer and to act in that capacity in his absence.

(vii) Public Relations Manager

The Public Relations Manager shall have the following functions:

- (a) Shall be the spokesperson of the association and boundary spanning role.
- (b) Shall advise the top management on different issues about the association.
- (c) Shall conduct research on any matter that has effects to the association..
- (d) Shall resolve conflicts on matters of the association.
- (e) Shall organize events of the association.
- (f) Shall have the duty to build, maintain and promote the good identity of the association.
- (g) Shall prepare departmental reports.

(viii) Assistant Public Relations Manager

Shall, in general assist the Public Relations Manager and to act in that capacity in his absence.

(ix) Coordinator

- (a) Shall be responsible to coordinate all association projects, events in the country.
- (b) Coordinate member outreach programs, planning and development.
- (c) Acts in conjunction in facilitating the works of committees and members.
- (d) Shall monitor, evaluate and report on the Nation's status.

(x) Assistant Coordinator

Shall, in general assist the Coordinator and to act in that capacity in his absence

(xi) Representatives

- (a) There shall be three representatives, each from among the three categories:
  - (i) A representative of all working PR/Communications practitioners.
  - (ii) A representative of all College/University PR associations and



- (iii) A representative of all Public Relations instructors/lecturers from recognized academic institutions.
  - (b) Each representative shall be chosen by members within the category.
  - (c) They shall represent their fellow members in the executive meetings.
- (xii) Media Specialist
  - (a) Shall create, develop and manage content for association's website.
  - (b) Shall build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.
  - (c) Shall design and develop various publications, photography and videos in collaboration with the Public Relations unit.
  - (d) Shall identify, evaluate and recommend emerging trends in digital media technologies and methodologies.
- (xiii) Legal Officer

The Legal Officer shall advise the association on legal matters concerning elections, signing of contracts, judicial matters, and constitution amendments.

## **PART SIX: LEADERSHIP**

### **Article 25: Leadership qualifications**

There shall be qualifications upon which a member shall be eligible to contest for a position in the association.

- (i) A contestant shall be mentally and physical fit.
- (ii) A contestant shall be confirmed by the Executive Committee to be honest and credible.
- (iii) A contestant shall be ready to volunteer.
- (iv) A contestant shall be aware of the mission, vision and objectives of the association
- (v) A contestant shall be an active member by fulfilling all the responsibilities of the association
- (vi) A contestant shall not be an associate or honorary member.
- (vii) A contestant shall not be a suspect of any criminal offence or having a pending case against him in the court of law.

### **Article 26: Duties of leaders**

- (i) Every leader shall obey and abide by the provisions of this constitution in accordance to the laws of the United Republic of Tanzania.
- (ii) Every member shall ensure the protection of this constitution.
- (iii) Every leader shall respect all members and fellow leaders of the association.
- (iv) Every leader shall respect and protect the association's properties and another person's properties.
- (v) Every leader shall participate in all activities, in fulfilling the objectives of the association.

### **Article 27: Duration of terms in office**

- (i) A leader shall stay in office for three years term. A leader shall be eligible to contest for re-election for the second term upon which shall be final.
- (ii) There shall be interim leaders who shall stay in office until the conduction of the first general election. These leaders shall perform all activities of the association including registration of new members.

### **Article 28: Termination of leadership**

Leadership to the association shall terminate upon:

- (i) Death
- (ii) Mental disorder
- (iii) Receiving of written voluntary resignation letter from a leader to the executive committee.
- (iv) Going against the provisions of this constitution.
- (v) Failure to perform functions.
- (vi) Expulsion

## **PART SEVEN: ELECTION OF LEADERS**

### **Article 29: General provisions governing elections**

- (i) There shall be an electoral committee consisting of twelve (12) members appointed by the General Meeting.

- (ii) All elections shall be in secret ballot.
- (iii) All elections shall be conducted on principles of honesty, freedom, fairness and justice.

### **Article 30: Functions of Electoral Committee**

The electoral committee shall have the following functions.

