

TRANSFORMASI
PERHUBUNGAN AWAM
DI MALAYSIA

GROUPS
CHALLENGING
METHODS
PROFESSIONALS
CAMPAIGN
EVOLUTIONARY
TARGET
EXCITING
GREAT
TECHNIQUE
DIGITAL
LINKS
PUBLIC RELATIONS
PROFESSIONALS
CALLED
LIFE
SOCIAL MEDIA
NETWORKING
PERSUASION
STONE
POSITIVE
GOODWILL
CUSTOMERS
STAKEHOLDERS
MESSAGE
ORGANIZATION
EFFECTIVE
DOMINANT QUOTIENT
TRADITIONAL
ESSENTIAL
KNOWN
CALLED
EVENTS
VIDEO
AUDIENCE
INTERNET
WAY
TOOL
LINKS
BLOG
PUBLIC RELATIONS
PUB
LEVERAGE
EXAMPLE
INFORMATION
PUB



RUKUN NEGARA

BAHAWASANYA NEGARA KITA MALAYSIA mendukung cita-cita hendak:

Mencapai perpaduan yang lebih erat dalam kalangan seluruh masyarakatnya;

Memelihara cara hidup demokrasi;

Mencipta satu masyarakat yang adil di mana kemakmuran negara akan dapat dinikmati bersama secara adil dan saksama;

Menjamin satu cara liberal terhadap tradisi-tradisi kebudayaannya yang kaya dan pelbagai corak;

Membina satu masyarakat progresif yang akan menggunakan sains dan teknologi moden;

MAKA KAMI, rakyat Malaysia, berikrar akan menumpukan seluruh tenaga dan usaha kami untuk mencapai cita-cita tersebut berdasarkan prinsip-prinsip yang berikut:

- ◆ Kepercayaan Kepada Tuhan
- ◆ Kesetiaan Kepada Raja Dan Negara
- ◆ Keluhuran Perlembagaan
- ◆ Kedaulatan Undang-Undang
- ◆ Kesopanan Dan Kesusilaan

Cetakan Pertama 2013

Hak Cipta Terpelihara @Jabatan Penerangan Malaysia

Hak cipta terpelihara. Tidak dibenarkan mengeluarkan ulang mana-mana bahagian artikel, gambar dan isi kandungan buku ini dalam apa juga bentuk sama ada secara elektronik, fotokopi, mekanikal, rakaman atau cara lain sebelum mendapat izin bertulis daripada penerbit.



DITERBITKAN DI MALAYSIA OLEH:

Ketua Pengarah

Jabatan Penerangan Malaysia

Aras 12, Kompleks Kementerian Komunikasi Multimedia
Malaysia

No. 49, Persiaran Perdana Presint 4

Pusat Pentadbiran Kerajaan Persekutuan

62100 Putrajaya.

Tel : 03-8911 3441/ faks : 03-8911 4957

E-mel : webmaster@inform.gov.my

Laman sesawang : www.penerangan.gov.my

Perpustakaan Negara Malaysia

Data Pengkatalogan-dalam-Penerbitan

Transformasi Perhubungan di Malaysia

Includes index

ISBN 978-983-54-0583-9

1. Institut Perhubungan Awam Malaysia

2. Public relations--Malaysia.

3. Public relations--Malaysia--History.

659.209595

REKA BENTUK KULIT DAN REKA LETAK OLEH:

Jaffri Amin Advertising Sdn. Bhd.

No.40-A Ground Floor

Jalan Persona 10/12

Pandan Perdana

55300 Kuala Lumpur.

DICETAK OLEH:

Jaffri Amin Advertising Sdn. Bhd.

No.40-A Ground Floor

Jalan Persona 10/12

Pandan Perdana

55300 Kuala Lumpur.

PENASIHAT

Dato' Haji Ibrahim Abdul Rahman

Ketua Pengarah

Jabatan Penerangan Malaysia

Datuk Poziah binti Abdul Rahman

Timbalan Ketua Pengarah (Penerangan Strategik)

Jabatan Penerangan Malaysia

SIDANG PENGARANG

KETUA EDITOR

Hajah Azizah binti Awang

TIMBALAN KETUA EDITOR

Chua Hin Chiew

Ku Noor Azian binti Ku Azizan

PENYELARAS

Hazlianayati binti Sudin @ Subdin

TEAM WAWANCARA

Hasnida binti Samsudin

Rahanum binti Hasan

Roslen Jati a/k Sut

Zafirah Najmi binti Abdul Rahman

SUMBER FOTO

Unit Fotografi

Cawangan Pusat Sumber dan Foto

Bahagian Komunikasi Visual dan Senireka

Jabatan Penerangan Malaysia.

ISI KANDUNGAN

RUKUN NEGARA	
PRAKATA KETUA PENGARAH JABATAN PENERANGAN MALAYSIA	06
DATO' HAJI IBRAHIM ABDUL RAHMAN	
PENGAMAL PERHUBUNGAN AWAM BERI IMPAK POSITIF KEPADA USAHA KERAJAAN MAJUKAN NEGARA	08
- DATO' HAJI IBRAHIM ABDUL RAHMAN	
BIDANG PERHUBUNGAN RAYA SEBATI DALAM DIRI	20
- PROFESOR DATO' HJ MOHD HAMDAN HJ ADNAN	
INSTITUTE PUBLIC RELATIONS MALAYSIA	25
- BY: PROFESOR DATO' HJ MOHD HAMDAN HJ ADNAN	
PENGASAS PENUBUHAN THE FEDERATION OF ASEAN PUBLIC RELATIONS ORGANIZATION (FAPRO)	60
- PROFESOR DATO' DR. SYED ARABI SYED ABDULLAH IDID	
SEJARAH DAN PERKEMBANGAN PERHUBUNGAN AWAM DI MALAYSIA	63
- OLEH: PROFESOR DATO' DR. SYED ARABI SYED ABDULLAH IDID	
CSR: FROM CHARITY TO SOCIAL RESPONSIBILITY	72
- BY: J.D. LOVRENCIEAR	
PUBLIC RELATIONS (PR) IDENTITY CRISIS: UNLOCKING SOME PERCEPTIONS AND ITS CHANGING FUNCTIONS	82
- DORIS LIM	
'KNOW YOURSELF THE TRUTH WILL SET YOU FREE'	90
- SHAHREEN KAMALUDDIN	
PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION	97
BY: PROFESOR DR KIRANJIT KAUR	
PERHUBUNGAN AWAM PENGHUBUNG ANTARA KERAJAAN DENGAN MASYARAKAT	110
- DATUK POZIAH ABDUL RAHMAN	
COMMUNICATIONS SHOULD NOT BE LOOKED AT AS BEING COMMERCIALLY	116
- VINCENT LOWE	
TRANSFORMATIONAL LEADERSHIP IN PUBLIC RELATIONS: SOME THOUGHTS	119
BY: DR. AMERJIT SINGH A/L BHAG SINGH	
WHY SUSTAINABILITY COMMUNICATION MATTERS	132
BY: RAVINDRAN RAMAN KUTTY	
PERHUBUNGAN AWAM BENTUK DAN BINA IMEJ	136
- PUTEH JERINEH RAMLI	
PENGAMAL PR HARUS KENTAL DAN BERTANGGUNGJAWAB	140
- DATIN OMI HABIBAH SHARIFF	
SUSUN STRATEGI BERI INFORMASI KEPADA 'DISSENTING VOICES'	144
- RAMLI BIN MOHAMED YOOSUF	
PERSEPSI BAIK PENGAMAL PR RAIH KEYAKINAN MASYARAKAT UMUM	150
- BRIGADIER JENERAL FADZLETTE OTHMAN MERICAN BTE IDRIS MERICAN (3001629)	
PENUTUP	153
BIBLIOGRAFI	154
SINGKATAN ISTILAH DAN AKRONIM	156
SEKALUNG PENGHARGAAN	



PRAKATA KETUA PENGARAH JABATAN PENERANGAN MALAYSIA

Pengamal Perhubungan Awam amat diperlukan dalam memainkan peranan utama bagi memupuk semangat urus tadbir cemerlang.

Alhamdulillah syukur kepada Allah SWT kerana dengan izinNya, buku *Transformasi Perhubungan Awam di Malaysia* yang memuatkan pengalaman, sumbangan dan transformasi Perhubungan Awam di Malaysia dapat diterbitkan. Buku ini merupakan 'hadiah' kepada Institut Perhubungan Awam Malaysia atau *Institute Public Relation of Malaysia* (IPRM) sempena sambutan 50 tahun kecemerlangan institusi ini.

Kini harapan rakyat terhadap pentadbiran dan perkhidmatan kerajaan yang cekap, amanah dan mesra semakin meningkat terutama apabila YAB Perdana Menteri memberi jaminan kepada rakyat bahawa mereka sentiasa didahulukan dan pencapaian diutamakan. Sehubungan itu, Pengamal Perhubungan Awam amat diperlukan dalam memainkan peranan utama bagi memupuk semangat urus tadbir cemerlang.

Suka saya menyatakan tanggungjawab utama Pengamal Perhubungan Awam adalah untuk sentiasa meningkatkan komunikasi yang mapan, interaktif dan beretika bagi mendapatkan sokongan dan kefahaman rakyat. Sebagai agensi peneraju utama Perhubungan Awam yang menjadi barisan hadapan dan jurucakap kepada kerajaan, Jabatan Penerangan Malaysia memikul tanggungjawab besar dalam usaha mendalami dan menyebarkan setiap strategi serta perancangan kerajaan. Semoga buku ini memberi manfaat dan menjadi rujukan kepada semua rakyat Malaysia.

DATO' HAJI IBRAHIM ABDUL RAHMAN
KETUA PENGARAH JABATAN PENERANGAN MALAYSIA



PENGAMAL PERHUBUNGAN AWAM BERI IMPAK POSITIF KEPADA USAHA KERAJAAN MAJUKAN NEGARA - DATO' HAJI IBRAHIM ABDUL RAHMAN

Saya dilahirkan pada 10 Ogos 1959 di Bota Kiri, Perak Tengah, Perak. Saya dilantik sebagai Pegawai Perhubungan Awam di Jabatan Penerangan Malaysia pada 18 Jun 1983 dan ditempatkan di Jabatan Imigresen Malaysia (JIM). Saya merupakan Pegawai Perhubungan Awam yang pertama bagi JIM dan menabur bakti di sana lebih daripada 3 tahun. Selepas itu, saya ditukarkan ke Kementerian Penerangan sebagai Pegawai Kanan Perhubungan Awam. Saya berkhidmat kepada beberapa orang Menteri termasuk Tan Sri Dr. Rais Yatim, YBM Tengku Sri Maharaja Tengku Tan Sri Ahmad Rithauddeen Ibni YAM Tengku Mek Haji Ismail dan Tan Sri Mohamed Rahmat (Tok Mat). Saya menyelaras majlis-majlis besar pada masa itu seperti Majlis Semarak Merdeka, Minggu Penyiaran, Hari e-Formantika. Di sana kita bertugas secara *one man show*.

Seterusnya saya ditukarkan ke Bahagian Perkhidmatan Komunikasi dan Pembangunan Masyarakat (PKPM) sebagai Ketua Cawangan Latihan dan Tugas-tugas Khas. Saya bertanggungjawab menyelaras hal ehwal antarabangsa, The Association of Southeast Asian Nations (ASEAN) di samping menjalankan program-program latihan untuk jabatan. Saya pernah menjadi Pegawai Khas kepada Ketua Setiausaha Kementerian Penerangan dan bertanggungjawab mengurus Communication ASEAN Team (CAT) sempena Sukan Komanwel pada tahun 1998.

Pada tahun 2001 saya bertugas pula di BPKPM sebagai Timbalan Pengarah dan menjadi Pengarah Jabatan Penerangan Negeri Perak pada tahun 2004. Saya juga pernah menjawat jawatan Setiausaha Bahagian Pengurusan dan Analisis Maklumat selama 6 tahun. Pada tahun 2010, saya telah dilantik sebagai Timbalan Ketua Pengarah (Operasi) Jabatan Penerangan Malaysia. Di usia 51 tahun, saya telah dilantik menjadi Ketua Pengarah Jabatan Penerangan Malaysia secara rasmi pada 9 Mei 2011.

Faktor Pendorong dan Idola

Pencetus atau pendorong saya memilih bidang komunikasi ini bermula seawal saya di Tingkatan Empat, apabila kuasa komunikasi yang kuat bukan hanya dapat mengubah sikap malah minda masyarakat. Atas faktor inilah menyebabkan saya memilih untuk melanjutkan pelajaran dalam bidang Komunikasi Massa Major Broadcasting manakala Minor Public Relations di Universiti Sains Malaysia (USM).

Pendorong saya seterusnya ialah seorang Profesor di USM. Beliau bukan hanya seorang pendidik kepada saya malahan merupakan seorang rakan iaitu Profesor Vincent Lowe. Beliau adalah insan yang mendorong saya untuk melanjutkan pelajaran ke peringkat yang lebih tinggi. Atas dorongannya saya telah berjaya memperoleh Master in Public Relations, di Universiti Boston.

Seterusnya, pendorong paling mendalam dalam bidang Perhubungan Awam pada saya ialah Menteri Penerangan pada ketika itu arwah Tok Mat kerana beliau mempunyai kepakaran yang tinggi dalam bidang komunikasi. Beliau telah menggunakan pendekatan Perhubungan Awam yang ada untuk berkomunikasi secara berkesan sebagai medium bagi menarik minat dan memberi kefahaman mengenai dasar-dasar kerajaan kepada masyarakat. Di bawah pentadbirannya, program yang dianjurkan adalah berjiwa 'besar' seperti Bendera Besar dan Bedung Besar kerana pada masa itu rakyat Malaysia terasa 'kecil' jiwanya terutama semasa keadaan politik negara yang terumbang-ambing setelah UMNO dibubarkan. Justeru, Kementerian bersama-sama melancarkan gerakan Semarak dan turun padang untuk mendapatkan kembali keyakinan masyarakat kepada kerajaan dan menyemaikan keutuhan perpaduan dalam kalangan masyarakat. Inilah antara tokoh-tokoh yang memacu jiwa saya untuk berkembang maju dalam bidang Perhubungan Awam.

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

Saya juga banyak mengkaji mengenai autobiografi individu-individu yang berjaya iaitu bagaimana mereka menyelesaikan halangan dan cabaran dalam kehidupan mereka. Saya amat tertarik kepada tulisan Edward L. Bernys kerana beliau merupakan *Father Of Modern Public Relations*.



***The consent of the people must be
gained for the successful advancement
of any cause***

Edward L. Bernys



Mengutuhkan Bidang PR

Sesuatu profesion itu dipanggil profesion disebabkan oleh tiga faktor iaitu ilmu pengetahuan, undang-undang atau peraturan tertentu dan ketiga *the body can regulate the profession, who can enter the profession and etc.* Ketiga-tiga faktor inilah yang menentukan profesionalisme Perhubungan Awam. Dalam konteks Perhubungan Awam di Malaysia, kita telah mempunyai *the body of knowledge*, yang keduanya *the body to regulate the profession* ini dimainkan oleh IPRM dan yang ketiganya dari segi undang-undang. Justeru, Akta Profesional Perhubungan Awam yang akan diperkenalkan bertujuan memperkasa dan memantapkan kreadibiliti Pengamal Perhubungan Awam (PR) di negara ini. Akta ini akan memberi akreditasi dan pengiktirafan kepada mereka yang terlibat dalam profesion ini menerusi undang-undang agar setanding dengan profesion profesional lain

seperti Jurutera, Arkitek, Akauntan dan Doktor. Akta ini sebaik sahaja berkuat kuasa tidak akan menjejaskan kebebasan media sebaliknya menggalakkan pertumbuhan industri Perhubungan Awam.

Melalui Jabatan Penerangan Malaysia, roadshow telah diadakan di seluruh Malaysia bagi mendapatkan pandangan dan juga maklum balas daripada pengamal-pengamal Perhubungan Awam dan komunikasi. Harapan kita agar deraf akhir Akta Perhubungan Awam dapat disiapkan segera supaya boleh diangkat ke Parlimen untuk dipertimbangkan dan dipersetujui seterusnya Akta ini akan diumumkan kepada masyarakat.

Cabaran

Cabaran dalam Perhubungan Awam begitu banyak, kerana sekiranya berada dalam Perhubungan Awam, penilaian dibuat merangkumi cara kita berpakaian, bercakap, berinteraksi, menulis malah berkomunikasi menggunakan telefon juga akan dinilai dan diperhatikan. Dahulu, apabila pertama kali saya menjejakkan kaki di JIM, saya telah diarahkan pulang untuk memotong rambut dan menukar kasut berwarna putih kepada warna hitam. Perkara ini terjadi kerana saya tidak didedahkan kepada persekitaran perkhidmatan awam, budaya kerja orang kerajaan dan masih lagi dalam 'mood' bercuti selepas tamat pengajian. Namun, daripada hal inilah menjadikan saya mementingkan ketrampilan diri dan memegang falsafah ini '*impression is the most last thing impression*'.

Perbandingan antara Pengamal Perhubungan Awam dan Swasta

Pengamal Perhubungan Awam kerajaan dan swasta kedua-duanya dari segi profesion adalah sama kerana kedua-duanya mempunyai peranan dan fungsi yang hampir sama cuma bezanya adalah persekitaran bekerja. Namun, imej yang baik akan memberi keuntungan kepada organisasi. Itulah pengukurannya, imej, akan menyebabkan lebih banyak pelanggan yang akan menggunakan kepakaran kita. Berbanding dengan Pengamal Perhubungan Awam kerajaan pengukurannya tidak begitu jelas seperti swasta, impaknya adalah dari segi penerimaan atau mungkin berjaya sesuatu dasar itu diterima oleh masyarakat. Ruang lingkup audien Pengamal Perhubungan Awam kerajaan lebih meluas kerana setiap genap pelusuk tanah air, setiap lapisan masyarakat menjadi target audien kita. Sebaliknya di pihak swasta, hanya 'pelanggan' yang terlibat sahaja akan diberi keutamaan.

Pegawai Perhubungan Awam di sektor kerajaan terikat dengan peraturan-peraturan atau birokrasi tertentu dan sesetengah kementerian mempunyai garis panduannya tersendiri. Mereka bergantung kepada Ketua Jabatan atau Ketua Tadbir mahupun Menteri sama ada diberi kuasa kepada Pegawai Perhubungan Awam untuk membuat kenyataan media. Alhamdulillah, saya telah diberi sepenuh kepercayaan oleh Tok Mat untuk memberi Kenyataan Media dalam mempromosi kementerian dan aktiviti selagi tidak mengumumkan dasar. Dahulu sayalah juara dalam mempromosi drama swasta di RTM!

Namun, sebagai Presiden Institute of Public Relations Malaysia (IPRM), saya melihat situasi sekarang berbeza kerana Pegawai Perhubungan Awam sama ada tidak diberi kebenaran membuat kenyataan atau mereka sendiri yang tidak mahu berbuat demikian. Inilah yang harus dilihat semula dan dibuat

penambahbaikan agar dapat mengembalikan kegemilangan Pegawai Perhubungan Awam seperti dahulu.

Ada juga pihak yang beranggapan bahawa Pegawai Perhubungan Awam ini hanya sekadar *pretty face at the front* sahaja. Disebabkan itu, di bawah IPRM terutama dua tahun kebelakangan ini, IPRM cuba memperkasakan aktiviti-aktiviti berkaitan Perhubungan Awam dan mengadakan lawatan ke ketua-ketua jabatan bagi menjelaskan tugas sebenar Perhubungan Awam ini supaya salah tanggapan kepada profesion Perhubungan Awam dapat dikurangkan.

Tip untuk Menjadi Seorang Pegawai Perhubungan Awam yang Cemerlang

Pegawai Perhubungan Awam perlu mudah mesra dan peramah. Jika kita hendak menjadi Pegawai Perhubungan Awam tetapi tidak suka untuk berinteraksi bersama masyarakat ini tidak akan menjadikan kita sebagai Pegawai Perhubungan Awam yang baik. Kita perlu menjadikan diri kita sebagai *dominant coalition* untuk membina rangkaian dan memudahkan perjalanan Perhubungan Awam kita. Semua Pengamal Perhubungan Awam perlu mewujudkan rangkaian atau *network* terutama dalam kalangan media kerana Pegawai Perhubungan Awam amat memerlukan sokongan daripada pengamal media bagi memudahkan tugas-tugas Perhubungan Awam.

Seseorang Pegawai Perhubungan Awam perlu mempunyai kemahiran memimpin kerana mereka merupakan pemimpin dalam bidang dan organisasi Perhubungan Awam mereka sendiri. Justeru, kita perlu menonjolkan teladan yang baik, mempunyai keunikan personel tersendiri dan membina kredibiliti diri. Jika kita dilengkapi dengan ciri-ciri ini, suara kita lebih mudah untuk didengari dan diambil peduli.

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

Hasrat dan Hala Tuju

Saya amat berharap Pengamal Perhubungan Awam bersama-sama bersatu memberikan impak positif kepada usaha kerajaan dalam memajukan negara kerana profesion ini sedang dinilai oleh masyarakat dan juga stake holder. Oleh itu, kita perlu membuktikan bahawa profesion Perhubungan Awam masih relevan di alam media baharu ini. Kita perlu mentransformasikan diri dengan mengguna pakai media baharu seperti WhatsApp, facebook, twitter, instagram, youtube dan lain-lain untuk mempromosi agensi atau kementerian kita.

Selain itu, ada dalam kalangan ahli akademik mengatakan bahawa Pengamal Perhubungan Awam kini tidak lagi diberi kepercayaan untuk mengetahui sesuatu dasar itu sebelum diumumkan. Justeru bagaimana kita ingin menjalankan strategi komunikasi dan mempromosi jika kita hanya mengetahui dasar tersebut selepas diumumkan. Sehubungan itu, kita juga bertanggungjawab untuk meningkatkan keyakinan masyarakat terhadap keupayaan Pegawai Perhubungan Awam. Dalam konteks ini, saya berharap agar Pegawai Perhubungan Awam dapat melengkapkan diri dengan strategi komunikasi terutama dalam menangani isu-isu semasa. Mereka harus melihat sesuatu isu dengan lebih meluas supaya dapat memberikan penyelesaian yang bijak.

Pegawai Perhubungan Awam juga hendaklah sentiasa berusaha untuk menimba ilmu pengetahuan melalui pembacaan. Jika wartawan dianggap 'mati' sekiranya tidak membaca, begitu juga dengan Pegawai Perhubungan Awam yang akan dianggap *death officer if they don't read*. Pembacaan dapat menajamkan pemikiran selain daripada menambah ilmu pengetahuan.

