

**COMMUNIQUÉ ISSUED BY THE FEDERATION OF AFRICAN
PUBLIC RELATIONS ASSOCIATIONS (FAPRA) AT THE END OF
ITS 19TH ALL AFRICA PUBLIC RELATIONS CONFERENCE,
HELD IN JOHANNESBURG, SOUTH AFRICA, FROM 21-23 MAY
2006**

PREAMBLE

The 19th All Africa Public Relations Conference of the Federation of African Public Relations Associations (FAPRA), focusing on the theme, **“Managing Africa's Reputation”**, was held in Johannesburg, South Africa, from 21- 23 May 2006.

The Federation of African Public Relations Associations (FAPRA) has called on all public relations practitioners on the continent to use their skills and expertise to assist in promoting a positive image of Africa to the world.

This was the first time in 30 years (since the establishment of FAPRA in Nairobi, Kenya, in 1975) that South Africa would be hosting the Conference. Therefore, this historic meeting in South Africa marked the beginning of a new spirit of co-operation between public relations practitioners on the continent, and a renewed commitment to involve all public relations professional associations in Africa.

The three-day conference was attended by about 150 participants drawn from 10 African Countries (Ghana, The Gambia, Kenya, Nigeria, Tanzania, Namibia, Zambia, Zimbabwe, Uganda, and South Africa – the host country).

Joseph Allotey-Pappoe of Ghana was re-elected President for a second term and Kate Bapela, former PRISA (Public Relations Institute of South Africa) became the Vice- President while Wole Adamolekun of Nigeria was elected Secretary-General.

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



1. Africa has communication challenges and public relations practitioners on the continent should use their skills and expertise to correct the misrepresentations.
2. PR practitioners should identify the positive features and success stories of African countries and use public relations techniques to present factual, intelligent information in a consistent way to the world.
3. Since technology provides dynamic tools and opportunities for faster and easier communication, public relations practitioners on the continent should explore avenues to position the continent and build positive perceptions.
4. As media professionals, PR practitioners should exploit the power of the mass media to support the establishment of continental broadcasting network for the exchange of information between journalists and public relations practitioners.
5. Public relations practitioners should demonstrate good understanding of the realities of our organizations, countries and continent, and preach the gospel of trust while seeking to open up our countries to one another, and taking advantage of the many possibilities and opportunities the continent offers.
6. PR professionals should provide better advice to African leaders and organizations to enhance good governance and communication.
7. Public relations practitioners should forge partnerships with NGOs, private and public enterprises and governments to galvanize change on the continent while supporting the bold and laudable initiatives to facilitate public debate.
8. Public relations practitioners should seek to improve public perception of the profession to enable it gain moral grounds and provide the needed communication advisory to support, public advocacy, stakeholder dialogue, coalition engagement with the mass media for sustainable development on the continent.



9. There is an increasing need for Africans to take their destiny into their hands. Therefore, PR professionals should initiate strategic communication to demonstrate its commitment to improving the lot of Africans.
10. Public relations professionals were enjoined to intensify training, change orientation, update knowledge of current issues, engage in peer review mechanisms, subject themselves to self-examination and assess their contributions to Afro-optimism.
11. Public relations academics should seek to become value-added agents to the profession by building their image through developing enriched and relevant curriculum with African realities, conducting research on the peculiarities of the practice on the continent, undertaking to work more closely with PR practitioners, develop case studies and inculcate excellence in students.
12. National public relations associations were enjoined to become more active and to impact the activities and image of FAPRA.

The conference ended on a high note with a decision to hold the next FAPRA conference in 2007 at a venue to be communicated to members in due course. The delegates, some of whom were visiting South Africa for the first time have since returned to their various countries with fond memories and promised to return for the 2010 games.

Wole Adamolekun

Secretary-General

25 May 2006