- (i) Shall distribute electoral forms to all candidates.
- (ii) Shall assess all candidates upon qualifications provided under Article 23 of this constitution.
- (iii) Shall retain the power to reallocate any candidate to any position as it shall deem it necessary.
- (iv) Shall announce the names of qualified candidates in all positions 14 days to the election, and officiate election campaigns.
- (v) Shall grant a chance to all qualified candidates to express themselves to members during the General Meeting of the election before voting.
- (vi) Chairperson of the electoral committee shall announce the results of the election basing on principles of honesty, freedom, fairness and justice within 24 hours after the completion of the election. Such announcement shall be final.
- (vii) Shall supervise all processes of the election
- (viii) Shall cease after the completion of the election.

## **PART EIGHT: FINANCE, FINANCIAL MANAGEMENT AND AUDITING**

### **Article 31: Sources of funds**

Sources of funds for the association shall be:

- (i) Members entrance fees and annual membership fees.
- (ii) Voluntary contributions from members and supporters.
- (iii) Fundraising activities of the association
- (iv) Donations from government and national institutions/organizations.
- (v) Donations from international organizations and donor agencies.
- (vi) Projects and services lawfully undertaken by the association.
- (vii) Sponsorship of association activities by institutions/organizations.

### **Article 32: Financial management**

- (i) The financial year of the association shall begin with the inception of the association leadership or as determined by the Executive Committee.
- (ii) All funds received by and on behalf of the association shall be deposited in the association's bank account(s) not more than three days of the receipt thereof.
- (iii) There shall be two signatories in all bank transactions, one from each group (A&B) as follow:
  - (A) (i) Chief Treasurer
  - (ii) Assistant Treasurer
  - (B) (i) Secretary General
- (iv) The expenditure of the association shall be made according to regulations determined by the Executive Committee.
- (v) All financial reports shall be kept by the Treasurers and shall be delivered to / read before the Executive Committee and members of the association whenever needed.

### **Article 33: Auditing**

- (i) All accounts of the association shall be audited by internal or external auditor(s) as it shall be determined by the Executive Committee.
- (ii) The auditor(s) shall audit the accounts of the association at least once before the Annual General Meeting.
- (iii) Auditor(s) shall be in position to advice the association on matters pertaining to finance.

## **PART NINE: QUORUM & DECISIONS AND CONSTITUTION AMENDMENTS**

### **Article 34: Quorum & Decisions**

- (i) The quorum and decisions of all meetings of all organs of the association shall be a simple majority (more than half) of its members present unless stated otherwise in this constitution.

### **Article 35: Constitution amendments**

- (i) Amendment(s) to this constitution shall be made by the Annual General Meeting by (3/4) of the votes cast by Ordinary Members present and shall come into effect on adoption.

- (ii) Amendment(s) to this constitution may be made upon expansion of the association to other branches.
- (iii) Amended articles shall be approved by the General Meeting before enforcement.

## **PART TEN: MISCELANEOUS PROVISIONS**

### **Article 36: The common seal.**

- (i) The association shall have a common seal which shall bear the following inscriptions: “Public Relations Society of Tanzania (PRST), P. O. Box 4111 Mwanza,”
- (ii) The seal shall not be fixed to any document or instrument except by the authority of the Executive Committee.

### **Article 37: Conflict resolution clause**

- (i) Where there shall rise a conflict among members or association and other organization(s) or sponsor(s), the conflict shall be solved by the Executive Committee in collaboration with appointed committee by the Executive Committee.
- (ii) Where there shall be misinterpretation of this constitution, the legal officer shall assist by or be interpreted by any other lawyer(s) as it shall be deemed necessary by the Executive Committee.

### **Article 38: Cessation of the association.**

- (i) The decision to cease the association shall only be taken by the Annual General Meeting and at (3/4) of votes of its Ordinary Members.
- (ii) Upon cessation, debts shall be paid, assets and liabilities of the association shall be allocated to association(s) / organization(s) whose objectives are similar to that of Public Relations Society of Tanzania as deemed necessary.
- (iii) The General Meeting shall however have the final decision on the matter.