“

Saya amat berharap Pengamal Perhubungan Awam bersama-sama bersatu memberikan impak positif kepada usaha kerajaan dalam memajukan negara kerana profesion ini sedang dinilai oleh masyarakat dan juga stake holder.

”



"Death officer if they don't read" - Dato' Haji Ibrahim Abdul Rahman memberikan taklimat kepada Pengamal PR di program Chalk Talk anjuran IPRM.

A hand holding a smartphone with a cityscape on the screen, overlaid with a quote. The background is a blurred image of a hand holding a smartphone, with the screen displaying a cityscape. The quote is written in large, white, sans-serif font, centered over the image. The author's name is written in a smaller, white, sans-serif font at the bottom left.

**A good PR story
is infinitely more
effective than a
front page ad.**

RICHARD BRANSON



TEGAS - Amanat yang disampaikan kepada para PRO Jabatan agar sentiasa memikul tugas meningkatkan keyakinan masyarakat terhadap usaha-usaha yang dilaksanakan kerajaan.



Dato' Haji Ibrahim Abdul Rahman selaku Presiden IPRM mengetuai Mesyuarat Tahunan IPRM ke-52



Dato' Haji Ibrahim Abdul Rahman berpeluang bekerjasama dengan agensi swasta dalam memperluaskan jaringan IPRM ke seluruh agensi.





"Pegawai Perhubungan Awam hendaklah sentiasa berusaha untuk menimba ilmu pengetahuan melalui pembacaan,"- Dato' Haji Ibrahim Abdul Rahman



Majlis menandatangani perjanjian (MoU) antara IPRM dan MIHRM.



BIDANG PERHUBUNGAN RAYA SEBATI DALAM DIRI

- PROFESOR DATO' HAJI MOHD HAMDAN HAJI ADNAN

Saya dilahirkan di Ampangan, Seremban, Negeri Sembilan pada 6 Ogos 1949. Bapa saya adalah seorang mekanik dalam angkatan tentera manakala ibu ialah suri rumah sepenuh masa. Menurut bapa, datuk telah mengambil saya sejak berusia sepuluh jam. Ini kerana saya telah dijanjikan untuk diberikan kepadanya kerana saya adalah cucu pertamanya. Mulanya saya dimasukkan di Sekolah Melayu Umum tetapi selepas setahun saya ditukar ke Sekolah Bahasa Inggeris. Ini kerana beliau merasakan bahawa masa depan lebih cerah apabila menguasai bahasa Inggeris.

Di sekolah pencapaian saya sungguh sederhana. Keputusan Sijil Persekolahan saya yang diambil pada 1966 sangat lemah. Hampir gagal. Selama dua tahun sukar untuk mendapat kerja saya tetap. Akhirnya, pada Disember 1968 saya terpaksa membawa diri ke Sabah. Di Kota Kinabalu saya berjaya melanjutkan pelajaran di Maktab Perguruan Gaya. Selepas Gaya, saya mengajar di SMK Kiulu (SMK Tun Fuad). Dua tahun kemudian berjaya melanjutkan pelajaran di Universiti Teknologi Mara dalam kursus Diploma Pentadbiran Awam. Bagaimanapun, selepas sebulan saya ditawarkan jurusan Sebaran Am, khususnya Perhubungan Raya. Saya mendapat keputusan yang agak baik sehingga ditawarkan skim tenaga Pensyarah muda dalam bidang perhubungan raya dan dengan syarat meneruskan pelajaran di peringkat sarjana di Amerika Syarikat (AS).

Di AS saya mendapat dua Sarjana dalam tempoh 14 bulan. Iaitu, Sarjana Komunikasi (Pengurusan Awam) dari University of Washington dan Sarjana Sains Perhubungan Raya dari Boston University. Balik mengajar di UiTM pada 1977 dalam bidang Komunikasi dan Perhubungan Raya sehingga bersara pada 2005. Kini, bertugas sebagai professor dan dekan Sekolah Sains Sosial, Universiti Malaysia Sabah. Setakat ini telah menulis 28 buah buku dan lebih 400 rencana dalam bidang komunikasi, perhubungan raya, kepenggunaan dan lain-lain.

Faktor Menceburi Perhubungan Raya

Saya menceburi bidang PR secara tidak sengaja. Iaitu, apabila bertukar kursus daripada Pentadbiran Awam ke PR. Merasakan bahawa kerjaya PR adalah lebih menarik dan mencabar daripada pentadbiran awam. Ini kerana Pengamal PR perlu lebih kreatif dan berkesan dalam kemampuan berkomunikasi. Keberkesanan komunikasi adalah cukup penting dalam memastikan reputasi positif serta kesejahteraan sesebuah negara. Malah dirasakan bahawa kelestarian sesuatu memerlukan kemampuan komunikasi efektif. Penglibatan dalam Institut Perhubungan Raya Malaysia (IPRM) turut memperkukuhkan saya kepada masa depan cemerlang bidang ini. Ini terutama setelah menghadiri pelbagai aktiviti yang dikendalikan oleh IPRM.

Memperkukuhkan lagi kepercayaan saya dalam profesion PR ialah dengan memegang beberapa jawatan dalam IPRM. Iaitu, daripada jawatan Pengerusi Penerbitan, Setiausaha Agung dan Presiden.

Pengalaman Sebagai PPR

Saya merasakan bahawa saya telah berjaya meningkatkan pemerhatian publik terhadap pergerakan pengguna, sehingga FOMCA menjadi ternama. Ini dilihat dari segi peningkatan isu pengguna dalam media dan FOMCA sering menjadi sumber mengenai kepenggunaan. Organisasi tanpa liputan media walaupun aktif sering menjadi halimunan. PPR dalam NGO cukup perlu memandangkan bahawa tanpa keterlihatan ia akan sukar mendapat sokongan, sama ada dari segi sumber manusia mahupun wang. Maka, adalah penting bagi NGO untuk membina imej yang positif yang mampu dilestarikan berkaitan dengan perjuangannya. Ini boleh dibuat dengan sentiasa mengadakan program yang berkaitan dengan perjuangan serta mendapatkan liputan media yang sesuai.

PR Di Institut Pengajian Tinggi (IPT)

Perhubungan raya penting bagi IPT untuk mendapatkan pelajar terbaik serta keyakinan ibu bapa terhadapnya memberi mutu pendidikan yang tinggi dan diiktiraf. Seperti bidang lain ia perlu mendapat liputan yang sesuai.

Misalnya, liputan pensyarah dan pelajar serta kegiatan-kegiatan akademik berkenaan mendapat liputan yang sesuai. Pakar PR IPT harus bijak membina citra yang sesuai dan unik bagi institusinya. Keterlihatan positif sentiasa perlu dipertingkat dan dilestarikan menurut pengkhususannya.

Contoh lain, pelajar sains memenangi anugerah pencipta muda atau hasil inovasi paling berguna atau pelajar seni dianugerahkan sebagai komposer terbaik atau memenangi pertandingan penulisan.

Selain itu, aktiviti akademik perlu ditingkatkan seperti konferensi, seminar, forum dan sebagainya yang akan memperoleh liputan positif. Para pensyarah pula perlu digalak supaya sentiasa terlibat di dalam penyelidikan dan penulisan. Sebaik-baiknya penulisan pensyarah mendapat tempat di jurnal-jurnal yang disanjung.

Perbandingan Perhubungan Raya Kerajaan Dengan Perhubungan Raya Swasta

Perhubungan raya kerajaan resminya adalah lebih mencabar daripada swasta. Ini kerana PPR kerajaan perlu berkomunikasi secara berkesan dengan segenap lapisan rakyat dan khalayak-khalayak khas.

Sebaliknya, PR swasta adalah lebih kepada pengguna dan acara yang memakmurkannya. Malangnya, amnya amalan PR swasta dianggap lebih glamor dan berpendapatan tinggi serta lebih kreatif.

PR kerajaan pula kerana melibatkan kepentingan negara dan rakyat lebih bersifat rasmi dan penuh dengan protokol. Seterusnya, jika PR kerajaan memerlukan kreativiti untuk acara khas atau tambahan amnya perunding PR akan diupah.

Selain itu, ia juga bersifat komunikasi interpersonal manakala swasta lebih kepada media massa. Tambahan ia harus memantau setiap aktiviti atau projek kerajaan bagi memastikan ia memberi kesan positif dan yang negatif dihentikan segera.

Pengamal PR kerajaan wajib menasihat pihak pentadbiran mengenai implikasi tanggapan negatif dan kaedah atau program terbaik untuk mengatasinya. Ia juga perlu membaca pendapat umum dan melaporkannya kepada pihak berkenaan supaya tindakan wajar dapat dibuat segera bagi mempamerkan bahawa pihak kerajaan boleh bersifat urgensi.

Panduan Pengamal PR Cemerlang

Setiap komunikasi dan acara yang dibuat bagi membina imej positif yang sesuai mestilah beretika dan berlandaskan kepentingan awam. Komunikasi PR organisasi seberapa boleh haruslah interaktif supaya sentiasa memperoleh maklum-balas terkini. Pengamal PR perlu sentiasa peka kepada keperluan dan kehendak setiap khalayaknya. PPR pula harus meningkatkan kemampuan berkomunikasi serta mampu mengenal pasti saluran baharu atau media terkini yang boleh digunakan bagi menemui khalayak-khalayak tuju secara berkesan. Pengamal PR juga mesti mengemaskinikan ilmu atau kepakarannya berpengetahuan mengenai setiap yang berlaku dan persekitarannya. Ini termasuk hal-ehwal awam yang meliputi isu semasa seperti politik dan ekonomi. Seterusnya, PPR harus memastikan setiap pegawainya memiliki sikap yang positif serta mesra pelanggan. Mereka pula harus dilatih secara berterusan dan bermotivasi tinggi sebagai staf PR.

Peranan PPR Mengekal Kecemerlangan Sesuatu Institusi

Pakar PR memainkan peranan penting dalam mengekalkan kecemerlangan sesuatu institusi. Selain melestarikan imej organisasi ia harus terlibat dalam setiap kegiatan yang membantu memajukannya. Pakar PR perlu memantau setiap pendapat umum serta perkembangan berkaitan industri organisasinya supaya bukan saja menjadi mata, telinga dan lidahnya tetapi juga selaku tok nujumnya. Hanya dengan pemantauan rapi persekitaran organisasi dan analisis rapi terhadapnya PPR mampu menjadi tok nujum berkesan organisasinya dan mengekalkan kecemerlangannya.

Idola Perhubungan Raya

Idola PR saya ialah Nabi Muhammad SAW. Ini kerana kejayaan luar biasa baginda untuk mengembangkan agama Islam di dalam konteks yang paling mencabar. Maka, baginda telah dipilih sebagai manusia yang paling berpengaruh dalam sejarah oleh Michael H. Hart dalam bukunya *The 100 – A Ranking of the Most Influential Person in History*. Dari segi perwatakan dan budi bahasa baginda tidak didapati sebarang cacat celanya. Musuh utama Islam, Abu Jahal tidak memiliki suatu apa pun untuk mencelanya. Nabi Muhammad cukup menjaga kecintaan dan kesetiaan para sahabatnya. Baginda berjaya menjadikan dirinya sebagai sumber ilham kepada para sahabat serta pengikut-pengikutnya sehingga ramai di antara mereka yang menjadi tokoh dalam bidang masing-masing. Pengaruh baginda bukan sahaja menembusi jiwa sahabat dan umat pada zaman baginda bahkan para pemimpin kini baik Muslim mahupun yang bukan turut mengaguminya. Setiap nasihatnya dan perilakunya menjadi panduan bagi semua Muslim. Saya merasakan bahawa manusia kini mampu menjadi cemerlang dalam apa jua bidang yang halal dengan berpandukan kepada baginda.

“

Pakar PR memainkan peranan penting dalam mengekalkan kecemerlangan sesuatu institusi. Selain melestarikan imej organisasi ia harus terlibat dalam setiap kegiatan yang membantu memajukannya.

”

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

Cabaran Perhubungan Raya

Cabaran utama Pengamal PR kini ialah menghadapi khalayak-khalayak yang kian meningkat pendidikan dan pendedahan sehingga mereka mahukan ketelusan serta komunikasi yang interaktif. Peningkatan pesat teknologi komunikasi dan maklumat turut membuat amalan PR semakin mencabar. Maka, Pengamal PR perlu melibatkan diri dalam pendidikan sepanjang hayat jika mahu terus relevan serta mampu berdaya saing di semua peringkat yang termasuk global.

Masa Depan Perhubungan Raya

Saya merasakan bahawa masa depan PR adalah sangat cerah. Ini memandangkan khalayak-khalayak kini kian berbahagi-bahagi di mana komunikasi secara umum tidak lagi mendatangkan kesan yang diidamkan. Maka, kepakaran PR kian diperlukan iaitu kemahiran komunikasi yang pelbagai dari segi komunikasi bersemuka, komunikasi media massa termasuk melalui media sosial. Pengamal PR kini wajib mengenali setiap khalayaknya dengan rapi dan mampu memastikan media yang paling sesuai untuk khalayak-khalayak tujuannya. Ini bermakna pusat pengajian yang menawarkan bidang PR perlu memastikan bahawa kursus-kursus yang ditawarkan adalah sentiasa relevan.



'Saya merasakan bahawa masa depan PR adalah sangat cerah.'- Prof Dr. Dato' Hj Mohd Hamdan. (Gambar: Menandatangani plak cenderahati sempena lawatan beliau ke Jabatan Penerangan Malaysia.

Cabaran utama Pengamal PR kini ialah menghadapi khalayak yang kian meningkat pendidikan dan pendedahan sehingga mereka mahukan ketelusan serta komunikasi yang interaktif. Peningkatan pesat teknologi komunikasi dan maklumat turut membuat amalan PR semakin mencabar.

”



Ketua Pengarah Penerangan, Dato' Haji Ibrahim Abdul Rahman menyerahkan bahan-bahan penerbitan Jabatan Penerangan kepada Profesor Dato' Hj Mohd Hamdan di pejabatnya.

INSTITUTE OF PUBLIC RELATIONS MALAYSIA – ENHANCING THE PROFESSION

BY: PROFESOR DATO' HAJI MOHD HAMDAN HJ ADNAN

INTRODUCTION

The task of all public relations professional bodies, local, national and global, is to ensure that the reputation of the profession is sustainably positive by its effective and ethical practice. The Institute of Public Relations Malaysia or better known as IPRM is very committed to this cause. Set up in 1962, it does not belong to any individual professional public relations practitioner (PRO) but rather to all those in its portal who desire the systematic, organized growth and development of PR as a profession which can contribute positively to the nation's continuous growth and development in all spheres of human endeavours.

In Malaysia, the traditional PR may have begun in the earliest Malay kingdom. The oldest Malay kingdom is now accepted as Kedah, the seat of the greater Langkasuka coalition of Kingdoms in Northern Malaya, which also included Pattani, Beruas (Gangga Negara), Kelantan, Terengganu and Pahang. Hence, in Malaysia, the earliest practice of public relations could have originated in these early Malay kingdoms or other yet to be discovered earlier kingdoms.

The modern public relations practice in Malaysia may have begun with the introduction of print mass media in particular the newspaper in the 19th century Straits Settlement. Probably, the term public relations became increasingly used in the country with the set up of the Department of Public Relations on 1st April 1946 by the returning British following the Second World War. The first Director of the Department, M.C. Sheppard admitted to being rather ignorant of the public relations practice.

Most nations now have their own professional body to enhance and promote public relations within their country as well to ensure that it is practiced ethically to sustain a positive image. However, generally PR professional bodies are finding it hard to attract all those practicing it to be members and be governed like in the other traditional and recognised professions like medicine or law. Generally, membership numbers are low and more activities, including advocacy and training are needed to

increase memberships. Luckily for IPRM, those that have been involved in enhancing and promoting the profession have been very competent and dedicated.

Nevertheless, we can say that the establishment of Institute of Public Relations Malaysia in March 1962 is a significant milestone in the growth of its modern and professional practice in the country. It is established to advance the interest of public relations in Malaysia. By its activities IPRM hopes to ensure that the public will have a true and positive image of PR.

According to Syed Arabi, a former IPRM President, in his book Institute of Public Relations Malaysia: A Historical Perspective, the development of public relations in Malaysia during the last 40 years must be seen within the context of the nation's metamorphoses. He suggests that the development of Malaysia played a part in shaping public relations and the IPRM itself.

Multi-national institutions like the Global Alliance and the International Public Relations Association (IPRA) are also making a big effort to ensure public relations as a profession is being recognised at the national and world level. They are helping the national bodies to network better. IPRM has a good working relationship with Global Alliance and IRPA.



The modern public relations practice in Malaysia may have begun with the introduction of print mass media in particular the newspaper in the 19th century Straits Settlement.





The modern public relations practice in Malaysia may have begun with the introduction of print mass media in particular the newspaper in the 19th century.



Group photo of the Public Relations Department Senior Staff, Kuala Lumpur, December 1946. Mubin Sheppard seated five from left.

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

Today, the practice of public relations is becoming more sophisticated than ever. Also, it has become much more specialised and ethical. Rapid advancement in information and communication technologies, globalisation, higher education, universal suffrage, democratisation, better respect for human rights, among others has made the practice of public relations very challenging but rewarding.

Almost all organisations and nations wanting to promote a positive image, a good reputation and beneficial visibility must employ public relations practitioners who are properly trained, ethical, and having the required experiences if they want to create the desired impact.

The public relations practice and industry is fast progressing and maturing in Malaysia. We can find almost all forms of public relations media and strategies, ranging from the conventional Press Agency to PR Blogs and even the twitter is here. And, the media, especially the Internet is progressing so fast.

Further, we can find a rapidly widening array of activities and specialisation of public relations services being conducted by organisations or offered by consultants.

It includes Public Affairs, Government Relations, Government Public Relations, Lobbying, Corporate Communications, Marketing Communications, Integrated Communications, Investor Relations, Financial Public Relations, Environmental Public Relations, Corporate Social Responsibility, Entertainment Public Relations, Sports Public Relations, Issues and Crisis Communication, Health Public Relations, Public Relations for Non-Profit Organisations, Branding, Reputation and Image Management, Event Management, Consumer Public Relations, Internal or Employee Relations, Protocol Services, Public Relations Audit, Public Relations Research, International Public Relations, Media Relations, etc.

However, to date PR as a true profession is still doubted. This is compounded by the fact that there is no one definition for PR that has a universal acceptance. Any effort to do so seems to be futile. Some PR practitioners are even making fun of efforts by their own professional bodies to come with a universal definition.

It seems that how PR is defined will greatly depend on what emphasis is given to its roles and responsibilities and its specific practices. This is not necessarily a weakness. It might even be the strength. The multitude of PR definitions goes to show how wide the scope of the profession is and how useful it will be.

Often, it is often claimed that there are more than 500 definitions of PR. Today, there are 6,800 known languages spoken in the 200 countries of the world, 2,261 have writing systems (the others are only spoken) and about 300 have on-line dictionaries.

As the numbers of languages are numerous and that most may have their own definitions based on their own environments and practices, we can say that the number of definitions will almost be impossible to determine or guess.

Also, it seems there is the tendency to change PR definition in accordance to its new environment, opportunities and challenges. For example, the British Institute of Public Relations has redefined its PR definitions twice from its original one in 1962, modifying it in 1987 and 1994. IPRM's definition of public relations is still the original: ***"The deliberate planned and sustained effort to establish and maintain understanding between an organisation and its publics."***

What is essential to remember is that the core of PR practice is to gain positive visibility and reputation while creating understanding and sustaining goodwill with its various publics. Thus, in Malaysia we may define PR as ***the effort to connect, cultivate and sustain visibility, goodwill and positive reputation through ethically interactive communication and activities between an individual, organisation and nation with their publics.*** This broad definition is to cover emerging new approaches and specialisations in PR.

One criterion of a true profession is that its practitioners have command over a body of knowledge. Public relations practitioners in advanced nations like the USA claim that they already have a body of knowledge for their profession. In Britain, there is already a law, like the other professions, to determine who can claim to be true PR professionals. Five other countries including Brazil and Nigeria have laws already in place with regard to PR practice. Here, IPRM is taking the necessary steps to ensure that PR will truly be a recognised profession. It includes adopting an accreditation scheme and seeking a charter status.



“

PR as the effort to connect, cultivate and sustain visibility, goodwill and positive reputation through ethically interactive communication and activities between an individual, organisation and nation with their publics.

”

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

IPRM History

The Institute Public Relations Malaysia or IPRM is a professional body set up in 1962 under the Registrar of Society to promote the interest of PR practitioners and enhance its practice in Malaysia. The 25 March 1962 meeting inaugurating IPRM was a landmark event for Malaysia's public relations professionals and industry.



IPRM establishment ushered the professional development of PR practice in Malaysia. It boosted the emergence of PR as a profession in its own right. Also, it represented a huge step in making PR practice in Malaysia a true profession.

IPRM formation enabled PR practitioners to have a unified voice to enhance their influence and reputation. Members are able to develop and foster relations with other bodies and authorities. It establishes a membership register, with details of experience and specialist knowledge or qualification. Also, it encourages and fosters high professional standard by its members. It empowers the members to conduct professional examinations or other suitable tests aimed at enhancing the status of existing practitioners or those aspiring to practice PR.

Fifty-two practitioners attended IPRM's inaugural meeting. Thirty-three were from the Department of Information Services, 10 from the various embassies/high commissions, eight from the private sector and one from the police headquarters. The only lady attending the meeting, Ms. D.M. Ryan was from the United States Information Service.

Dato' Mohd Sopiee, the main initiator of IPRM was overwhelmingly elected as the founding President. Mohd Salleh Daud, a co-initiator of IPRM was duly elected as the first Vice President. K.C. Arun was elected as Honorary Secretary and the post of Treasurer went to Charles Ng.



Dato' Mohd Sopiee, the main initiator of IPRM was overwhelmingly elected as the founding President.

The 13 pioneer members of the Council listed under MAA, under the new status were: Liu Chang Lan, Hamidah Karim, Richard Thean, Tan Seng Siar, William Tan, Mohd Kaus Salleh, Benedict Morais, Mohd Hamdan Adnan, David Liew, Ginny Leong, Samuel Goh and Dawn Menon.

The change of status was needed as it provided various benefits. It includes tax breaks and tighter financial administration. The financial control and management became more stringent and effective. IPRM had to obtain the consent of the Minister of Domestic Trade, Cooperative and Consumerism for any purchase, sale or mortgage of immovable assets. This would be a deterrent against any mismanagement and corrupt practices because it would render the offender liable for prosecution under the Penal Code.

IPRM had to change the way Councillors were elected. Previously, the president, vice president, secretary, treasurer, and seven elected and two co-opted were elected directly by members. Now, Councillors are elected during the AGM. Then it's up to the Councillors to elect among them the available positions.

“

On 1 March 1984, IPRM came under the Companies Act 1965. IPRM under the Memorandum and Articles of Association (MAA) had 14 objectives, similar to its previous Constitution.

”



Council member are elected during the AGM by ballot process.

PUBLIC RELATIONS IN MALAYSIA:
 EVOLUTION AND TRANSFORMATION

IPRM Management

IPRM is managed by a Council elected by members during its Annual General Meeting. The Council among themselves elect the respective office bearers. The President, Vice-President, Honorary Secretary, Honorary Assistant Secretary, Honorary Treasurer and Honorary Assistant Treasurer are elected within the Council at its first meeting after the Annual General Meeting.

The Council may co-opt two more Councillors. By tradition one is the Director General of the Department of Information, since it is the main government public relations machinery. The other one is usually to represent the corporate sector. However, if the President is the Information Director-General, IPRM will appoint one from the private sector.

In organising activities, it created committees with its own portfolios which are usually chaired by councillors. The Council may appoint an Executive Director who shall be the ex-officio without voting rights and holds for the period and terms it thinks fit.

The Council must meet minimum once quarterly. Quorum for IPRM Council Meeting is one-half of the total number of Councillors. If its number is not two or a multiple of two, then the number nearest to one-half shall form a quorum.

Councillors may make such regulations as it think proper as to the summoning and holding of meetings. The transaction of business at such meetings and the record of its proceeding shall be open to inspection by members subject to the Council may from time to time deem expedient.

Also, it has a Court of Fellows to advise the Council when a situation warrants it. The Court of Fellows comprise very senior public relations practitioners who have contributed much to the profession. Further, IPRM has a Panel of Advisors comprising not only of well known public relations professionals and academicians but also from the other communication field as well as those who are renown in professions.

The Council has also instituted a Panel of Advisors comprising distinguish individuals in relevant areas; especially in the communication field, law, human rights, diplomacy and public affairs.

Past Panel of Advisors included Professor Dato’ Sri Dr. Syed Arabi Idid, Professor Dato’ Mohd Hamdan Adnan, Datuk Ahmad Talib, Datuk Paddy Schubert, Mr. Benedict Morais, among others; they are all eligible for reappointment.



To ensure the integrity of the profession, IPRM has a Code of Professional Conduct which all its members must adhere to. IPRM also subscribes to the International Code of Ethics for PR Practitioners or more known as the Code of Athens. IPRM is a party to The Jakarta Consensus which stipulates among others that the ASEAN PR organisations and practitioners should enhance and promote good and professional PR practice and conduct. IPRM as member of the Global Alliance (GA) has adopted its Global Protocol on Public Relations Ethics. It's Ratification Form was signed on 5th October 2008 and submitted to the GA.

IPRM Patron

IPRM's first patron is our founding Prime Minister and father of the nation, Tunku Abdul Rahman Putra Al-haj. Tunku associated himself with IPRM since its birth in 1962. He personally officiated several IPRM functions, including officiating the opening of the IPRM office in Brickfields. Tunku remained as IPRM patron until his demise in 1990. IPRM did not have a patron for almost 13 years.

In 2003, the HRH Dr Raja Nazrin Shah, consented to become IPRM's second patron. He holds a bachelor's degree from Oxford University, a Master and a doctorate in Economics from Harvard University. Raja Dr Nazrin is known to be articulate and often voices his concerns for the well being of the people and the nation.

His HRH Raja Dr Nazrin Shah had noted: *"The practice of Public Relations in Malaysia is unique because we in Malaysia are unique. We operate in a pluralistic society that appreciates and celebrates each other's diversity. In a world divided by diverse beliefs and lines of faith, only effective communication can bridge the gulf."* He added: *"The Public Relations Industry*

in Malaysia can help nurture and propagate the development of values such as mutual respect and tolerance and disseminate the story of harmony in diversity. Public Relations specialists can play an active role in spreading the message of peace and making heard the voice of moderation."



**To ensure the integrity of the
profesion, IPRM has a Code of
Professional Conduct which all its
members must adhere to IPRM also
subscribes to the International Code
of Ethics for PR Practitioners or more
known as the Code of Athens.**



PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

IPRM Objectives

As emphasised, the ultimate objective of IPRM is to promote the interest of public relations practitioners and making it a true profession. Thus, IPRM priority objectives according to its Memorandum of Association include:

- (i) To maintain a register of members with details of experience and specialist knowledge or qualifications and to bring the knowledge of its members, organisations desirous of obtaining the services of public relations practitioners.
- (ii) To arrange meetings, discussions, conferences, on matters of common interest, and generally to act as a clearing house for the exchange of ideas on the practice of public relations.
- (iii) To give a united voice to the practice of public relations and to enhance its recognition.
- (iv) To conduct professional courses and examinations or other suitable tests and issue certificates with the object of raising the status of those practicing to an agreed professional level.
- (v) To encourage, promote and improve the quality of public relations education and research
- (vi) To provide grants and establish funds for public relations education and research.
- (vii) To issue and circulate bulletins or journals and other publications relating to public relations.
- (viii) To main and expand a public relations library or resource centre.

- (ix) To conduct internship and exchange programmes for and/or on behalf and/or between residents and citizens of Malaysia, and the international community.
- (x) To solicit public funding to support IPRM in order to undertake any activity supporting its objectives.

Hence, the objectives of IPRM are to undertake all such activities as are likely to be of benefit to the practice of public relations and the interest of its members. Equally important is to bond friendships among practitioners, to network and share experience and expertise.

IPRM Chapters

IPRM's approach to expanding its membership and encouraging more members in different geographical areas to participate in its activities is by opening Chapters. The Chapters are IPRM's official representatives outside its headquarters.

IPRM Constitution under the Registrar of Society has by-laws for forming Chapters. Its Rule 52 empowers the Council to form groups, whether territorial or as requested by a group of members, e.g. by those in the banking sector or the hotel industry or even the health industry. Now, IPRM has four Chapters. These are the Southern Chapter (Johor and Melaka), the Northern Chapter (Penang, Kedah and Perlis), Sabah Chapter and Sarawak Chapter.

IPRM is considering the possibility of establishing Chapters by state, meaning it can have at least 12 Chapters. The rationale for this is that members need not travel too far to be active. This is especially important in conducting courses to enhance the expertise or updating the skills of public relations practitioners and be fully involved in the process of continuing education of which nearly all professional bodies are today making it a requirement when members want to retain their professional status. It can conduct courses for beginners interested in the profession.

IPRM Student's Chapters (IPRMSA)

IPRM officially launched IPRMSA on 4 September 1999 in Shah Alam. It was the brainchild of Associate Prof. Dr. Kiranjit Kaur. She discussed the idea of forming it based on the American Public Relations Student Association with fellow academician Prof. Dato' Haji Mohd Hamdan bin Haji Adnan way back in 1980s. Hamdan launched IPRMSA when he was IPRM's President and Kiranjit was a Council member, chairing its Education Committee.



IPRM Student's Chapters (IPRMSA)

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

Mission Statement

The Institute of Public Relations Malaysia Student Association (IPRMSA) brings together students from local universities and private colleges to share and be actively involved in public relations programmes under one Association supported by IPRM.

Objectives

Basically, the objective of this Student Association is to unite students who are interested in the field of public relations, and in particular to carry out all of the following:-

1. To establish a national public relations student association in Malaysia. To develop public relations skills and knowledge among the communication students through the various public relations programmes.
2. To encourage participation in public relations activities among students and academics from local universities and private college.
3. To enhance the image of the profession and the status and potential of the students through the activities held by IPRMSA and IPRM.
4. To forge closer relationship among public relations students via IPRMSA.
5. To forge closer relationship between public relations practitioners and students through IPRMSA.
6. To establish networking among students from local universities and private colleges whose interest are in public relations.

7. To foster public relations activities among students and academicians from local universities and private colleges.
8. To develop skills among public relations, for example in doing research, organising programmes, writing, editing, and speaking through various professional and academic activities.

The IPRMSA national Chapter comprises Independent Chapters formed at different institutions of higher learning. It serves as a reference point for the Chapters at the institutions of higher learning. IPRMSA accepts students of public relations or mass communication or related disciplines studying in the public or private institutions of higher learning as members. Universities or colleges offering communication related discipline and especially public relations are encouraged to form their own IPRMSA chapters.

Since its formation, IPRMSA has organised numerous activities. It includes students' gatherings, talks, workshops, seminars, conferences and even public relations festivals. Judging by the huge and enthusiastic students' responses in IPRMSA activities, it is clear such activities have caught their imagination.

The Faculty of Communication and Media Studies, Universiti Teknologi Mara (UiTM) established the first local Chapter of IPRMSA. This was so as the two initiators of the Students' Chapter were from UiTM. Its first event was the Public Relations Fest held on 7 September 2001 at UiTM campus, Shah Alam.

Now, there are four IPRMSA Chapters insert - UiTM, International Islamic University Malaysia, HELP University College and Universiti Utara Malaysia. Other institutions of higher learning offering communication programmes, especially public relations have shown interest to set up their own IPRMSA Chapters. IPRMSA National Chapter is reaching out and collaborating with communication clubs in colleges and universities that have not yet formed their own IPRMSA chapters.

Public Relations Educators Chapter

Mohd Hamdan Adnan proposed the formation of the Public Relations Educators Chapter when he was reappointed as President of IPRM in 2007. Kiranjit Kaur as Chairperson of the Education Committee was entrusted to achieve it.

Five top objectives of the Public Relations Educators Chapter are:

- (i) Enhance networking between Public Relations Educators and Practitioners.
- (ii) Conduct joint research among the various educational institutions teaching PR.
- (iii) Organise regular intellectual discourse among public relations educators.
- (iv) Produce publications on public relations and related communication fields.
- (v) Help with the IPRMSA activities

MEMBERSHIP CATEGORIES

IPRM Memorandum of Association lists eight categories of memberships:

(i) Honorary Members

This conferred upon persons, from within or outside IPRM, in recognition of outstanding services to the profession. Nominations for Honorary Memberships must be made by at least two Fellows or Members, one of whom shall be a member of the Council. Honorary Members are entitled to an Honorary Membership Certificate. IPRM is very selective in granting Honorary Membership.



Universities or colleges offering communication related discipline and especially public relations are encouraged to form their own IPRMSA chapters.



PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

(ii) Fellows

The Council may confer upon members in recognition of outstanding public relations work, either within or outside of the Institute. Usually, only members who are distinguished veterans in public relations, whether practicing or teaching are considered for fellowship. All 17 IPRM pioneer members were the first to be conferred Fellows. They received their certificates from IPRM Patron Tunku Abdul Rahman. Nominations for Fellows are considered by the Council when made by at least two Fellows. Not more than five Fellows may be elected in a calendar year. If no nomination is done in a year, the number can be carried forward and added on the following year. Fellows shall be entitled to a Fellowship Certificate, to use the letters “FIPR” with their names and to exercise full voting rights in the affairs of IPRM.

(iii) Members

This is opened to Malaysians and/or persons normally resident in Malaysia who have passed the Final Examination and have satisfied the Council that they are qualified to undertake the practice of public relations and have least five years’ comprehensive experience in the field. A person with a first degree and a three working experience in public relations can apply directly for the Member category. A person with a post-graduate degree can apply directly for the Member category after a year of public relations working experience. Also, it’s open to Associate Members who have passed the Final Examinations set by the Council or by a body competent to conduct such an examination and is deemed qualified to undertake the practice. Also, members with a degree but with three years experience in public relations. There is no limit to

the number of persons to be admitted as Members as long as they are qualified. Members are entitled to Membership Certificate, to use the initials “MIPR” with their names and to exercise full voting rights in IPRM’s affairs.

(iv) Associates

This is opened to Malaysians and/or persons normally resident in Malaysia, who for a minimum period of one year, have been professionally engaged in public relations and have the relevant qualifications. A person with a public relations certificate and a two-year relevant experience can apply. A diploma holder in public relations and the relevant one experience in the same field can apply for Associate Member. Associate Members are entitled to an Associate Membership Certificate, to use the initials “AMIPR” with their names and to exercise full voting rights in the affairs of IPRM.

(v) Affiliates

This is opened to persons normally residing in Malaysia who are not eligible for Associate Member but are otherwise associated with or interested in the practice of public relations whose applications are acceptable to the Council. Normally, they are not directly involved in public relations practice but are interested in the profession. This membership does not entitle voting rights or the use of memberships initial after their names. They go up the membership hierarchy after they have obtained positions as public relation officers or having shown their achievements in public relations practice.

(vi) Student Member

This is opened to persons residing in Malaysia and pursuing a course of study either in a secondary school or an institute of higher learning in the country who are interested in the practice of public relations as a future career. This category of member shall not be entitled to put any letters or description after their names or vote in IPRM's affairs.

(vii) Life Membership

Any Fellow, Member, Associate or Affiliate Member of IPRM may become a Life Member by paying a Life Membership Fee. The Council shall decide to accept or reject the application. On approval to Life Membership, the member is required to pay RM2000. Life Members are entitled to a Life Membership Certificate and shall be exempted from payments of further annual subscriptions from the date on which his Life Membership is paid. An Affiliate Member who becomes a Life Member is not eligible for voting rights in the affairs of IPRM until his category is elevated to at least an Associate Member.

(viii) Corporate Members

This is opened to corporate bodies or associations having headquarters or registered offices in Malaysia whose applications for memberships are acceptable to the Council. Corporate members are entitled to a Corporate Membership Certificate and to use the ordinary facilities of IPRM. They are also entitled to be represented at conferences, meetings, facility visits and other functions organised by IPRM and received two copies of each of IPRM publications.

Admission to Membership

The Council is empowered to make regulations, rules, and by-laws as well as determining the fees from time to time to govern admission to all membership categories. A person or organisation wishing to apply for IPRM membership shall submit the application form to be supplied by IPRM and pay a non-returnable registration fee to enable the Council to consider. The registration fees for individual members are RM15, while for corporate members at RM50. The Council shall vote of each application. Acceptance to membership shall be made only with the approval of not less than two thirds of Councillors present.

Membership Certificates

Certificates issues to Honorary Members, Fellows, Members, Associate Members and Corporate Members shall remain IPRM it must be returned to IPRM once a membership ceases. This includes life membership. However, the membership certificates can be retained by former members with the permission of the Council in writing.



Corporate members are entitled to a Corporate Membership Certificate and to use the ordinary facilities of IPRM



PUBLIC RELATIONS IN MALAYSIA:
EVOLUTION AND TRANSFORMATION

Entrance Fees and Subscriptions

Life Membership	One off payment at : RM2000.00	
Fellows	Subscription :	RM150.00
Members	Subscription :	RM150.00
	Entrance Fee :	RM100.00
Associate Members	Subscription :	RM100.00
	Entrance Fee :	RM100.00
Affiliate Members	Subscription :	RM80.00
	Entrance Fee :	RM100.00
Student Members	Subscription :	RM25.00
	Entrance Fee :	RM15.00
Corporate Members	Subscription :	RM2000.00
	Entrance Fee :	RM300.00

An Associate Member elevated to Member shall immediately upon notification of his or her elevation pay a transfer fee of RM50.00 and thereafter pay the requisite annual subscription on 1 January each year as a Member.

An Affiliate Member elevated to Associate Member shall immediately upon notification of his or her elevation pay a transfer fee of RM50.00 and thereafter pay the requisite annual subscription on 1 January each year as an Associate Member.

Membership Cessation

According to the IPRM Memorandum of Association a member shall cease to be a member when (i) declared bankrupt by the court, committed fraud or has resigned. The Council is empowered to expel members for offences like breaking the Code of Conduct.

ACCREDITATIONS

The birth of IPRM accreditation voluntary certification programme is the outcome of IPRM's effort to make public relations profession at par with the more recognised ones by having a charter status legitimised by an act of parliament. To enhance public relations professionalism IPRM is self-regulating an accreditation system to set international benchmark standards for Public Relations practitioners in Malaysia. IPRM has studied similar programmes globally and among local professional and chartered organisations, such as:

- Institute of Public Relations (UK)
 - Public Relations Society of America (PRSA)
 - Institute of Public Relations Singapore (IPRS)
 - International Association of Business Communicators (IABC)
 - Nigeria PR Act
 - Malaysian Institute of Management (MIM)
 - Malaysian Institute of Accountants (MIA)
 - Malaysian Association of the Institute of Chartered Secretaries and Administrators (MAICSA)
 - Bar Council of Malaysia.

Accreditation Objectives

Its main objective is to recognise prominent and experienced Public Relations professionals and allow other practitioners to attain professional standing. The accreditation programme will recognise the significant number of PR professionals who are well-qualified and at the same time allow others to attain professional standing through continuous education, voluntary peer assistance programmes and informal examinations. This will result in a critical mass of accredited professionals in Public Relations practicing under a common code of ethics and a formal professional certification process.

The other main objective is to raise the level of professionalism of the Public Relations practice. It is a measure of the Public Relations practitioner's experience and competency in the field. It also ensures that the pool of Public Relations talent in Malaysia is credible and professional.

The Accreditation programme is also to provide a formal certification among the Public Relations practitioners. PR practitioners who have successfully completed the accreditation process will be recognised as an Accredited Public Relations practitioner and authorised to use the "APR" suffix in their designation.

Accreditation Advantages

There are many advantages to accreditation. It will become a symbol of strengthening professionalism among PR practitioners - Individuals who have been accredited have demonstrated that they have the experience and knowledge to meet the accreditation standards. Also, they are dedicated to enhancing their profession through continuing professional development

(CPD). As the Accreditation Programme becomes more established over the next few years, more employers would list "APR" as a requirement when they hire a Public Relations professional.

Criterion for Eligibility

IPRM deems experience as one of the key criterion for accreditation. Track records of the applicant are important, as they will act as a gauge for the professional achievements of the practitioner. In addition, both practitioners and senior practitioners must have a reputation for abiding by the principles of accuracy, truthfulness, decency, tastefulness, and Code of Conduct. Applicants for accreditation must be members of IPRM in order to be eligible. However, being a member of IPRM does not automatically qualify one as an accredited PR professional.



The accreditation programme will recognise the significant number of PR professionals who are well-qualified and at the same time allow others to attain professional standing through continuous education, voluntary peer assistance programmes and informal examinations.



Accreditation Frequently Asked Questions (FAQs)

1. Why should I apply for accreditation?

An Accredited Public Relations Professional indicates that the individual has demonstrated broad knowledge, experience and professional judgment in the field.

The Accreditation programme will raise the level of professionalism of PR in Malaysia.

2. Who governs the process?

The Accreditation Board, which comprises three teams: Interview Panel, Education Board and Appeal Committee. Members of the Accreditation Board are appointed by the IPRM Council. Each team will follow through the procedures for each applicant to ensure consistency. The Board is also in charge of approving written exam questions, grading of the papers, and reviewing appeal cases.

3. Who is eligible?

Public Relations practitioners or Consultants who have between 3-5 years of full-time experience in the area of Public Relations and Senior Consultants/Managers who have more than eight years of full-time experience in PR. Applicants must be members of IPRM.

4. What does “professional” mean in the Accreditation programme?

IPRM ascribes to the general consensus of “professionalism” as stated by Cutlip, Center and Broom in Chapter 3 of their widely used textbook, “Effective Public Relations”:

- Requires specialized educational preparation to acquire skills and knowledge which are based on well-researched theories
- Practitioners provide one-of-a-kind services which are recognized by the masses
- Social responsibility and public service are upheld over other interests
- Practitioners bear personal responsibility for their actions and strategic decisions
- Adopts self-governing practice, normally by an association of colleagues, by abiding to code of ethics or standard of performance

The “professional” standard that is attained through the IPRM accreditation process will be based on the above principles.

5. How do I apply?

A full application package (including IPRM membership form) is available from IPRM Secretariat at RM50. For further information you can communicate at the following:

Tel: 03-2287 5061, 5063
Fax: 03-2287 5062
Email: iprm@tm.net.my
Url: www.iprm.org.my

CHARTER STATUS

The need for public relations to have a charter status and be truly recognised as a profession is more urgent than ever. This is to ensure that the profession is practiced by qualified, experienced, competent and ethical professionals.

The British Institute of Public Relations obtained their Charter Status on 17th February 2005, after 15 years of lobbying the relevant agencies and personalities.

Some public relations practitioners, especially from certain agencies opposed the need for a Charter status. This is more so for public relations firms employing more foreigners than local expertise or from the global or international public relations agencies. They feel that practitioners should be able to practice freely without any legal, moral or professional constraints so long as they do not break the laws. This debate is not only in Malaysia. Similar reasoning is heard in the USA and in other countries.

A concrete effort to gain the Charter Status began officially in Malaysia on 23 October 1999 when IPRM's President Mohd Hamdan Adnan, Vice President Valentine Siva and the chairperson of the Committee on Charter Ms Doris Lim met Datin Hafisah Mustafa, a senior official in the Attorney General's Chamber. IPRM submitted a working paper on the draft bill "Public Relations Act 2000" to the Ministry of Information.

IPRM, realising that attaining the Charter status takes time and great effort, 2003 proposed "Accreditation" for making public relations a more legitimate profession. An industry forum organised by the Ministry of Information and IPRM on April 2003 produced useful findings which include:

- (i) Public relations should be regulated by a governing body.
- (ii) There is a need to reposition the practice, status, and public relations education in Malaysia.
- (iii) There is no clear definition or deep understanding of public relations among top management in the public and private sector.
- (iv) Senior management and political leaders do not fully understand and appreciate the role and functions of public relations and hence this has hampered the progress of public relations.
- (v) There is a lack of professionalism in the practice of public relations.

IPRM is persistently pursuing the Charter status to ensure that our public relations practitioners are truly professional and able to practice globally. Simultaneously, IPRM is conducting the Accreditation scheme to ensure that it has a limited form of Charter status, rather than the "free for all" practice.

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

Public Relations Education

Public relations professional bodies globally and locally give great emphasis on training and education for its members and those practicing it. The quality of public relations training and education will depend on the trainers and educators and the updated curriculum and content. From its formation, IPRM has aimed to enhance the standard of public relations in Malaysia through education and training. As mentioned earlier, IPRM had set up the student chapters and the public relations educator chapters as among its many measures to ensure quality public relations training and education in Malaysia.

Under the Accreditation scheme it is mandatory that all accredited public relations practitioners must be involved in life-long education. They should do research, write about their experiences, attend seminars and the like and teach others. Every two years they will be evaluated to see their compliance. Failing to do so, IPRM will revoke their accreditation.



Profesor Hamdan gave a keynote address at the Certificate and Diploma Presentation Program launched by Dato' Paddy Bowie on 15 April 1999 at PAAC Sendirian Berhad. Present, Professor Shamim Abdul Jalil.

IPRM Courses

IPRM launched its Public Relations Introductory course on 9th March 1971, making it the first in Malaysia. IPRM achieved it nine years after its birth. The early Council contacted its counterpart in United Kingdom to study how education could further promote public relations in the country. Initially, IPRM courses were offered at three levels: Introductory, Intermediate and Diploma. In 1985, it was restructured into two levels – certificate and diploma as recommended by the Education and Training Committee.

In 1994, IPRM again felt a need to review both the certificate and diploma syllabi to reflect the current and rapid developments in public relations. Efforts were made to update the syllabi to make it relevant to contemporary public relations practice. In 1997, IPRM conducted its first public relations course in Bahasa Malaysia.

However, IPRM stopped its certificate and diploma courses when it found it very difficult to comply with a new regulation set by the Ministry of Education through National Accreditation Board (LAN) regarding Accreditation for the courses. IPRM must be a registered education provider with a paid up capital of RM200,000 and be solely responsible for running the education programmes. It must have its own registered premises and a pool of full time lecturers. Also, IPRM has to pay in advance three years royalty fees to LAN.

IPRM Partnerships

To overcome the LAN requirements, IPRM has been actively seeking partnerships with institutions of higher learning who are interested in running its own public relations professional education programme. Prior to LAN, IPRM had been outsourcing its courses with private colleges like Stamford College, PAAC Management, Institute of Advertising, Communication and Training, Institute of Business and Management Studies in Kuching and Kolej Komuniti Yayasan Sabah in Kota Kinabalu. The Universiti Utara Malaysia in 2008 had run its Executive Public Relations Diploma in cooperation with IPRM.

IPRM also works with various government training institutes and agencies to ensure that their public relations training programmes meet IPRM accreditation standards that trainees will have the opportunity to be an Accredited Public Relations practitioners.

IPRM Speakers' Pool

IPRM also has a pool of PR educators and practitioners that are available to organisations to talk on a wide variety of PR issues and specialisations. The subjects can range from introducing PR, public speaking, presentation skills, media relations, community relations, corporate social responsibility, effective public relations writing, and newsletters, to crisis communication. Interested parties are welcome to communicate with IPRM with regard to getting speakers on any PR subjects or issues.

IPRM Professional Training Programmes

These training programmes are practical oriented. It is meant to equip course participants with the up-dated skills required to perform their tasks more effectively in today's very competitive and fast globalising world. The short-term professional training programmes are normally between one to three days and conducted at IPRM Secretariat in Kuala Lumpur. It is conducted by qualified and experienced practitioners in the specialised public relations areas being offered.

Specific PR topics can also be requested. It can be conducted to a group or individuals of not less than eight people. The dates and times of the course can also be negotiated. Members, individuals or corporations, can have a 10% discount for each of the professional training programmes. Since the training programmes are to enhance PR practitioners' skills and knowledge and the professional as a whole, the fees will be reasonable. Those interested can contact the IPRM Secretariat either by coming personally to the office, by telephone or by e-mail.

The language of instruction will be English. It can also be in Bahasa Malaysia or as requested.

Topics for the professional training programme range from: Introduction to Public Relations, Contemporary Public Relations, Speech Writing, Speech Presentation, Media Relations, Events Management, and Effective Newsletters to Crisis Communication. However, those interested can suggest any areas of public relations that they feel public relations practitioners would be keen to attend.

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

IPRM Talks

IPRM conducts regular talks for members and the general public on topics that influence public relations practice or issues that sway opinions or have a strong impact on national interest. It can also be of case studies.

Members attending the talks will earn credits toward achieving or maintaining their APR status.

IPRM Internship Programme

IPRM offers internship programmes for local and international students majoring in communication or public relations. Interns are exposed to a wide scope of communication and public relations activities and practices. It ranges from event management, proposal and report writing, media relations, community relations, memberships administration, concept creation, website management, newsletter and blog writing, website management, publishing, fundraising, etc. Interns are involved in the practical aspects of their profession.

The internship offers practical learning and prepares students for the working world. This makes the public relations career in tune with the more established profession that makes internship mandatory, such as in law, medicine, engineer, accountancy, architect, etc.

As such IPRM encourages all educational institutions offering public relations programmes to send their students to do an internship for a period of a semester. Also, IPRM urges all organisations having public relations practitioners to take in students for internships and provide them with allowances for their contributions. Usually, IPRM pays a small stipend for its interns. IPRM to date has trained more than 300 interns. International students have come as far as Australia, Hungary and Nigeria.

IPRM Conferences/Seminars/Forums

IPRM conducts conferences, seminars and forums at the national and international level. On 8 September 1972 IPRM held a two-day seminar on The Role of Public Relations in the Implementation of the New Economic Policy in cooperation with the Malaysian Centre for Development Studies, Public Service Department, Ministry of Information and Institute Technology MARA. Tun Abdul Razak, the Prime Minister then, launched the two-day seminar.

To celebrate its Silver Jubilee, IPRM held a two-day international conference with the theme Perspectives in Public Relations. Sultan Azlan Shah graced the occasion. For its 30th Anniversary IPRM held a two-day conference entitled Communications: The Agenda towards the Year 2000. Dato' Seri Abdullah Ahmad Badawi as Minister of Foreign Affairs launched it. On 4-6 November 2007, IPRM held an International Conference entitled "The Power of Public Relations Think Global, Act Local. A number of global public relations specialists participated in the Conference.

Members are welcome to submit ideas for conferences, seminars and forums. Those attending such programmes as conducted by IPRM will be given accreditation points to get their APR or to maintain it.



IPRM offers internship programmes for local and international students majoring in communication or public relations. Interns are exposed to a wide scope of communication and public relations activities and practices.



IPRM Study Visits

IPRM arranges visit for members to media organisations or sister organisations like the Singapore Institute of Public Relations, Indonesian Public Relations Society, the Kargozar Public Relations Institute, etc. Members can request IPRM to conduct study visits that can enhance their experiences or to get to know certain media better. Members involved in IPRM study visits can accumulate points for their APR status.

IPRM Publications

Publications are official mouthpieces of an organisation. They often voice the organisations positions and concerns. Over the years, IPRM has given due attention on matters related to publications. IPRM had its own publications known as **Perhubungan** and **Berita IPRM**. Both these publications played a crucial role in chronicling the activities of IPRM. With the advancing IT era, IPRM decided to be on-line. In 2003 IPRM introduced its web page and started an electronic newsletter called "IPRM Newsbytes." For its journal, IPRM decided to replace **Perhubungan** with the online **Public Relations Forum**. IPRM also publishes books and publications to commemorate special events.



IPRM conducts conferences, seminars and forums at the national and international level

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

Directory of Members

IPRM in 1977 published a pocket-size directory of members. It listed members according to their membership categories together with their designations and addresses. Today, the Directory of Members is regularly up-dated online.

IPRM also published **Exemplary Malaysian Public Relations Cases**. It was launched at the **Anugerah Kristal 2003**. Shameen Jalil and Kiranjit Kaur edited the book.

Another notable book published by IPRM is the ***World Class Public Relations in Practice – A Special Publication***. The book was sent to selected Public Relations Institutes and Associations the world over to showcase the exemplary public relations practice in Malaysia. Contributors were distinguished Malaysian public relations practitioners.



Yang di-Pertuan Agong, Duli Yang Maha Mulia Tuanku Syed Sirajuddin Syed Jamalullail officiated the launch of book *World Class Public Relations in Practice*.



Photography session with Public Relations practices.



Dato' Seri Abdullah bin Haji Ahmad Badawi, Foreign Minister, gives his keynote address at the Malaysia's Most Exemplary Public Relations Project Award at Hotel Legend on 6th November 1998.

IPRM Awards

Over the years IPRM has instituted a number of awards ranging for best public relations practice or programmes to top students achievements and for the most public relations savvy CEO. Although the IPRM's awards has yet to achieve the prestigious status of its counterparts in the more advanced nations like Britain (Sword of Excellence) and United States (The Silver Anvil), public relations practitioners and students in Malaysia highly appreciate it and are fully proud of it.

It was to promote better public relations practice among organisations and bringing IPRM closer to the practitioners and related bodies. As most things change with time and progress, so do IPRM awards.

The Sang Kancil Award was replaced by the Anugerah Kristal Award. It was replaced because of the need to make it more current and credible as The Sang Kancil Award had lapsed for some time.

“

The first award offered by IPRM was the Sang Kancil Award which was presented biennially. IPRM launched the Sang Kancil Award in 1983 to provide recognition for outstanding public relations programmes and promoting better public relations strategies and techniques in both the public and private sectors.

”

Anugerah Kristal

The Anugerah Kristal is awarded biannually. The objectives are:

1. To select the best Public Relations projects in Malaysia for national and international recognition.
2. To acknowledge the high standards of public relations professionalism observed by Malaysians in the public and private sectors.
3. To demonstrate the Institute's serious role in upgrading public relations professionalism in the country, and
4. To facilitate publication of exemplary Malaysian public relations projects, to reflect the high standards of public relations practices in Malaysia and for public relations learning and advancement.



Among the guests who are the PR practitioners during the Crystal Award Presentation.

PUBLIC RELATIONS IN MALAYSIA:
EVOLUTION AND TRANSFORMATION

An entrance fee is levied on participating organisations and individuals. The Council will determine the entrance fees. As in the Sang Kancil Award, the Anugerah Kristal selection criteria will emphasise on:

PLANNING

Which covers **Research** – advance and background work – during the development of the programme, **Originality** in judgement, and **Scope** or overall structure of the plan and the significance of the objective;

EXECUTION

Covering **Quality**, i.e., professionalism in handling and **Efficiency** in executing the project; and

RESULTS

Realisation of objectives and **Assessment or** identifying and quantifying the results.

The categories for the awards include: Community Relations, Image Building, Public Affairs Campaign, Environmental Projects, Employee Relations, Consumer Public Relations, Issues/Crisis Management, Voluntary Programmes, Investor Relations and Special Public Relations Award.

Most PR Savvy CEO Award

It was inaugurated in 2000 to honour and recognise the role and commitment of individuals towards public relations. The winners are personalities with strong communication skills and has demonstrated effective public relations role for the benefit of his/her organisation, either in terms of profitability as well as image building.

Winners of the Most PR Savvy CEO Awards include: Edaran Otomobil Nasional (EON) Managing Director Dato’ Nadzmi Salleh, Chairman and founder of Public Bank, Tan Sri Teh Hong Piow and Permodalan Nasional Berhad (PNB) President and Group Chief Executive Tan Sri Dato’ Hamad Kama Piah bin Che Othman. LUCT Founder President Tan Sri Lim Kok Wing was the first receiver of the IPRM Most PR Savvy CEO Award.



Anugerah Kristal selection criteria will
emphasis on Planning, Execution and
Results.



**LUCT Founder President
Tan Sri Lim Kok Wing was
the first receiver of the IPRM
Most PR Savvy CEO Award.**



Winners of the Most PR Savvy CEO Awards include: Edaran Otomobil Nasional (EON) Managing Director Dato' Nadzmi Salleh, Chairman and founder of Public Bank, Tan Sri Teh Hong Piow and Permodalan Nasional Berhad (PNB) President and Group Chief Executive Tan Sri Dato' Hamad Kama Piah Che Othman.



Profesor Hamdan Haji Adnan (left) signs Memorandum of Understanding with Tan Sri Lim Kok Wing (right) be witnesses Deputy Minister of Information Dato' Khalid Yunus (center, back).

Best Malaysian Newsletter Award

This Award was launched on 1st March 2002 by the Minister of Information, Tan Sri Khalil Yaakob. The objectives of the Best Malaysian Newsletter Award are:

1. To select the best newsletter that is submitted for adjudication.
2. To highlight the vital role played by organisation newsletters as an effective communication medium in relating to the relevant audiences.
3. To audit best practice standard observed by organisations in their newsletters production covering the whole process.
4. To give recognition to the deserving organisations for observing high standards in publishing newsletters which advance the country's high standard of communication practice.

The categories for the Best Malaysian Newsletter Award are very varied. Submissions can come from ministries and agencies, non-governmental organisations, universities and private colleges, manufacturing industries, services, industries, primary industries, construction/developers, multinational companies, clubs, and associations as well as from online newsletters. The first Best Malaysian Newsletter Award went to Sime Darby Berhad for their newsletter "Sime Group News".

IPRM Best Campus Newsletter Award

This award will be given annually to the best campus newsletter in terms of content and layout as well its management. It could be a printed newsletter or the one on-line or both. The IPRMSA will be duly appointed to select the winner.

IPRM Best Public Relations Educator Award

This award will be given annually to the top public relations educator as selected by the Committee of the Public Relations Educator Chapter. Selection will be based on quality of teaching, research and presentation as well contribution to the profession.



The objectives of the Best Malaysian Newsletter Award is to highlight the vital role played by organisation newsletters as an effective communication medium in relating to the relevant audiences.



PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

IPRM Mohd Sopiee Best Degree Student Award

It is awarded to the best public relations or communication student who has completed his or her first degree in this field for the concerned year. Given due consideration is the student involvements in activities pertaining to the field of study as well as humanitarian endeavours.

IPRM K.C. Arun Best Diploma Student Award

It is awarded to the best public relations or communication student who has completed his or her diploma in this field. Given due consideration is the student involvements in activities related to this field and his contributions to the wellbeing of humanity.

IPRM Memorial Award

It is a posthumous award to persons who have contributed significantly to the public relations profession or in the communication industry but not duly recognise during his or her lifetime. The next of kin, will be invited to accept the award on behalf of the recipient.

IPRM Special Events

IPRM has conducted numerous special events and some have become instituted. Some examples include The Great Debate (Between Oxford and Cambridge) teams; The Battle of Wits; and the Syed Zainal Abidin Memorial Lecture. However, due to financial and human resource constraints some of IPRM Special Events are not sustained or have remained dormant, waiting for interested members to revive them.

Syed Zainal Abidin Memorial Lecture

This was instituted in memory of Syed Zainal Abidin, IPRM's third president who died in office. The memorial lecture is an occasion where eminent personalities are invited to talk on matters related to PR.

Mohd Sopiee, IPRM Founding President, delivered the first lecture entitled ***“Essentials of Public Relations”*** on 2nd March 1973. Numerous renowned personalities, local and global have graced the Syed Zainal Abidin Memorial Lecture. Local luminaries include Tun Musa Hitam, Professor Diraja Ungku Abdul Aziz, Tun Tan Siew Sin, Dato’ Seri Utama Rais Yatim, Prof. Syed Hussein Al-Attas, etc. Foreign experts delivering the Syed Zainal Abidin Memorial Lecture include Prof. Bernard Rubin from Boston University, Prof. John C. Merrill from Missouri University, Prof. John Wilhelm from Ohio University, Paul Koop of IPRA, Mike Beard British IPR President, etc.

IPRM Networking

In PR practice networking is essential. The wider and more comprehensive the networking is, the better. It is the same for a public relations professional body. IPRM networks with other professional communication bodies, within and outside, and those with local chapters in Malaysia. They include the International Association of Communicators (IABC), International Public Relations Association (IPRA, UK), Global Alliance for Public Relations and Communication Management (GA), Public Relations Society of Indonesia (PRSI), Shanghai Public Relations Association, Public Relations Society of America (PRSA), Kargozar PR Institute Iran, Institute of Public Relations Singapore (IPRS), Public Relations Society of India, Federation of ASEAN Public Relations Organisation (FAPRO). IPRM chairs FAPRO for the year 2007 to 2009. IPRM is forever expanding its networking.

FAPRO

The Federation of ASEAN Public Relations Organization (FAPRO) was inaugurated 1976 in Kuala Lumpur, Malaysia, and was granted an affiliation to ASEAN as an NGO (Non-Governmental Organization) in 1979, with the same rights and obligations as stipulated in the Guidelines for ASEAN Relations with NGOs. It has been dormant for some time. Now, IPRM is entrusted to reactivate it, since it was the one that conceived it.

The first ASEAN Public Relations Congress was held in Manila, Philippines from 21 to 31 March 1978.

FAPRO objectives are to:

- Raise FAPRO's visibility and position it as a regional institution bringing together Public Relations Organizations from the ASEAN region to promote ASEAN as the Stage for Happenings for the World today.
- Enhance strategic partnership whereby FAPRO will bring together Public Relations practitioners from all over the region to network and strengthen ASEAN values and cultural norms while promoting learning , caring and sharing to promote a stronger ASEAN Family spirit.
- FAPRO will provide the platform to help enhance rapport among Public Relations practitioners in ASEAN to connect with the world to facilitate greater collaboration, the exchange of ideas, to uphold latest best practice standards in the industry and promote harmony and understanding in multiculturalism
- Encourage the rotation of local Public Relations Institutes within the Region to take the chair of FAPRO on a two year term so as to give each member association the opportunity to exercise its leadership position and contribute towards the growth of FAPRO.

It is noted that ASEAN PR professional bodies and practitioners still favour FAPRO despite the difficulty of managing it and organising relevant activities.

PUBLIC RELATIONS IN MALAYSIA:
EVOLUTION AND TRANSFORMATION

Government Grant

IPRM receives a grant of RM100,000 annually from the government for its activities. The grant is the testimony of the government’s recognition for IPRM efforts in enhancing the public relations profession and fellowship among all those involve in the practice and the communication industry.

The Minister of Information, then Dato’ Seri Abdul Kadir Sheikh Fadzir at the presentation on 16th May 2005 said his ministry appreciated the role played by IPRM and hoped that the grant would help in promoting greater professionalism among the PR fraternity. Also, he hoped that IPRM would enhance rapport with the officials and the departments under the ministry to enable the exchange of ideas and know-how for the betterment of the public relations field in Malaysia. The government’s annual contribution goes a long way in providing financial stability for IPRM. It empowers IPRM’s leadership to plan for bigger and better things in the future.



Professional Public Relations Practitioners will increase in the light of the society becoming more educated and demanding.

BENEFITS OF IPRM MEMBERSHIP

Generally, practitioners wanting to be members of IPRM will ask what's in it for them. They very rarely ask what they can do for the fraternity. Shameen Jalil, a former IPRM President, offers 10 reasons as to why practitioners should join IPRM:

1. To have the opportunity to be an accredited member and recognised as a professional public relations practitioner.
2. To keep abreast of the continued professional development in the industry.
3. To share the body of knowledge and experience of fellow practitioners.
4. To be a united force that will give added credibility and authority for the profession under a sole professional body.
5. To have the opportunity to network among practitioners in the industry locally and globally.
6. To keep abreast of global practices and changing public relations trends.
7. To have the opportunity to participate in exclusive industry events and cross-border activities.
8. To enjoy the exposure and be updated on Who's Who in PR database for business and career opportunities.
9. To enjoy special membership privileges at IPRM events and events endorsed by IPRM.
10. To have the opportunity to facilitate public relations research via our IMPRSA at public and private universities and colleges.



IPRM's future looks bright as the need for professional public relations practitioners will increase in the light of the society becoming more educated, exposed, articulate and demanding. The increasing democratic trend will also push the demand for trained and ethical practitioners. The future of IPRM can be extremely bright when its effort to have a Public Relations Act becomes a reality.





PENGASAS PENUBUHAN THE FEDERATION OF ASEAN PUBLIC RELATIONS ORGANIZATION (FAPRO) - PROFESOR DATO' DR. SYED ARABI SYED ABDULLAH IDID

Saya dilahirkan di Alor Setar pada tahun 1944 dan menerima pendidikan dari darjah Satu hingga ke Tingkatan Lima di Sekolah Ibrahim, Sungai Petani dan Tingkatan Enam di Sultan Abdul Hamid College, Alor Star. Saya mendapat Ijazah Sarjana Muda dengan kepujian dari Universiti Malaya pada tahun 1968.

Saya mula bekerja di BERNAMA pada tahun 1968 dan menjawat Ketua Biro Sabah pada tahun 1970 hinggalah pada tahun 1971, apabila saya berpindah untuk berkhidmat di Universiti Kebangsaan Malaysia (UKM) sebagai Penolong Pendaftar (Perhubungan Awam). Saya diberikan biasiswa oleh UKM untuk melanjutkan pelajaran di peringkat Sarjana di University of Wisconsin, Madison pada tahun 1974 hingga 1976. Apabila berkhidmat semula di UKM saya telah ditukarkan untuk menjawat sebagai Ketua Jabatan di Jabatan Komunikasi hingga pada tahun 1978 saya dilantik sebagai Pendaftar UKM. Saya berkhidmat sebagai Pendaftar hingga tahun 1981 apabila saya melanjutkan pelajaran di peringkat PhD di University of Wisconsin, Madison.

“

**Saya banyak belajar tentang
Perhubungan Awam sepanjang
menjadi ahli Majlis, Naib Presiden dan
Presiden IPRM kerana sempat bertemu
dengan Pegawai Perhubungan Awam
lain yang menjadi ahli IPRM.**

”

Saya kembali ke UKM pada tahun 1986 dan terus kekal di sana sehingga saya bertukar untuk berkhidmat di Universiti Islam Antarabangsa Malaysia (UIAM) pada tahun 1999. Saya dilantik sebagai Dekan Pusat Penyelidikan pada tahun 2001 hingga tahun 2006, apabila saya dilantik sebagai Rektor. Saya menjawat jawatan tersebut hingga tahun 2011.

Menubuhkan The Federation of ASEAN Public Relations Organization (FAPRO)

Saya telah menjadi ahli IPRM pada tahun 1972 atas dorongan Presiden IPRM ketika itu, Dato' Ahmad Nordin Mohd Zain. Saya telah bersama-sama dengan Dato' Ahmad Nordin, Dato' Mohd Sopiee Sheikh Ibrahim, dan beberapa orang lagi rakan telah ke Manila untuk menubuhkan The Federation of ASEAN Public Relations Organization (FAPRO). Saya tinggalkan IPRM untuk melanjutkan pelajaran di University of Wisconsin, tetapi sekembalinya saya dari luar negara pada tahun 1986, saya mulai mendampingi IPRM semula. Saya dilantik sebagai ahli Majlis, kemudiannya sebagai Naib Presiden sehingga menjadi Presiden selama dua penggal.

Saya banyak belajar tentang Perhubungan Awam sepanjang menjadi ahli Majlis, Naib Presiden dan Presiden IPRM kerana sempat bertemu dengan Pegawai Perhubungan Awam lain yang menjadi ahli IPRM. Saya dapati bahawa adanya Pegawai Perhubungan Awam di Malaysia ini yang merasakan diri mereka sibuk dan tidak mempunyai masa untuk diluangkan bagi aktiviti anjuran IPRM dan ada pula ahli yang sanggup meluangkan masa mereka bagi kejayaan IPRM.

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

Ketika saya menjadi Presiden, saya telah berjaya menganjurkan beberapa seminar, *Tea Talks*, *Great Debate*, *Battle of Wits* yang mendapat sambutan dari kalangan ahli, Pengamal Perhubungan Awam dan juga orang ramai. Pada hemat saya, apabila IPRM menganjurkan aktiviti yang menarik tentunya ia akan mendapat sambutan. Aktiviti ini kesemuanya mampu menjana pendapatan kepada IPRM dan sekaligus menaikkan imej IPRM.

Antara lain ialah kita tidak dapat meneruskan program sijil dan Diploma Perhubungan Awam. Kursus ini begitu popular sekali hinggalah ia menjadi satu kebanggaan ahli atas kebolehan IPRM menawarkan kursus yang berbentuk profesional. Saya ingin menggesa lebih ramai Pengamal Perhubungan Awam untuk menjadi ahli IPRM demi kebaikan diri mereka sendiri. IPRM seharusnya juga meneruskan penerbitan jurnal ilmiah demi untuk memajukan profesion Perhubungan Awam.

Idola

Tiada sesiapa menjadi idola saya, tetapi beberapa nama yang saya hormati termasuklah bekas presiden IPRM sendiri, iaitu Dato' Sopiee Sheik Ibrahim, Dato' Ahmad Nordin, Salleh Daud, Liu Chang Lan, K. Haridas, A.M Jaafar, Benedict Morais dan Mohd Hamdan Adnan. Mereka telah banyak mencurahkan bakti kepada IPRM.

Ketika menjadi Presiden saya tidak akan melupakan jasa yang diberikan oleh Richard Thean, Shameem Abdul Jalil, Bibi Wahab dan Ramlah Johari (sekadar menyebut beberapa nama) kerana tanpa sokongan mereka saya tidak akan dapat menganjurkan aktiviti untuk IPRM.

Saya ingin menggesa lebih ramai Pengamal Perhubungan Awam untuk menjadi ahli IPRM demi kebaikan diri mereka sendiri. IPRM seharusnya juga meneruskan penerbitan jurnal ilmiah demi untuk memajukan profesion Perhubungan Awam.



Prof. Dr. Syed Arabi (dua,kiri) menerima sijil penghargaan IPRM

SEJARAH DAN PERKEMBANGAN PERHUBUNGAN AWAM DI MALAYSIA

OLEH: PROFESOR DATO' DR. SYED ARABI SYED ABDULLAH IDID

Tarikh sebenar Perhubungan Awam bermula di Malaysia sering menjadi bahan perbincangan di kalangan ahli akademik dan pengamal sendiri. Aktiviti Perhubungan Awam dalam pelbagai bentuk tentu sekali berlaku sejak dari awal pemerintahan Kerajaan Melayu, seperti mana yang pernah dinyatakan oleh Hamdan Adnan, tetapi ini bermaksud aktiviti yang dijalankan demi memajukan pemerintahan. Tetapi apabila dikaitkan dengan satu aktiviti yang lebih bersepadu dan dikaitkan dengan penggunaan media, maka Perhubungan Awam secara yang lebih sistematik bermula sejak awal lagi, iaitu sebelum Perang Dunia Kedua dan terus berkembang selepas peristiwa tersebut.

Dokumen ini bertujuan meninjau perkembangan Perhubungan Awam dalam pelbagai fasa untuk mengetahui bagaimana Perhubungan Awam telah berkembang, cara perkembangan dan ciri-ciri yang nyata dalam setiap fasa perkembangan itu. Tumpuan akan diberikan kepada perkembangan dalam institusi kerajaan, persatuan Institute of Public Relations Malaysia (IPRM), dan institusi pendidikan di samping meninjau perkembangan secara umum apabila ia dikaitkan dengan pergerakan pengamal dan perunding Perhubungan Awam di Malaysia.

Fasa pertama yang dapat dikesan ialah apabila tercetusnya Perang Dunia Kedua, ini disusuli dengan fasa kedua pencapaian kemerdekaan pada tahun 1957, penubuhan Malaysia pada tahun 1963, Peristiwa 13 Mei 1969 dan terakhir Dasar Penswastaan dalam tahun 1980-an. Setiap fasa ini dipengaruhi oleh beberapa faktor yang turut memberi sumbangan dan tekanan yang akhirnya berperanan dalam membentuk aktiviti Perhubungan Awam di Malaysia.

Terma “Perhubungan Awam” atau “public relations” diketahui oleh Kerajaan British apabila berhadapan dengan ugutan serangan oleh tentera Jerman dan Itali di Eropah yang turut berlanjutan hingga di Asia Tenggara. Untuk menangkis peperangan propaganda, pihak British telah mewujudkan Jabatan Penerangan di Malaysia (seperti mana juga diwujudkan jabatan yang sama di tempat-tempat dalam kawasan jajahan

mereka). G. L. Peet telah dilantik sebagai Pengarah pertama apabila Jabatan Penerangan diwujudkan semata-mata untuk mengawasi agar propaganda Jepun dapat ditangkis dan akhbar-akhbar berbahasa Jepun di Malaysia diawasi agar ia tidak menyiarkan berita perasaan anti British di kalangan pembaca.

Tidak berapa lama kemudian, seorang pegawai Kerajaan, Dr. Victor Purcell telah dilantik Ketua Pengarah Jabatan Penerangan dan Seranta (Information and Publicity), tetapi Peet kekal dalam jawatannya sebagai Pengarah Penerangan serta menjalankan tugasnya yang asal.

Setelah tamatnya Perang Dunia Kedua, pihak British telah kembali untuk menubuhkan British Military Administration (BMA), sebagai sebuah kerajaan sementara. Pada tahun 1946 dengan tertubuhnya Malayan Union, maka sebuah jabatan yang diberi nama Jabatan Perhubungan Awam (Public Relations Department) telah ditubuhkan yang mana (Tan Sri) Mubin Sheppard dilantik sebagai Pengarah. Mubin Sheppard telah berjaya mewujudkan Unit Gambar (yang kemudiannya menjadi Malayan Film Unit, dan seterusnya menjadi Filem Negara) dalam jentera Perhubungan Awam.



Terma “Perhubungan Awam” atau “Public Relations” diketahui oleh Kerajaan British apabila berhadapan dengan ugutan serangan oleh tentera Jerman dan Itali di Eropah yang turut berlanjutan hingga di Asia Tenggara.





Dengan tertubuhnya Malayan Union, sebuah jabatan yang diberi nama Jabatan Perhubungan Awam (Public Relations Department) telah ditubuhkan pada tahun 1946 dengan (Tan Sri) Mubin Sheppard dilantik sebagai Pengarah.



Jabatan Penerangan diwujudkan untuk mengawasi agar propaganda Jepun dapat ditangkis.

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

Apabila darurat diisytiharkan, maka Jabatan Perhubungan Awam telah diubahsuaikan dengan diberi nama baru, iaitu *Department of Information Services* (Jabatan Perkhidmatan Penerangan) yang juga mendapat nasihat daripada Jabatan Polis kerana tugas utamanya ialah untuk menawan hati rakyat Malaysia terhadap gerakan komunis militan. Maka wujudlah konsep peperangan menawan hati orang ramai melalui program pembangunan. Kerajaan memikirkan bahawa hanya program pembangunan merupakan jawapan alternatif kepada diayah komunis yang telah menjanjikan beberapa pembangunan kepada orang ramai. Program Pembangunan Kerajaan telah dilancar dan dilaksanakan dengan penerangan yang kukuh diberikan oleh Jabatan Perkhidmatan Penerangan.

Kemerdekaan telah mengubah corak penghidupan orang ramai di Malaysia. Kini Malaysia mempunyai kerajaan sendiri apabila naungan “Merdeka” bergema pada 31 Ogos 1957 yang melambangkan Malaysia telah mencapai kemerdekaan dan dapat menentukan nasibnya sendiri. Perhubungan Awam yang ada pada itu masih berlandaskan penerangan kerana keperluan negara untuk menangkis diayah komunis dan juga untuk menawan hati orang ramai terhadap kerajaan baru. Tetapi muncul jawatan *Press Officer* untuk Perdana Menteri dan juga seorang pegawai yang berasingan untuk Timbalan Perdana Menteri. Kerajaan menyedari bahawa penerangan perlu bagi dua jawatan yang penting itu untuk menjadi peranta di antara mereka dengan akhbar dan orang ramai.

Kesedaran untuk mewujudkan jawatan dan sifat Pengamal Perhubungan Awam mula dirasai di kalangan Pegawai-Pegawai Penerangan kerajaan, apatah lagi dengan tertubuhnya Institut Perhubungan Raya di United Kingdom pada tahun 1948, yang mana ahli-ahlinya terdiri daripada Pegawai Penerangan dan Perhubungan Awam dari Perbandaran dan Municipaliti. Maka dengan itu Mohd Sopiee Sheikh Ibrahim, Ketua Pengarah Jabatan Penerangan, bergerak untuk menubuhkan sebuah Institut Perhubungan Raya Malaysia pada tahun 1962 yang mana kebanyakan ahlinya terdiri daripada Pegawai Penerangan.

“

**Program Pembangunan
Kerajaan telah dilancar dan
dilaksanakan dengan penerangan
yang kukuh diberikan oleh Jabatan
Perkhidmatan Penerangan.**

”

Perkembangan Perhubungan Awam dipengaruhi oleh kemajuan teknologi dan sejarah politik negara. Perkhidmatan televisyen diperkenalkan di Malaysia pada tahun 1962 yang mempengaruhi penyampaian maklumat oleh kerajaan kepada warganegara Malaysia. Sistem televisyen ini membolehkan maklumat kerajaan disebarkan secara terus kepada orang ramai dari stesyen ke set televisyen dan seterusnya kepada penonton. Dengan mewujudkan sistem penyampaian maklumat yang cepat dan sebaran yang luas, maka peranan Jabatan Penerangan telah menempuh perubahan seiring dengan peredaran masa. Ini sedikit sebanyak telah mempengaruhi Mohd. Sopiee untuk memikirkan bahawa penerangan sahaja tidak mencukupi. Dasar kerajaan harus disebarkan secara meluas tetapi dengan cara yang berlainan sebelum dan selepas wujudnya perkhidmatan televisyen.

Kemunculan teknologi penyiaran khususnya televisyen telah banyak mempengaruhi amalan dan pendekatan Perhubungan Awam di Malaysia. Penerangan secara satu hala tidak lagi didapati berkesan. Pengamal Perhubungan Awam dan Pegawai Penerangan kerajaan harus memikirkan bagaimana untuk menawan hati kumpulan dan individu sasaran melalui pendekatan baru dengan mendapatkan kerjasama mereka. Pendekatan dua hala merupakan satu amalan penerangan yang difikirkan sesuai selepas munculnya teknologi televisyen yang berkuasa menyebarkan maklumat secara sehalu dengan meluas dan cepat.

Lazimnya apabila satu-satu bidang amalan itu disambut baik oleh masyarakat, ia akan mendapat tempat di universiti. Begitu juga dengan Perhubungan Awam yang mendapat sambutan oleh para ahli akademik universiti. Penerimaan oleh pihak universiti untuk memberi kedudukan istimewa kepada jurusan Komunikasi dan Perhubungan Awam menunjukkan bahawa Perhubungan Awam telah menjadi satu bidang untuk dipelajari dan diselidiki. Adalah didapati bahawa setiap universiti yang menawarkan program komunikasi akan memberi tumpuan kepada Perhubungan Awam. Justeru itu apabila Universiti Sains Malaysia (USM) memulakan program komunikasinya maka salah satu jurusan yang ditawarkan ialah Perhubungan Awam. Begitu juga dengan Sekolah Sebaran Am, Institut Teknologi MARA (ITM), yang mana salah satu daripada jurusan yang ditawarkan ialah Perhubungan Awam. Jabatan-jabatan komunikasi di universiti lain turut mengambil langkah yang sama. Sebagai contoh, Jabatan Komunikasi di Universiti Kebangsaan Malaysia (UKM) memulakan programnya dengan menyediakan Perhubungan Awam sebagai satu daripada empat jurusan yang ditawarkan.

Kewujudan program Komunikasi pada peringkat fakulti menampakkan lagi betapa kukuhnya Perhubungan Awam yang diberi tempat dalam perihal akademik. Status fakulti bermakna ijazah yang diberi adalah Ijazah Komunikasi dengan

pengkhususan dalam jurusan tertentu seperti Perhubungan Awam. Universiti yang mempunyai program komunikasi pada tahap fakulti ialah Universiti Pertanian Malaysia (kini Universiti Putra Malaysia), Universiti Utara Malaysia (UUM) dan USM.

Kini hampir kesemua universiti awam menawarkan kursus Komunikasi dan Perhubungan Awam telah mendapat tempat yang sewajarnya. Selain daripada Institusi Pengajian Tinggi Awam (IPTA), terdapat juga institusi swasta yang menawarkan kursus dalam bidang komunikasi, tetapi kebiasaannya mereka menjalankan kerjasama dengan universiti-universiti dari luar negara. Contohnya, Charles Sturt University dan Curtin University menawarkan ijazahnya dalam bidang komunikasi dengan bekerjasama dengan institusi swasta di Malaysia. Tetapi ada universiti swasta yang menawarkan ijazah sendiri seperti Monash University (Australia), Nottingham University (United Kingdom) yang mempunyai cawangan di Malaysia. Lim Kok Wing School of Creative Technology juga menawarkan kursus komunikasi yang bercorak kreatif. Terdapat banyak kolej swasta yang menawarkan kursus dalam bidang komunikasi dengan menjalinkan kerjasama dengan universiti luar negara.

Selain daripada menawarkan program pada peringkat Ijazah Sarjana Muda, beberapa buah universiti telah menawarkan program pada peringkat sarjana dan doktor falsafah. Antaranya UKM, UPM, USM, Universiti Islam Antarabangsa Malaysia (UIAM), dan Universiti Malaya (UM). Penawaran program pada peringkat Ijazah Sarjana memerlukan perancangan yang rapi dari segi tenaga pengajar, kemudahan serta bahan rujukan yang mencukupi di dalam perpustakaan. Adalah didapati bahawa penawaran kursus Ijazah turut juga mendapat sambutan daripada pelajar-pelajar luar negara, terutama sekali dari negara Afrika dan Timur Tengah, yang menginginkan tenaga pengajar untuk mengendalikan program komunikasi di universiti-universiti mereka.



Pada peringkat permulaan, Institut Teknologi MARA (kini Universiti Institut Teknologi MARA, UiTM) telah mendapat bantuan dari segi tenaga pengajar dari University of Ohio, Athens, (Amerika Syarikat) untuk mengajar kursus di Sekolah Sebaran Am.

Malaysia sesuai menjadikan dirinya sebagai pusat pendidikan cemerlang kerana kemudahan yang disediakan. Keadaan yang aman dan stabil telah mendorong pelajar luar negara untuk melanjutkan pengajian mereka di universiti tempatan. Yang paling menarik sekali ialah kualiti pendidikan yang disediakan di Malaysia serta yuran pengajian yang berpatutan telah mendorong mereka untuk memilih Malaysia berbanding melanjutkan pelajaran di Amerika Syarikat atau United Kingdom.

Amalan Perhubungan Awam pada mulanya banyak dipengaruhi oleh ciri-ciri British dan Amerika Syarikat. IPRM misalnya, telah menghubungi pihak British, untuk mendapatkan nasihat ketika menggubal Perlembagaannya serta mendapat kod etikanya. Malah definisi yang diterima oleh IPRM adalah definisi yang diguna pakai oleh Institute of Public Relations (United Kingdom). Tetapi harus juga diingatkan bahawa Public Relations Institute of Australia (PRIA) dan Public Relations Institute of New Zealand (PRINZ) juga menerima definisi yang digunakan oleh IPR. Maka perwatakan dan gaya pentadbiran IPRM dipengaruhi oleh amalan IPR. Kerjasama yang erat wujud di antara IPRM dan IPR sehinggalah Presidennya, Mike Beard telah datang ke Kuala Lumpur untuk memberi syarahan bertajuk “Public Relations in a Shrinking World” pada 9 Mei 1994.

Pengajaran Perhubungan Awam sendiri telah mendapat dorongan daripada program yang ditawarkan oleh universiti di Amerika Syarikat. Pada peringkat permulaan, Institut Teknologi MARA (kini Universiti Institut Teknolgi MARA, UiTM) telah mendapat bantuan dari segi tenaga pengajar dari University of Ohio, Athens, (Amerika Syarikat) untuk mengajar kursus di Sekolah Sebaran Am. Ia juga menerima bantuan daripada Boston University. Melalui program kerjasama di antara ITM dengan Ohio dan Boston University, maka pensyarah-pensyarah dalam bidang Komunikasi dan Perhubungan Awam telah menerima Ijazah Sarjana dari universiti tersebut. Mereka termasuklah Bebe Chooi, Hamidah Karim, Shahreen Kamaluddin, Hamdan Adnan dan Sankaran Ramanathan.

ITM merintis jalan untuk membolehkan lebih ramai lagi tenaga pengajar tempatan melanjutkan pelajaran mereka ke luar negara demi mendapat Ijazah Sarjana atau doktor falsafah dalam bidang Komunikasi, Sekiranya ditinjau kelulusan tenaga pengajar di universiti-universiti tempatan, majoritinya mendapat ijazah dari luar negara. Antara tenaga pengajar yang mengajar Perhubungan Awam yang mendapat ijazah luar negara termasuklah Hasmah Zanuddin, Kiranjit Kaur, dan Jamilah Ahmad kecuali Chang Peng Kee yang mendapat ijazah daripada UPM. Ini menunjukkan satu tren baru untuk melatih tenaga pengajar Malaysia akan terhasil menerusi program Komunikasi yang ditawarkan oleh universiti-universiti tempatan. IPTA kini mula melahirkan graduan pada peringkat doktor falsafah dalam bidang Perhubungan Awam.

Masa depan amalan Perhubungan Awam adalah baik di Malaysia dan membayangkan bahawa amalan Perhubungan Awam akan berkembang pada masa-masa akan datang. Antara faktor yang dapat dilihat ialah:

- i. Penerimaan oleh agensi kerajaan akan perlunya Perhubungan Awam,
- ii. Penerimaan amalan Perhubungan Awam oleh industri,
- iii. Perkembangan syarikat-syarikat besar,
- iv. Perkembangan dalam sektor kewangan, dan
- v. Perkembangan dalam sektor pelancongan.



Masa depan amalan Perhubungan Awam adalah baik di Malaysia dan membayangkan bahawa amalan Perhubungan Awam akan berkembang pada masa-masa akan datang.



PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

Kita dapati bahawa hampir kesemua kementerian dan agensi kerajaan mempunyai pegawai yang mengendalikan program Perhubungan Awam. Tujuan tanggungjawab serta peranan mereka adalah untuk menjadi peranta antara agensi yang mereka wakili dengan orang ramai, sama ada secara langsung atau melalui saluran perantaraan seperti media massa.

Syarikat-syarikat besar di Malaysia seperti Petroleum Nasional Berhad (PETRONAS), Perusahaan Otomobil Nasional Sdn Bhd (PROTON) dan syarikat-syarikat dalam perkhidmatan seperti hospital swasta, bank, institusi kewangan juga mempunyai unit atau Jabatan Perhubungan Awam.

Perhubungan Awam akan terus berkembang kerana keperluan yang ada dalam masyarakat. Pihak swasta dan kerajaan sendiri menyedari betapa pentingnya komunikasi dan jurusan peranta perlu diwujudkan dan dikendalikan dengan baik dengan pihak orang ramai melalui imej dan reputasi yang tinggi. Kesedaran ini akan mendorong universiti untuk melahirkan program yang baik untuk memberi latihan dan pendidikan kepada siswazah demi untuk mendapat pekerjaan yang sesuai dalam bidang Perhubungan Awam.

“

Pihak swasta dan kerajaan sendiri menyedari betapa pentingnya komunikasi dan jurusan peranta perlu diwujudkan dan dikendalikan dengan baik dengan pihak orang ramai melalui imej dan reputasi yang tinggi.

”



Pusat Media penting sebagai penyebaran maklumat rasmi sesuatu program yang diatur oleh kerajaan. (Gambar: Timbalan Perdana Menteri, Dato' Seri Dr. Ahmad Zahid Hamidi meluangkan masa beramah mesra mengunjungi Pusat Media sempena pilihanraya kecil yang diadakan.)



Kerjaya Pegawai Perhubungan Awam (PR) memberi peluang bekerjasama dan bertukar pandangan dengan Pengamal PR negara lain.



Pengurusan media juga perlu dititiberatkan oleh Pegawai Perhubungan Awam dalam mengendalikan sesuatu program.



CSR: FROM CHARITY TO SOCIAL RESPONSIBILITY

By: J. D. Lovrenciear, APR, FIPR

A good measure of how the Malaysian public relations practice has added value to organizational needs is best audited from the practice of CSR – or what is now widely and rightly termed as ‘Social Responsibility’ (SR). The ‘SR’ that we now know of has evolved from a long haul practice of mere charity to cause related marketing to philanthropy and to what it is today.

Public Relations helped to engineer the transformation of organizational existence in a changing society – within public and private enterprises, by aiding them to move on from a platform of doing mere charities and community relations to one that significantly relates meaningfully with the various communities that organizations depend on for their relevancy and existence.

Leland Val Van De Wall wrote, “Let us not look back in anger, nor forward in fear, but around us in awareness”. This philosophy perhaps would best describe the guiding principle that public relations practitioners use to counsel organizational leaders to see beyond the horizon of merely doing good. Through the engagement of rightly ordained SR efforts, the public relations discipline continues to help organizations to rise and respond to the changing demands around the globe that increasingly emphasize the need to return to society what rightfully belongs to humanity.

Then And Now

In the 1960s, multinational companies taking advantage of the cost effective and investment benefits of business ventures were reminded by the government of Malaysia that organizations must be mindful of their obligation to improve the social conditions of the then third world Malaysia.

Responding to the government’s call, many of these multinational organizations engaged marketing and advertising strategies to showcase how they were contributing through charities and

related support engagements. Innovative public events were typical developments that helped showcase the philanthropic side of these rich, successful and aggressive organizations.

Organizations would proudly publicize their contributions with news reports featuring mock cheque presentations in support of ‘worthy’ causes. As trends shifted, some even took the plunge to champion ‘Go Green’ initiatives while many others would copy and follow suit by getting their staff members, with the CEOs at the lead, to plant trees in local communes.

Doing ‘gotong-royong’ community exercises like taking a weekend out to do some cleaning of drains and open spaces was also a popular engagement that many companies carried out to demonstrate and earn publicity and the goodwill of their relevant communities and stakeholders.

A key experience that many such organizations realized was that they were not able to sustain such ‘populous’ undertaking. And as the global public relations was moving into higher gears in response to the prevailing demands of ‘social accountability’ the Malaysian practitioners successful helped local and foreign organizations here to fulfill their commitment towards society by going beyond the practice of social, philanthropic and community development programs.

“

**Let us not look back in anger,
nor forward in fear, but around us in
awareness.**

”

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

There was a growing awareness that mere charities or cause-reacted marketing strategies will not earn organizations the goodwill and trust that they much needed to continue sustaining their business or service goals.

Today we see more and more organizations taking much pain to review, plan and account for their SR efforts. The challenge was also to think outside the box and not fall into the trap of merely copying what others were doing.

The SR projects undertaken are not any more confined to the narrow 'gotong-royong' efforts that once typified organizations' showcasing their feel good acts of kindness and doing-good for communities.

Sony's corporate social responsibility (CSR) activities reflect our ongoing commitment to innovation and sound business practices and to creating products, services and content that excite and inspire audiences...

Sony recently conducted a CSR materiality assessment with the aim of validating its CSR agenda by incorporating the perspectives of stakeholders and to identify emerging CSR topics...

Source: http://www.sony.net/sonyinfo/csr_report/message

A Learned Approach

The transformation we witness in the public relations arena is one where organizations are taking a learned approach to institutionalize their SR roles.

Through the growing body of knowledge, experiences and capabilities in public relations here in Malaysia, organizations have been taught how to discern their 'publics' before embarking on SR projects.

KNOWING YOUR PUBLICS

- **General Public:** Little interest in facts of public issues or Little interest on issues
- **Attentive Public:** Aware that certain issues are prominent in the public arena
- **Informed Public:** Knows the issues and Participates in the dialogue
- **Elite Public:** Initiates issues; Defines issues and Manages public discussion

By identifying and understanding the different groups of publics that an organization has to deal with as well as remaining constantly updated of the migration (upwards or downwards) the four layers of publics (as shown in the above Table 1), organizations are able to tailor their SR initiatives to meet existing needs in the community within which they operate.

Increasingly organizations are also transforming the quality of SR initiatives given better understanding of the fundamental principle of SR, which is the need to demonstrate organizational sensitivity to the four parameters of society, namely: social conditions, economic needs, political interests and environmental concerns.



The challenge was also to think outside the box and not fall into the trap of merely copying what others were doing.



Support from Policy Makers

The transformation witnessed in the moving from a goal post of arbitrary charity deeds to one of being able to demonstrate effective SR is also being supported by policy makers. The government's seriousness in ensuring that organizations are receptive to the voice of the community and its ability to provide appropriate support towards this end further enables organizations to respond to the parameters being chartered by policy makers.

Organizations are required to take on sustainable roles towards enabling societies within which they operate.

OF THE NINE CHALLENGES ENSHRINED IN MALAYSIA'S VISION 2020

The 4th Central Objective – Protect, Enhance and Sustain communities in helping address their Social, Economic and Political needs.

The 7th Central Objective – Focuses on creating a fully caring society with a caring culture

As the nation aspires towards becoming a developed nation that can showcase a high income nation, the two challenges crafted into the Vision 2020's nine challenges (refer Table 2), further echoes how public relations must play its capable role to enable organizations to rise to the challenges and play an instrumental role in the transformation of doing good for society.

The Fourth Challenge charted in Wawasan 2020 clearly states that social, economic and political initiatives must be driven to protect, enhance and sustain communities. In this regard, organizations – both public and private sector engines need to undertake SR plans that truthfully can uphold this caring society concept which is the core of the Fourth Challenge.

The Seventh Challenge is of the need to ensure that the nation's efforts are engineered towards creating a fully caring society with a caring culture. Through genuine SR efforts organizations – in business and government can demonstrate their commitment, contribution and degree of involvement in ensuring that the act of returning to society what rightfully belongs to humanity is being accomplished. Thereby, we succeed as a nation of people in promoting and sustaining an environment of caring culture.

Likewise, the Securities Commission of Malaysia too emphasizes on SR. It views SR as a “natural progression of its ongoing work in relation to the development of a strong framework for good corporate governance, under which companies look beyond the shareholder value and take into account the wider interests of other stakeholders, such as employees, creditors and the society at large.” (Corporate Social Responsibility Reporting In Malaysia; Chan Shirley, Ang Gaik Suan, Chan Pau Leng, Maurice O.A. Okoth and Ng Bee Fei, SEGi University College).

Fundamentals of SR

Social Responsibility demands that any effort at returning to society what rightfully belongs to humanity must embrace three commitments. These are also the corner stones of effective SR, namely:

1. SR is initiated only with careful **PLANNING**
2. It demands a **WILL** to execute
3. And SR does not just happen by **ACCIDENT**

As more and more organizations begin to see the significance of SR through the above lens of careful planning and a commitment to execute with deliberate effort, Malaysians will continue to enjoy the benefits of quality SR initiatives. Such efforts not only earn organizations goodwill but more importantly enable them to fulfill their individual, communal and national obligations of moving the nation onward and forward along the four paradigms of human existence, i.e. political, social, economic and environment.

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

SR is not a one off or knee jerk response to prevailing demands in society. It is not even one that can be accomplished on an as-and-when basis. The fulfillment of SR initiatives is dependent and determined by:

1. **What an organization is**
2. **What it wants to be**
3. **What it eventually will be**

What an organization IS and what it DOES are symbiotic connections. An organization cannot divorce itself from what it truly is from its very actions.

Hence the organizational attitude is paramount in the determining of success and failures of any SR initiatives planned. The Vision and Mission objectives must be lived experiences organization-wide and meaningfully felt by the stakeholders.

To live an experience that counts in the public sphere, the organizational state of mind is critical. Shared values can make a difference. The ethical philosophy that governs the organizational goals must be upheld.

There has to be concrete and a clearly demonstrated will from the boardroom all the way right up to the front staff. The will to establish, maintain and sustain relationships help to drive SR initiatives with speed, believability and appreciation. Relationships with the various communities of an organization hinge on trust building.

The relationship is one of mutual trust between the organization and its community in question. Mutual trust is best measured by the degree of the community's acceptance of the SR project being rolled out. When there is acceptance, the rewards are one of attraction, retention and support enjoyed by both the organization and the community.

SR is here to stay

In essence therefore, SR is all about a building trust and keeping that trust. At the end of the pipeline of any SR initiative or action plan executed there must be mutual benefits.

Mutual benefits for and between an organization and its relevant communities need not necessarily be restricted to monetary benefits. It could be value based or culturally enriching. There could even be an element of spirituality that raises the sense of fulfillment and attainment for an organization and its public, respectively.

Hence all SR initiatives yield long term results and categorically demand on-going commitment. While sustainability is the yardstick, the Bottom-line is an organization must make transparent its code of behavior because profits, power and self-interest cannot support the development and implementation of well-designed SR efforts. As the 21st century continues to witness the growing multitude of social movements emerging on behalf of cultural singularity and people's control over their own lives and environment organizations and governments will pay premiums to see to their SR roles and accomplishments.

Critical steps for meaningful and sustainable SR

An organization needs to approach SR by first inventorying its attitude and the state of mind prevalent organization wide. From the boardroom to the last employee in its fold, there must be a commitment well cherished. It covers policies and measurements that are championed and upheld by everyone in the organization.

Here are some basic steps that must be followed through to ensure SR is a living experience for the organization:

1. **Determine obligations to the community:** List the relevant duties that your organization owes the community within which you operate. You can arrive at this by doing a comprehensive research.
2. **Determine what you're prepared to acknowledge:** Among the list of 'obligations' that rest within your scope of deliverables, identify and chose that your organization can shoulder based on your capacity and the urgency or degree of impact on the identified target groups.
3. **Determine organization's objectives vis-à-vis community:** While the organization can easily arrive at its own objectives, it is important that the community's objectives are also taken into context. Use local community heads and representatives to share their prevailing concerns and needs in order to gain an acute appreciation of where the community is heading and what are its goals.
4. **Establish type of support needed from community:** No amount of SR planning can succeed without the involvement of the community from the very start. Identify these possibilities where the community can take ownership of a planned SR project from the very start.
5. **Determine community's needs:** Work on the philosophy of 'rather than give a man a fish, teach him how to fish'. SR is not about helping or giving aid to meet immediate needs of a community. There has to be a value adding experience at the end of a SR initiative. It must transform a given or prevailing sitz-im-laben.
6. **Determine community's expectations:** Unless and until you get the community's understanding of what you plan to do with and within the community, you will not see much endorsement for your SR undertaking. Therefore it is important that you arrive at a common understanding and acceptance of what their expectations are and how you plan to go about delivering on the promise. Failing to establish a mutual acceptance of the expectations will end up in a SR activity falling short of expectations.
7. **Ensure organization's interests + objectives = community's needs + expectations:** Do not commit more than you can deliver and sustain in the long term. Likewise do not underestimate or sideline the community's needs and expectations.
8. **The end result being mutual benefits:** When we talk about mutual benefits, there must be effort taken by the organization to cultivate and earn acceptance of the organization by the community. The key words are: attract, retain and support.
9. **Determine the most effective CR approach:** Each organization owing to its nature of business or service and given its communities may need to take different approaches in carrying out its SR. But the underlying strength must be one of ethics. Ethics and integrity are your cornerstones.

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

The stated nine steps above, demand decision making. It calls for the public relations person's ability to build consensus. The senior management must accommodate multiple perspectives before agreeing what it can and wants to do.

In course of planning and executing an SR initiative there is bound to be dissent and these must be managed with trust-building as the glue.

Hence leadership is vital. Walk the talk and not just talk the walk. The ability to exercise effective conflict resolution is a bonus here.

And it pays to get the SR stakeholder and its impacted community to be involved jointly with clear lines of responsibilities drawn and agreed upon from the start. This will pave the way for a shared partnership in community building. The degree of success of any SR project hinges on the degree of shared responsibility.

Keeping the lines of communication open will help to earn and gain acceptance. It also minimizes adversity. In this age of the 'networked society' (Manuel Castells' The Information Age: Economy, Society and Culture; 1996, 1997 and 1998), using the technologies of communication demands more than knowledge about communication technology. An organization must invest in building relationships through these fast transforming communication landscape.

An Ethical Approach to SR

At the micro-ethical sphere of SR are your employees, vendors, customers, stockholders, directors and professionals. You need to identify their personal moral issues and agree how to treat them.

And this depends on what extent you can, and wish to, promote and uphold honesty, sincerity, patience and promises.

You basically will have to truthfully address how much of your resources and commitment you are willing to employ or engage, respectively, to denounce vice and to reinforce positive beliefs.

At the macro-ethical sphere of SR an organization deals with government, society, competitors and special interest groups. In this sphere the organization needs to establish how it wants to conduct itself. This calls for an ability to set standards on societal issues. For example it may involve the issue of unequal income; minimum wage dispute; environmentalism; etc.

You will need a generous dose of credibility and leadership qualities and positive reputation in the marketplace.

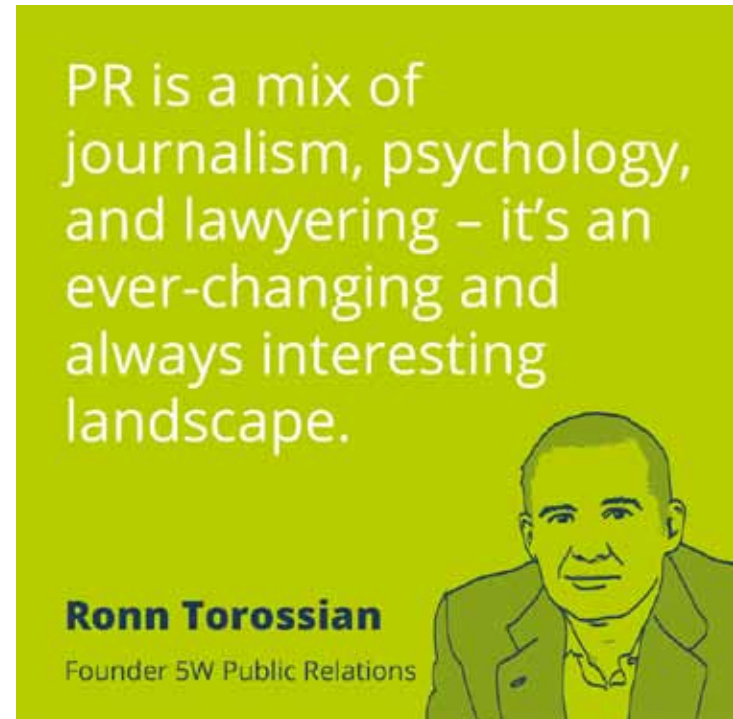
At the outer sphere is the meta-ethical level. This sphere is not for the small boys certainly. It encompasses nations and cultures. The organization needs to understand and know the ethical differences prevalent in the space and time they want to take on SR initiatives.

Basically the organization will take on the readiness to comply to the standard or demonstrate its ability and willingness to recognize given requirements / standards even before venturing into negotiating desired goals.

The organization must be competent in address the given issue or going concern.

No other area of PR has changed as much
as Corporate Social Responsibility.
In a nutshell, it is best to embrace these three dispositions:
Be sincere
Be committed
Be accountable

As society keeps transforming in the wake of the new age challenges, it is certain that organizations that learn quickly to ride on the benefits of effective SR are sure to progress with the times.



An organization must invest in building relationships through these fast transforming communication landscape.





“Today we see more and more organizations taking much pain to review, plan and account for their social responsibility effort,” - J. D. Lovrenciar



J. D. Lovrenciar handling IPRM Chalk



PUBLIC RELATIONS (PR) IDENTITY CRISIS: UNLOCKING SOME PERCEPTIONS AND ITS CHANGING FUNCTIONS

BY: DORIS LIM, IPRM'S ACCREDITATION CONVENOR, APR, FPR.

The field of public relations, is constantly in transformation. No longer should public relations be merely defined by media relations, its traditional place in corporate and marketing communications. With globalization and a strong gravitation to digital media today, the profession has evolved to include strategic roles in financial - investor relations, employee communications, government PR-lobbying, issues management, building community relationships and crisis management.



By Brody's observation, "like a chameleon, public relations changes its colours with fluctuating organisational, situational and market conditions." Despite more than 647 definitions of what public relations is, the profession defies precise clear boundaries of work scope and body of knowledge.

Many who have academic and professional credentials would be familiar with PR's enabling function "of deliberate, planned and sustained efforts to establish and maintain mutual understanding between an organization (or individual) and its (their) publics". The Institute of Public Relations Malaysia (IPRM) in its PR Professional Bill proposed an all-encompassing definition that emphasizes trust and credibility in the current volatile era. It reads:

Public relations is "The effective management of strategic communication between an organisation/entity and its stakeholders through trust building, transparency and ethical practices with the objective of achieving credibility and excellent reputation."

Public relations is a sort of 'Sherlock Holmes' mystery to outsiders who rely and reap benefits of its use. On the other hand, many fear its power and decry its harm". Politicians abuse its use as spin doctors when if rightly used as advocacy communications, PR can champion many nation building initiatives and note worthy causes. Where politics is a zero sum game, PR on the other hand is a win-win collaboration. A lot remains to be done on educating its righteous values.

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

The PR insiders – comprising PR industry practitioners and the scholars- while belabouring too much within the industry's fuzzy and continually unclear boundaries, could collaborate a lot more on a long term vision to debunk its many myths. Too busy perhaps with immediate concerns of business survival, but disturbing nevertheless. This troubling paradox is harmful to the growth, acceptance and reputation of Public relations. But as a management tool with limitless boundaries, there is cause for optimism, definitely.

Efforts by past generations of PR experts, including doyens from IPRM and the academia were aimed at bringing a preciseness of understanding in a field that is, by its very nature and history, imprecise. The exponential growth of PR – can largely be attributed to the multiplicity of roles it performs. In varying degrees or in a dominant role, PR practitioners assume the role of an expert prescriber, a communication facilitator, a problem-solving process facilitator, and lastly, the communications technician in day-today work situations.

Given the complexity of today's increasingly adversarial, competitive environment, and a trust deficit in institutions, what will then be the major challenges and threats to a profession in its ongoing evolution and maturation as a legitimate and recognised profession and academic discipline? What major issues, manpower development and other strategies will impact the contemporary nature of public relations in the coming decades.

Challenge 1:

To gain societal support in pushing for recognition of public relations as an essential contributing factor to excellent strategic management and positioning process for social, political and economic success of Malaysia.

Whether for public or private sectors, rightfully, PR is a strategic management function, with vital input in all decision making processes to achieve desirable outcomes.

Decision-making by the dominant coalition based on valued feedback from PR practitioners through proper ground research and relevant opinion surveys, help decision makers arrive at right or better decisions affecting public policies or corporate directions. Also, in designing appropriate communications programmes to address these challenges at the highest level. Mishandled, these decisions adversely affect bottom lines and corporate image and reputations of organisations, individuals or the government at all levels. There are sufficient case studies from the many failures of public-listed companies, government's campaigns, and even promotion of Malaysia in a global arena to demonstrate where better communications would have improved impact.

Many PR practitioners are still in the periphery of the dominant coalition, and not in it. Currently too much is left undesired. Education of decision makers of the potency of PR in ethical practice is paramount.

Challenge 2:
The right fit – Personality, Attitude and Aptitude, Professional Skills to match the era of globalisation.

What are the implications for an industry exploding with troubling confusion, but limitless potential? Let us explore the personal and professional traits of a PR practitioner. Bill Cantor, who heads a New York-based executive search firm specialising in public relations identified 10 traits for success. Jo Procter in his article, “the Path to the Top”, categorised the psyche of the practitioner into appropriate skills, knowledge base, abilities and personal qualities – a combination of thinker and doer.” Perception wise, we must go beyond rhetorics and deliver the deliverables. The ECOPSI report summarizes key competency PR skills and knowledge, including digital communications.

As a global profession, we are in the business of influence. A solid foundation of a world view of business, entrepreneurship, supported by strong communication of creative ideas in written and spoken English gives the competitive edge as English is the global business lingua franca. Their pursuit of wide ranging interests and relevant knowledge would better place practitioners in close accessibility to the “corridors of power and decision making” so critical to PR success.

Public relations must be a “profession of choice” attracting only those with the “right personality traits”, whose skills and knowledge should be further enhanced by life long learning experiences and professional accreditation. Accreditation which promotes Continuing Professional Education (CPE), is a desired combination of much needed skills and expanded knowledge to steer the PR industry to its mandated recognition.

With improved business acumen, knowledge of managerial finance, law and corporate governance, and acquisition of new technology-digital skills, they are primed to hone their competency for global and national challenges.

“With PR becoming increasingly bottomline driven”, there is the need to demonstrate to CEOs and key decision makers in the government too, that PR is a skilled profession. It is not one to be undertaken lightly by someone with a non-PR background, just because the chosen one has skills in writing, some friends in the media, or an understanding of finance perhaps. The PR ethos is in being professional and ethical (a minefield no doubt) in two-way symmetrical communications. Practising a one way communications process and not a 2-way communications flow without a strong ethical foundation can surely spell the death of the PR profession.

It is easier to find lapdogs than watchdogs in the work environment. If the PR role remains at the “communications technician level”, we are doomed to mere doers/implementers without value-added contribution to the decision making process, despite strategic intent.

“

Public relations must be a “profession of choice” attracting only those with the “right personality traits

”

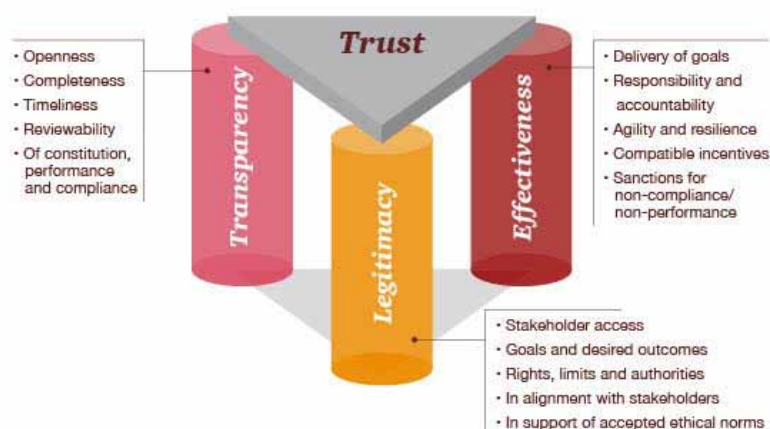
PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

Challenge 3: Win recognition for the profession among key decision makers via benchmarking

Without an industry standard, anyone can be a self-styled PR practitioner. This is where accreditation is necessary to ensure that practitioners fulfill a minimum standard of qualifications, backed by years of relevant experience and work exposure.

A professional act enacted through legislation, will be a catalyst to unify the industry and help regulate, monitor growth and developments. Only through compliance, and life long learning promoted through Continuing Professional Education (CPE) can there be assurance that only the genuine keep their accredited status, thus separating the wannabes from those who are not.

It is the future PR practitioners that we should be concerned with. They should be well qualified, gain their accredited status via experience, and be well compensated in terms of respect, recognition and earning power when they achieve professional status, like other legislated professions.



Challenge 4: To educate and gain acceptance for PR. Debunking some myths.

PR is not merely media relations. Nor is it to be used to sugarcoat bad news (crisis communications). This is a mistaken myth. It has strategic roles in merger integration, corporate governance compliance, community issues, corporate restructuring exercises, besides marketing communications too.

Yet in current practice, PR is often sidelined to the technician role, instead of the valued expert prescriber in environmental scanning and problem solver. A CEO (dominant coalition) - PR practitioner dialogue would well serve to clear misconceptions on PR's strategic role, and where PR sits in the organisation structure.

With businesses being bottomline driven, the challenge is for PR professionals to "add value and demonstrate accountability" through PR evaluation and measurement techniques and not be seen as mere "expense-cost centres".

For what is the cost of a crisis handled wrongly – repairing a damaged reputation or a product recall? Will not doing anything endear the company to its shareholders, or its customers and other stakeholders, in the regular course of business as usual? The focus is on action, and not creative spin.

Working with media professionals, especially journalists, positive efforts must be made by practitioners to bridge this understanding through numerous industry dialogues. So much needs to be done.

Challenge 5:

A focus on Public Relations Ethics and raising ethical conduct to enhance professionalism. Documenting the role of PR in societal and national development

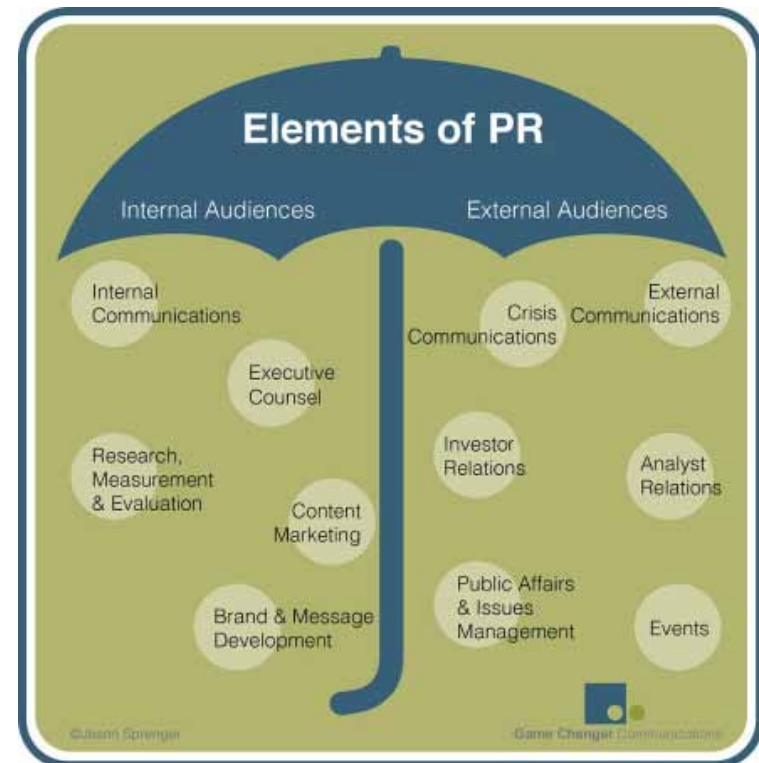
Practitioners must be conscious of ethical practices and issues governing their practice for many have plagued the profession and ruined the reputation of the practice.

Ethics in international public relations is a rapidly growing area as international diplomacy, trade and business continue to expand. It is a challenge to address the complex nature of truth, the role of PR in society, and the specific problems of public relations in an inter-cultural context.

As we speed into the 21st century, the role of PR practitioners will need to change from merely wielding self-serving influence, crafting communications and researching. Ethical professional practice will require practitioners to be facilitators of dialogue, listeners as much as speakers. Strong leadership will be needed from visible organisations willing to share their experiences, and stand up to public scrutiny.

It is timely to identify instruments of measurement of ethical standards in public relations practice. This is necessary to improve the ability to identify common set of values, principles and loyalties – or that common set of guidelines that can be seen as “the hallmarks of professions”.

A great deal of commendable PR campaigns contributing to national development have gone unrecorded. We have had illustrious programmes that show case “best of breed practices”, worthy of Malaysia earning a place on the PR world map as being advanced in the field of public relations. Research funds and resources channelled to document these case studies will be useful for practitioners, PR students and as research references.







Dorris deliverings any talk to other PR practitioners.



“KNOW YOURSELF THE TRUTH WILL SET YOU FREE” - SHAHREEN KAMALUDDIN

Shahreen Kamaluddin is an empowerment trainer, speaker, Public Relations consultant and self-help author. She has spent most of her 38 years working experience in the practice and teaching of public relations, communications and self-empowerment. Shahreen was the Dean of the College of Communications at University Technology MARA before she left academia to join the private sector as Group Public Affairs Manager of Shell and later Malaysia Mining Corporation Berhad.

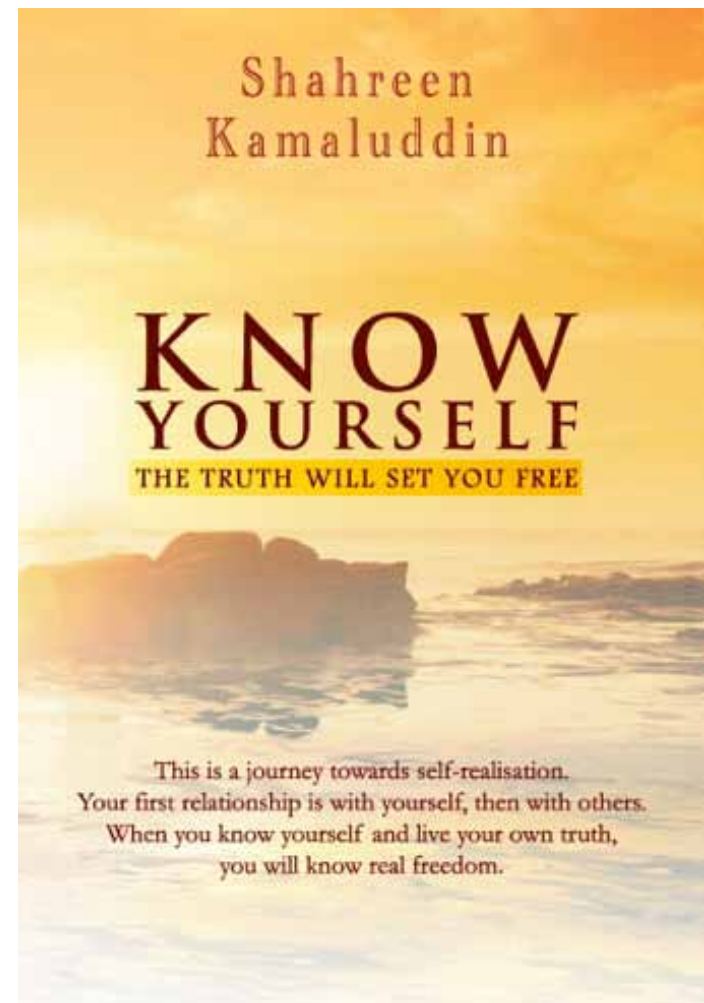
She is now the Managing Director of her own public relations firm, Shahreen Corporate Communications (SCC) and Executive Chairman of Personal Empowerment Training & Consulting (PETC). She currently offers training to the private and public sectors in Malaysia on the subjects of leadership, self-empowerment, personal development and communications.

This interest developed into a passion leading her to write two self-empowerment bestsellers entitled *You Are What You Believe* and *Know Yourself – The Truth Will Set You Free*, in which she distils what she has learnt and applied in her life. She is writing her third book titled *Now Is All You've Got*.

“

Along the way, Shahreen developed an interest in the human potential area, reading countless books and attending self-empowerment workshops all over the world.

”



Shahreen writes two self-empowerment bestsellers entitled *You Are What You Believe* and *Know Yourself – The Truth Will Set You Free*, in which she distils what she has learnt and applied in her life.

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

As a PR Consultant, corporate trainer and public speaker, Shahreen has worked with and addressed thousands of leaders, employees and individuals in the public and private sectors in Malaysia and South East Asia.

Shahreen has been interviewed extensively in the media. She also writes frequently for the newspapers and magazines on the subjects of success strategies, self-empowerment and communications.

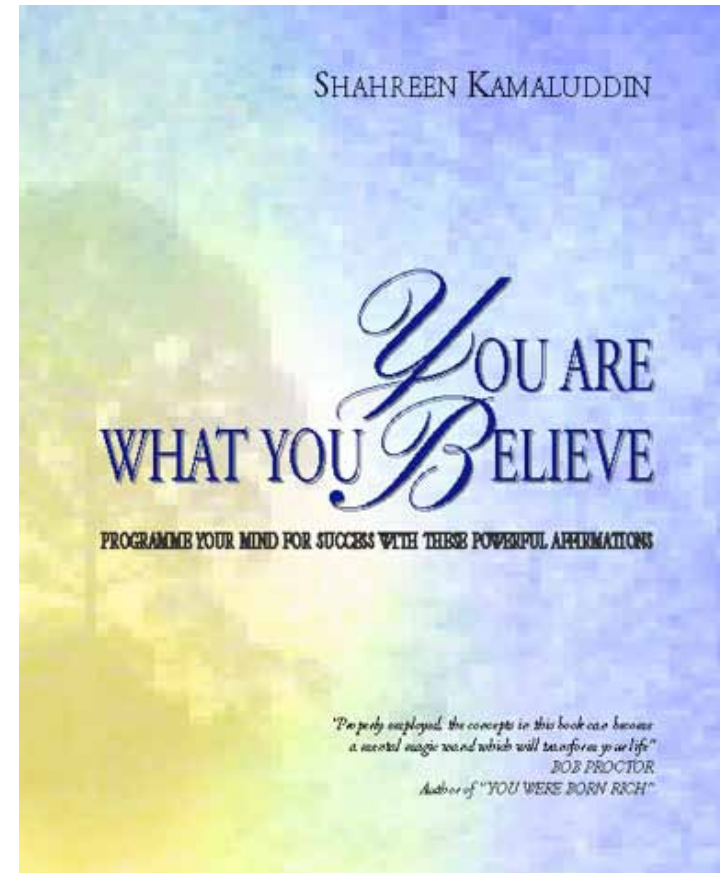
Described as the “success guru” and “epitome of positive thinking”, Shahreen is carrying out her mission to share what she knows with others on how to discover their true potential and live their grandest dream.

She is a Fellow of the Institute of Public Relations Malaysia (IPRM) and Chairman of the Board of Accreditation for Public Relations Practitioners. She also served as the first woman President of Malaysia Canada Business Council for three terms and as President of Women for Women Association Malaysia for six years. She is a Senior Industry Advisor to the Faculty of Communications and Adjunct Professor at Limkokwing University College.

“

Described as the “success guru” and “epitome of positive thinking”, Shahreen is carrying out her mission to share what she knows with others on how to discover their true potential and live their grandest dream.

”



‘You’re what you believe’ - Shahreen

Who or What Factors Inspired You to Enter the PR Field?

I was thrust into public relations in 1970 when my first boss, Tan Sri Arshad Ayub asked me to handle public relations for MARA Institute of Technology (MIT), now Universiti Teknologi MARA (UiTM). Tan Sri Arshad Ayub was the first Director of MIT, he is the Pro Chancellor of UiTM now. He was an inspiring boss and gave me full support. PR was a new field then and as the first PRO of MIT, I wanted formal training in PR. So in 1974, I went to Boston University, USA, to study for a M.Sc. in Corporate Public Relation under an Asia Foundation scholarship. When I returned, I became the Dean of the Faculty of Communications from 1976 - 1979.

In 1980, I left academia to join Shell and my mentor and inspiration then was my boss, Datuk Paddy Schubert who was the Director of Public Relations. I admired and respected her professionalism in PR. I have endeavored to follow her fine example ever since.

What are Some of The Challenges You Faced in Your PR Career?

I enjoyed my career in PR very much. It came with challenges as well as rewards. In Shell, the role of PR was well established at its headquarters in London and throughout its companies globally. Thus it was easy to practice PR at its highest standards as there was a global PR Plan and Policy for Shell companies to follow.

When I joined Malaysia Mining Corporation Berhad (MMC) in 1983, the scenario was a little different. As its first Group Public Affairs Manager, I was responsible for setting up its Public Affairs

Department, as well as raising awareness of the role of PR as well as my role in the company. Even though I had the support of the CEO, Encik Rahim Aki and later Tan Sri Ibrahim Menudin, it was not always easy to convince others of the value of PR to the company and to implement all my suggestions.

In the global recession of 1986, tin prices plummeted and in a massive retrenchment exercise, my PR department had to close. However, my boss, Tan Sri Ibrahim Menudin, encouraged me to set up my own PR consultancy and outsourced the PR work to me. Thus in 1986 I set up my own PR consultancy, Shahreen Corporate Communications Sdn Bhd.

I must say that as an external consultant, it was easy to convince my clients of the value of PR and the many ways PR can advance their companies. Over the decades, I have serviced most of the largest companies and organizations in the public and private sectors in Malaysia and in the region and my experience in PR has been enriching and rewarding.

“

**I enjoyed my career in PR very much.
It came with challenges as well as
rewards.**

”

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

What Are The Major Challenges Facing PRO's And The PR Profession?

The Institute of Public Relations celebrated its 50th Anniversary in 2014. Even though the PR profession has made great strides over the decades, some problems still exist.

I think that the biggest problem facing the PR profession today is still the low level of awareness of the real role, function and value of PR to an organization. This has caused PRO's to face many problems at the workplace. Top of the list of problems is the lack of acknowledgement of the PR role in decision-making at the highest management level.

The Public Relations Society of America has defined Public Relations as "a strategic communication process that builds mutually beneficial relationships between organizations and their publics." This definition clearly states the important strategic management role that PR should play in an organization. In order to play this role effectively, the PRO should report directly to the CEO and be consulted by the Board of Directors on all matters requiring PR council. Unfortunately, in many instances, the CEO is not fully aware of the proper role and function of PR and thus is not giving due recognition and support to PR matters that can benefit the company.

Often, the PR Department is not a department on its own but is placed under some other department such as Corporate Secretariat, Legal Affairs or Administration. What this means is that PRO's have to report to bosses who do not know what the role and function of PR entails. How can they provide the right guidance or support to PRO's in their work? Often, Heads of PR Departments in the public and private sectors have little or no training in PR. Thus young graduates find themselves struggling to convince their bosses of the value of their ideas. It is not surprising that many PRO's are frustrated at not being able to practice PR to the high standards that they were taught in their PR Faculties.

Many PRO's are not fully utilizing their range of PR skills. Most of their time is spent doing media monitoring, organizing events and producing company publications. While these PR tasks are important to the company, there is a far more valuable role that PRO's can play and that is the PR counseling role to management. Here the PRO is in a position to influence company policies and offer the right course of action to ensure a favorable impact on the internal and external stakeholders of the company.

Lastly, I still encounter people who have no training in PR who are asked to handle PR tasks. They tell me in my workshops that they have no clue what real PR entails, but they had no choice in the matter. How can they be expected to offer the right PR advice, write newsworthy media releases or take charge of communications in times of crisis?

All the above problems are exacerbated by the fact that the PR profession till today is not an officially licensed profession. Thankfully, the process of PR Accreditation is underway. For some years now, the Institute of Public Relations Malaysia (IPRM) has encouraged voluntary PR accreditation. As Chairman of the IPRM Accreditation Board, I am happy to inform that many PR practitioners have come forward to be accredited. A further step has been taken by IPRM together with the Ministry of Information to spearhead the process of gazetting the Public Relations Professional Act. I was involved with IPRM and a team of PR practitioners in drafting the Public Relations Professional Act which spells out the qualifications and skills required for hiring PRO's, including the standards and ethical principles required of PR practitioners. Once the Public Relations Professional Act is passed by Parliament and implemented, it will clear doubts concerning the proper role of PR and hopefully it will pave the way for the rightful recognition and acknowledgement of PRO's in the workplace.

What In Your Opinion Are The Issues Regarding Freedom Of The Media?

Freedom of the media is important when you consider that the traditional role of the media is to inform, educate and influence public opinion to take the right action to improve society.

In a multi-racial country like Malaysia, inter-racial harmony must be a top priority. Opinions expressed by the media - traditional media or social media, must consider the sensitivities of a multi-racial, multi-cultural and multi-religious society. I firmly believe that media freedom must incorporate self-regulation and self-monitoring.

Traditionally, the media has always been looked up to for information and education by the mass public. Sadly, this high regard for the media is being eroded. The print and electronic media have on occasion comprised on their ethical standards and values for various reasons, causing the public to seek the truth on alternative media such as social media.

The downside of social media is that opinions get widely disseminated instantly, sometimes going viral without regard for their negative impact on individual or public sensitivities. Once damage is done, it is often irreparable. Despite its disadvantages, PRO's must use social media because it is a preferred channel of communication today and because of the advantages that they offer. PRO's must learn to use social media effectively to communicate their organization's messages in real time to be on top of the game.

Please Share Some Tips On How To Become An Outstanding PRO

A PRO has to be multi-talented and multi-skilled in order to effectively carry out the many tasks expected. These talents and skills relate to knowledge, attitude and personality.

As a PRO's tasks are specific, I believe you need formal training in PR knowledge and skills. No one can walk into a PR job and immediately carry out the PR tasks expected of him or her. Furthermore, if you are to be a respected PRO and offer advice on company policy and courses of action, you must know everything about your company's business and be widely read on current affairs.

In order to get to a position when you are consulted by top management, you need to believe in yourself, be self-confident and sociable. To present your case to top management, you need to be fluent in English and Bahasa Malaysia, have excellent presentation skills and public-speaking skills. You must dress well and make positive impressions on the people you interact with.

As most of the time you will be preparing company messages in the form of speeches, reports, publications and corporate videos, you need to have excellent bi-lingual verbal and writing skills in English and Bahasa Malaysia. You also need to have excellent communication skills. Always think before you speak. Be able to work with others as you need their cooperation on various projects.

You are practicing PR in a challenging but exciting time. Please commit to a continuous self-improvement plan to ensure your knowledge and skills keep abreast with change. Always be proud of the fact that you are in a noble profession. Always uphold the high standards and ethics of the PR profession and never compromise on PR principles and values.



THERE IS NO
SUCH THING
AS BAD
PUBLICITY
EXCEPT YOUR
OWN
OBITUARY.

- BRENDAN BEHAN



"In order to get to a position when you are consulted by top management, you need to believe in yourself, be self-confident and sociable." - Shahreen Kamaluddin

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

BY PROF. DR KIRANJIT KAUR

INTRODUCTION

Public relations has existed as a practice in Malaysia for more than a hundred years, taking into consideration the colonial era in the country. The **British East India Company** and its business concerns published gazettes and publicity materials to relay information about ship arrivals and their consignments, as well as goings on in the community in **Colonial Malaya**¹. Since the nineteenth century, rubber and oil palm plantations like Guthrie, Sime Darby and Golden Hope², were involved in early public relations functions involving publicity and information activities.

World War Two brought a new dimension to public relations practice in the country. Although formal government public relations practice in Malaysia is said to have begun when the Information Department was established during World War Two, an earlier government agency, the Malay States Information Agency established in 1926, also performed the functions of public relations. Events leading to the outbreak of World War Two prompted the British to establish the Ministry of Information in London in 1939 followed by Information Units in its colonial states, including the Malaya. The primary responsibility was to relay information about the war outbreak in Europe and other parts of the world and its likely impact locally through face-to-face communications, printed materials and radio broadcasts to the public to maintain calm and control in the country (Department of Information).

“

World War Two brought a new dimension to public relations practice in the country. Although formal government public relations practice in Malaysia is said to have begun when the Information department was established during World War Two, an earlier government agency, the Malay States Information Agency established in 1926, also performed the functions of public relations.

”

¹ Colonial Malaya or British Malaya refers to the nation when the British ruled over several states in today's Malaysia as well as Singapore. Although initial British interest was in trade with the first East India Company trading post being set up in the state of Penang in the 1770s, it later expanded to administrative control over much of today's Peninsular Malaysia.

² Now the three groups are merged under Sime Darby Berhad to become one of the world's largest plantation companies.

The history of PR is...
a history of a battle
for what is reality
and how people will
see and
understand
reality.

Stuart Ewen

Author, historian
and lecturer





Department of Information campaigned to win the hearts and minds of the people.- Emergency period of 1948-1960.

In 1945, under the **British Military Administration** formed upon the return of the British to Malaya after the departure of the Japanese, the **Department of Publicity and Printing** was established and was responsible for radio broadcasting as well as printing of all forms of materials required by all government departments.

On April 1, 1946, the Department of Publicity and Printing was dissolved and renamed as the **Department of Public Relations** taking over the functions of the Department of Publicity and Printing but no longer responsible for printing and broadcasting. In 1950, it was renamed again as the **Department of Information** in keeping with its functions and responsibilities (Syed Arabi, 1994, 2005; Department of Information), especially in the campaign to “win the hearts and minds of the people” during the Emergency period of 1948-1960.

In 1961, the Department of Information was placed under the newly formed Ministry of Information and Broadcasting. While the name of the department has remained consistent for the past 53 years since 1950, the ministry under which it is placed has undergone name changes a number of times.

“

Since then the department has expanded in its scope of work to aid and support in the numerous national development policies and campaigns towards the industrialization of the country.

”



Independence And Nation-Building

During the period of gaining independence and since then, the Department of Information has played a consistent role in nation-building efforts including instilling the spirit of patriotism, harmony and unity between the races or ethnic groups. The department’s primary objective is to strengthen the understanding, support, trust and participation of the people in government policies and programmes in efforts to build a “nation state of well-informed, progressive, happy and united citizens” based on the national principles of the Rukun Negara³.

Thus, the Department of Information conducts a variety of campaigns and information programmes on diverse issues to clarify and promote government policies and the national agenda in order to ensure they are understood, supported, appreciated, assimilated and practised by the citizens. Campaigns launched include those related to the New Economic Policy, the Constitution, Rukun Negara, National Education Policy, the history of the struggle for Independence of the nation, Amanah Saham Nasional, health, threats and dangers of drug abuse, national security, religion (Islam Hadhari⁴), unity (1Malaysia), Vision 2020, Government Transformation, and various other government policies (Department of Information).

A primary function of government public relations from the early days has been to develop information and publicity strategies as well as assess feedback from the public on government policies. It is also to aid government’s efforts to nurture relationships with its citizens to gain their understanding and maintain national stability. In addition, the Department of Information assists the Foreign Affairs Department to promote the country internationally.



³ Rukun Negara is the national philosophy resting on five pillars proclaimed in 1970 to create harmony and unity among the various races in Malaysia.

⁴ Islam Hadhari refers to Civilizational Islam promoting moderation.



During the period of gaining independence and since then, the Department of Information has played a consistent role in nation-building efforts including instilling the spirit of patriotism, harmony and unity between the races or ethnic groups.

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

Globalization and Privatization

Globalization and the advent of multinational companies on Malaysian soil saw a few international public relations agencies or consultancies being set up to serve the organizations' communication needs, especially in an unfamiliar cultural and socio-political environment. Upon gaining experience working in the international agencies or the multi-national organizations, Malaysians with the acquired experience also set up local consultancies in the 1960s and 1970s.

In 1965, the first public relations consultancy, Australian based Eric White Associates, was established to serve multinational companies essentially. Later Burson-Marsteller and Hill and Knowlton set up offices in the country. Today there are more than 100 national and international public relations and communication consultancies in Malaysia to serve a diverse clientele, including Edelman PR, Grey, Weber Shandwick and local agencies like Prestige Communication, Asia PR and Perception Management, as well as numerous smaller agencies specialized in niche areas such as entertainment, event organization dan media relations.



The country's industrialization policy also led to an increase in the number of public listed and government linked companies and the subsequent establishment of public relations departments to communicate with the stakeholders.



Privatization

The country's policy towards privatizing and corporatizing national entities from 1983, such as the national energy board, telecommunications, and transport industry concerns (Keretapi Tanah Melayu or national rail, airline industry) saw a greater number of public relations units, and later departments being set up in organizations. The country's industrialization policy also led to an increase in the number of public listed and government linked companies and the subsequent establishment of public relations departments to communicate with the stakeholders. More recently, the trend seems to be to name these departments as corporate communications departments.

Initially, these departments were mostly headed and staffed by individuals with minimal or no formal public relations or communications experience, which led to a slow growth in the practice. However, as the pressures from the stakeholders and responsibilities of the public relations/corporate communication departments expanded and with recruitment from the increased pool of trained communication graduates from local universities, there was a shift towards higher professionalism in the field in these organizations (Kaur, 1997).

The expanding corporate sector with a corresponding increased demand for consultancy services also saw a healthy growth in the public relations consultancy sector. While often these were staffed by former journalists, since media relations often was the primary task for clients (Hamdan, 1985) performed by a large number of the agencies, public relations and other mass communication graduates also gained employment in the consultancies. In addition to media relations, the increasingly market driven economy also saw public relations practitioners paying more attention to marketing communication. Most public relations practitioners gained their knowledge and skills on the job, but the increasing availability of public relations education also contributed to a more effective practice.

Public Relations Professionalism

Professionalism in public relations practice was enhanced through the establishment of professional bodies as well as development in public relations and mass communication education.

The first public relations professional body to be set up in the country was the Institute of Public Relations Malaysia in 1962. Following that attempts were made to establish a regional body - the Federation of ASEAN⁵ Public Relations Organizations or FAPRO. The intent was to collaborate and support the development of best practices in strategic communication that could contribute to a more cooperative platform for socio-political and economic regional development.



Institute of Public Relations Malaysia

The country's first public relations professional body was called the Federation of Malaya Institute of Public Relations. The inaugural meeting was attended by 52 individuals comprising government information officers, private practitioners and a few embassy officials on 25th March 1962 at the Department of Information on Brockman Road in Kuala Lumpur (Syed Arabi, 1994).

Later the name of this organization was changed to reflect the political changes in the country and the establishment of Malaysia in 1965⁶. The Institute of Public Relations Malaysia (IPRM) Constitution was adopted at a meeting held in the Federal Department of Information premises in Mountbatten Road (now Jalan Tun Perak) in Kuala Lumpur, Malaysia on 25 March 1965. Dato' Mohd Sophiee Sheikh Ibrahim, then Director-General of Information, was elected as the first president. Several Information Officers from the Federal and Selangor State offices became members of IPRM besides the private industry practitioners (Syed Arabi, 1994).

Over the years, the secretariat of IPRM moved from the Information office to its own premises in Brickfields to rented premises in Bangsar and then to the Mines and it is currently housed in the Department of Information, Ministry of Communications and Multimedia.

⁵ ASEAN refers to All South East Asian Nations which at that time comprised Malaysia, Thailand, Philippines, Indonesia, Singapore and Brunei.

⁶ In 1965 the political structure of the Federation of Malaya formed during Independence in 1957 changed with the separation of Singapore and the addition of Sabah and Sarawak in Borneo and the country was renamed as Malaysia.

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

IPRM was set up with the following objectives:

- To advise, provide information and create opportunities for discussions on all aspects of public relations activities,
- To promote the understanding, development and recognition of public relations,
- To establish and prescribe standards of professional and ethical conduct and ensure the observance of those standards,
- To encourage the attainment of professional academic qualification, and
- To nurture, promote and maintain contacts with public relations practitioners (IPRM website).

IPRM has conducted several educational and training programmes over the years to add to the body of knowledge as well as provide trained practitioners with the relevant knowledge and skills to encourage a robust and responsible workforce in the field. Generally, in the 1960s and 70s those carrying out public relations duties had minimal or no formal training in public relations. Thus, besides offering training modules in specific aspects of the practice, IPRM also started a Certificate in Public Relations (July 1976), Intermediate Certificate (March 1977) and Diploma in Public Relations (March 1981) based on the syllabus of similar courses offered in the United Kingdom. British professors Sam Black and Frank Jefkins were early advisors of these courses in addition to the Malaysian practitioners and academics who taught selected modules. Later from the mid-1980s, IPRM has partnered with different private colleges (Stamford College, PAAC Management) or universities (Universiti Utara Malaysia, Open University Malaysia) to run the Certificate and Diploma in Public Relations programmes.

Arrangements were also made with selected universities in the UK to recognize the IPRM Diploma in Public Relations as a foundation course for a Bachelor's or Master's degree in public relations at their universities.

The IPRM Education committee has also organized a number of seminars and professional talks by national and international practitioners for its members, the IPRM Educators' Chapter, and the IPRM Student Association (IPRMSA).

The Federation of ASEAN Public Relations Organizations (FAPRO)

The Federation of ASEAN Public Relations Organizations (FAPRO) was inaugurated 1976 in Kuala Lumpur, Malaysia, and was granted an affiliation to ASEAN as an NGO (Non-Governmental Organization) in 1979, with the same rights and obligations as stipulated in the Guidelines for ASEAN Relations with NGOs but remained mostly dormant since.

The inaugural meeting was held at the Kuala Lumpur Hilton on October 25-26, 1977. It was hosted by IPRM. The first president elected was Dato' Ahmad Nordin bin Mohd Zain from IPRM. The first ASEAN Public Relations Congress was held in Manila, Philippines from 21 to 31 March 1978. It was agreed that the Secretariat should rotate every two years. So it was first based in Jakarta and then moved to Malaysia followed by Singapore and Thailand. Thailand did not take up the office and so it has now moved back to Malaysia. Efforts are being made to revive this organization and include all the 10 ASEAN states to foster closer ties among the nations in the region.

Public Relations Consultants' Association of Malaysia (PRCA) was established in 1999, comprising public relations consultants and consultancies as members, to promote quality agency public relations and discuss industry related issues.

With increasing **globalization** there also has been a growing popularity for membership with international public relations and communication organizations by individual practitioners and institutions. Most of the members of the international institutions are from the private sector from both in-house departments and consultancies as well as academics. These include:

- a. **International Association of Business Communicators (IABC)** – Malaysia Chapter founded in the early 1990s represents an international fraternity for business communicators in the country;
- b. **International Public Relations Association (IPRA)**; and
- c. **Global Alliance for Public Relations and Communication Management (GA)**, of which IPRM was a member, as are a few other individual practitioners.

Public Relations Education

Besides IPRM's efforts to offer public relations education, national universities also offered public relations as a course under the Mass Communication programme. University of Science, Malaysia began the first mass communication programme under the Faculty of Humanities in 1969. Relevant communication courses including a specific course in public relations for effective public relations practice were offered. In 1970, Institute of Technology MARA (now Universiti Teknologi MARA) started a full-fledged programme in public relations under the School of Communication. This was later followed by Universiti Kebangsaan Malaysia, Universiti Putra Malaysia, and Unimas. Today there are more than 20 public and private universities and colleges offering public relations and/or mass communication programmes, a few offer joint degrees with international universities at the Diploma, Bachelor, Master and Doctoral levels. In addition, IPRM is called upon by large companies to offer in-house training in different aspects of public relations practice as well as personal media or other related training/coaching of prominent practitioners.

IF I WERE DOWN
TO MY LAST
DOLLAR, I WOULD
SPEND IT ON
PUBLIC
RELATIONS."

- BILL GATES



Public Relations Accreditation

Since the late 1990s and early 21st century, several forums and meetings were held among practitioners from the public and private sector as well as educators to discuss accreditation and licensing of the profession. IPRM set up its accreditation system after reviewing a number of accreditation models of national and international professional and chartered organizations. The primary goal for accreditation is to self-regulate the practice by setting international benchmark standards for practitioners to raise the level of professionalism of the public relations practice in Malaysia.

The accreditation process includes requirements for continuous professional development (CPD), a common professional certification process, and observation of a common code of ethics and professional conduct to ensure that the pool of public relations talent in Malaysia is credible and professional. The IPRM Code of Conduct is based on the “Code of Athens” drawn up by the International Public Relations Association (IPRA).

The IPRM Accreditation committee registered its first batch of accredited public relations practitioners in August 2005. Accredited professionals are allowed to use the “APR” suffix after their designation and are required to obtain 20 CPD points every two-years to qualify for re-accreditation.

IPRM also drew up a proposed Bill for the IPRM Public Relations Profession Act. The proposed Act is supported by the Department of Information⁷ and the Ministry of Communication and Multimedia and at the time of this writing is under revision by the attorney general’s office.

Conclusion and Future Developments

Whether public relations is licensed or not in the country, the practice has grown by leaps and bounds since the early 1960s. Both managerial and technical roles are noticeable in the larger organizations with diverse business interests while the technical role is more prominent in the smaller organizations. Often the heads of public relations departments have direct access to the CEO or dominant coalition, putting them in a position to influence decision-making albeit indirectly. With the country poised to be a developed economy by 2020 and the rapidly changing and converging media environment, there is a growing need by organizations for public relations to understand and manage the pressures from the increasingly more demanding and vocal stakeholder publics ethically.

Note on author

Kiranjit Kaur, Ph.D., is an Associate Professor in Public Relations at Universiti Teknologi MARA Malaysia; Fellow and Accredited member of Institute of Public Relations Malaysia (IPRM); served as Chair of IPRM education committee (1998-2013); and serves on the Malaysian Communication and Multimedia Content Forum Council.

⁷ The Department of Information, one of several departments in the Ministry of Communication and Multimedia, is the government public relations arm with a number of its officers supporting the public relations departments in ministries and government agencies throughout the country.





PERHUBUNGAN AWAM PENGHUBUNG ANTARA KERAJAAN DENGAN MASYARAKAT – DATUK POZIAH ABDUL RAHMAN

Saya dilahirkan dalam keluarga bekerja hospital iaitu ayah saya seorang dresser manakala ibu seorang jururawat. Saya merupakan anak jati Johor dan menerima pendidikan awal di Sekolah Conossian Convent, Kluang. Pada masa itu tidak ramai ibu bapa Melayu yang menghantar anak mereka ke sekolah aliran Inggeris, namun, ibu bapa saya berpandangan jauh dan berwawasan tinggi telah menghantar kami adik-beradik ke sekolah berkenaan. Persaingan yang sengit dan saya merupakan bangsa minoriti bukanlah perkara yang mudah. Di situlah bakat kepimpinan saya mula diasah apabila diberi tanggungjawab sebagai *head girl*.

Selepas itu, saya menyambung pelajaran ke Tingkatan Enam di English Collage Johore Bahru. Saya merupakan antara penuntut pertama jurusan Komunikasi Massa Perhubungan Awam Institut Teknologi MARA (ITM) kini Universiti Teknologi MARA (UiTM). Saya juga telah diberi kesempatan melanjutkan pelajaran di peringkat Sarjana Komunikasi Korporat di Universiti Putra Malaysia (UPM). Prinsip hidup saya amat mudah iaitu sentiasa rendah diri, ringan tulang dan buat kawan kepada semua orang.

Mula menyertai perkhidmatan awam pada 1977 sebagai Ketua Pegawai Penerbitan di Unit Penerbitan, Kementerian Pertanian. Di sinilah saya belajar membuat buku, jurnal dan prof read. Dua tahun selepas itu, saya menjawat jawatan Pegawai Perhubungan Awam kerana pada masa ini belum ada lagi penggabungan dengan Pegawai Penerangan. Pada tahun 1983 saya ditugaskan sebagai Setiausaha Akhbar kepada Tan Sri Datin Paduka Seri Hajah Aishah Ghani, Menteri Kebajikan Masyarakat dan Ketua Wanita UMNO. Tugasan pertama saya ialah menyediakan teks ucapan Mesyuarat Agung Wanita UMNO di Gopeng di mana saya telah diajar sendiri oleh beliau dengan dibantu oleh Dato' Mat Hussin. Setahun kemudian saya menabur bakti pula kepada Tan Sri Abu Hassan Omar di kementerian yang sama. Pada saya beliau sangat baik dan lebih bersifat kebapaan kepada pegawai bawahannya.

12 Orang Menteri di Pelbagai Kementerian

Selepas itu saya dipindahkan ke Kementerian Perusahaan Awam sebagai Pegawai Perhubungan Awam. Saya juga pernah berkhidmat kepada Datuk Mustapha Mohamad, Datuk Napsiah Omar, Tan Sri Rafidah Aziz, Datuk Amar Sulaiman Daud, Tan Sri Yusof Nor dan dua kali di bawah Dato Sri' Mohd Najib Tun Abdul Razak iaitu semasa di Kementerian Pelajaran dan semasa beliau menjadi Timbalan Perdana Menteri.

Saya lebih banyak berkhidmat di luar jabatan iaitu lebih 30 tahun sebagai Pegawai Perhubungan Awam. Saya meneruskan khidmat PR saya di Kementerian Kesihatan Malaysia di bawah dua Menteri iaitu Dato' Chua Jui Meng dan Datuk Seri Dr. Chua Soi Lek. Saya masih ingat sewaktu di Kementerian Kesihatan negara dikejutkan dengan wabak Severe Acute Respiratory Syndrome (SARS), saya sebagai Ketua Unit Perhubungan Awam telah ditugaskan untuk membuat liputan mengenainya setiap hari.

Pegawai Perhubungan Awam Kanan Timbalan Perdana Menteri

Setelah berkhidmat dengan lebih 12 orang Menteri, pada tahun 2005 saya telah dilantik sebagai Pegawai Perhubungan Awam Kanan kepada Dato' Sri Mohd Najib Tun Razak yang ketika itu ialah Timbalan Perdana Menteri. Ini merupakan satu anjakan kepada kerjaya saya dan saya amat bersyukur diberi kesempatan berkhidmat bersama beliau. Pada saya, beliau sangat baik, pemurah, kelakar, menepati janji dan sentiasa menjaga kebajikan pekerja-pekerja di bawahnya. Aura sebagai pemimpin memang terpancar melalui keperibadiannya. Pernah suatu ketika, pengawal peribadi yang mengiringi beliau basah kuyup dan meminta agar beliau tidak perlu diiringi jika hujan. Begitulah keluhuran dan keprihatinan beliau yang dikagumi.

Timbalan Ketua Pengarah Penerangan

Pada 16 Januari 2009 saya telah menerima tanggungjawab besar apabila dipilih menjadi Timbalan Ketua Pengarah (Operasi kini Penerangan Strategik) Jabatan Penerangan Malaysia. Jawatan ini merupakan jawatan baharu yang diwujudkan dan saya bukan sahaja orang pertama yang menjawatnya tetapi wanita pertama yang menjawat jawatan tertinggi di dalam Jabatan Penerangan Malaysia.

PR Dulu dan Kini

Pada masa dulu, Pegawai Perhubungan Awam perlu bekerja secara *one man show* kerana tidak mempunyai unit atau bahagian seperti kini. Kami sendiri yang pergi mencari berita bersama seorang jurugambar dan ‘mengetuk’ berita. Jika berita tidak dipaparkan di akhbar, tanggungjawab PRO sendiri menghantar ke BERNAMA. Pada masa dahulu, kami tidak mempunyai gajet berteknologi terkini, disebabkan itu kami perlu pergi ke setiap majlis untuk membuat berita. Selain itu, kami juga berkumpul di Kuala Lumpur Press Centre di Tun Perak yang merupakan tempat untuk wartawan berkumpul dan berbincang. Justeru, hubungan PRO dengan wartawan yang ada rapat kerana berkongsi bersama berita.

Sebagai PRO kita memang perlu menyerlah dan membuktikan kita boleh membuat kerja. Saya masih ingat sewaktu saya bersama Tan Sri Dato’ Seri Dr. Haji Mohd Ismail Merican yang mana kesemuanya adalah doktor, kita boleh memberi nasihat kepada mereka bahawa *when it’s comes to news I’m the expert!*

PR kerajaan dan swasta adalah berbeza. PR Kerajaan kita berkhidmat untuk negara dengan memasarkan dasar-dasar kerajaan kepada masyarakat. Kita memikul tanggungjawab besar untuk meningkatkan imej sesuatu jabatan atau kementerian yang kita berkhidmat. Manakala PR swasta pula lebih kepada korporat dan perlu mencari profit untuk organisasi mereka.

Idola

Idola saya ialah YAB Dato’ Sri Mohd Najib Tun Abdul Razak kerana beliau seorang yang ikhlas dan tidak pernah meninggalkan solat. Beliau memang seorang pemimpin yang ikhlas mencurahkan segala kudrat yang ada untuk memberi yang terbaik kepada rakyat.

Akhir sekali harapan saya agar Jabatan Penerangan Malaysia kembali menyerlah dalam bidang Perhubungan Awam kerana PR memainkan peranan penting sebagai orang tengah dan penghubung antara pihak kerajaan dan masyarakat.



Datuk Poziah bersama-sama ahli Komuniti 1Malaysia mengacau gulai kawah dalam satu program sepakak Komuniti Bestari yang diadakan.



"Kita memikul tanggungjawab besar untuk meningkatkan imej sesuatu jabatan atau kementerian yang kita berkhidmat." - Datuk Poziah



PROFESIONAL - Sebagai PRO kita perlu memberi penerangan terperinci kepada *stakeholder*.



COMMUNICATIONS SHOULD NOT BE LOOKED AT AS BEING COMMERCIAL

– VINCENT LOWE

PHD M.I.T., M.SC (COLUMBIA UNIVERSITY), LLB, (LONDON & WOL'HAMPTON B.A.)

My formal education began in a small one-classroom school, the Methodist English School in Tanjung Rambutan. Attending it required a 30-minutes walk from my home in the hospital attendants' quarters in the Central Mental Hospital, across railway tracks, and roads going from the hospital to a small one-street town. The school was a single building divided by wooden screens into classrooms, headed by a scholarly bespectacled grey haired Indian man who spoke good English and held a small cane for show rather than for use. I held him in awe until I reached Standard six when he became my form teacher. I was surprised he took a liking to me and admired me for my English and my answers to his sharp questions, his question on what was important in Tanjung Rambutan drew answers such as the rubber estate and the Kinta River, while I mentioned the mental hospital. He then asked each of us who answered where our homes were.

He gave a whimsical smile when I told him my home was within the hospital. It must have occurred to him that our answers were smart only because we were influenced by our surroundings or where we lived, or perhaps I enjoyed the genius of a mental patient! The school was also where I had earned several double promotions, to make up for the 2–3 years I had spent before in a Chinese school. The school did not need high technology in order to make us either smart or be a smart school. Much later in life, in 1997, I was appointed by the Multimedia Development Corporation as a senior advisor to head the smart school task force where I reflected on computers and learning, new generation learning techniques, multiple intelligences, TIMMS, blended online learning and other techniques—all compared to the contexts of a one-room schoolhouse.

It was from him, a Mr. Rasiah that I learnt to learn, to be thoughtful and to speak in measured tones. I supposed I acquitted myself well, at least well enough for my then guardian, my paternal grandfather who was in charge of the hospital pig farm, to get a recommendation letter from an Australian expat, a Mr. Herbert, superintending all the farms to sign a typed letter to introduce me to St. Michaels Institution, an imposing building in Ipoh, to see if I could get admitted into Form 1. My mother then took me in a taxi to see the Reverend Brother Director, Brother Dennis, reputed to have been a goalkeeper for the All-Ireland football team in his younger days. It was from this august building that I took afternoon classes in Malay, became a scout, took part in debates, played cricket and graduated from Form 5 and then sixth form, edited the school newspaper, the Michaelian. Unable to afford university, I then applied for a 2 year teachers training course in Kirkby, before coming home and being sent to teach in the Government English School in Grik, Upper Perak.

While a teacher, I registered but could not complete a London University B.A. Hons external degree. Even affording a text book was a drain on our small salary, what more having to pay for a correspondence course. I then applied to take full-time study leave to join the University of Malaya for an arts degree. With a total savings of \$1000.00 I travelled to KL to register, and then looked for part-time work as a TV and radio newsreader in order to support my family and my own studies. A second-upper degree allowed me to go on to do post-graduate work, and my media work attracted the attention of the Vice-Chancellor-designate of USM who hired me to become an assistant lecturer, before taking up a scholarship on his recommendation to go to Columbia University for a Masters degree in Journalism.

* formerly Professor and Dean, Institute of Post-graduate Studies, Universiti Sains Malaysia

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

As I was about to graduate and then planning to make my way to Stanford for a doctorate degree, I received a short message in New York from Noel Ogle, the USM registrar that the Vice Chancellor would like me to assume duty in USM and set proper directions for the mass communication program then inundated by foreign expats from the US and tugging students towards “non-Malaysian” directions.

There was much wisdom in what the Vice-Chancellor had in mind. I found the program had been skewed by grade inflation—half or $\frac{3}{4}$ of classes getting A's, an extolling of “muck raking” for journalism assignments including some students encouraged to follow and track lecturers on their lunchtime visits to the stock broking rooms. Students were set assignments which formed parts of articles intended for lecturers who planned to write their own articles. Their reading lists were made up predominantly of those on muck raking practices of journalists in the US, setting up such journalists as idols to be followed and admired.

When easy grades became the main path of popularity for lecturers, such lecturers can do no wrong. Attending Columbia however had given me confidence to know that what happens in a top journalism school need not be what was introduced by my American colleagues into USM. I did what I could then, introducing reporting and writing as the main core courses, where students honed their writing skills. Development communications taught them a deeper understanding of media roles within a developing society framework. Theory and Research (My colleague and I had translated a standard text for these subjects into Bahasa Malaysia) were introduced. I broadened the courses to include broadcasting, and public relations. Having seen to a deeper curriculum with a bolder and braver attitude to curriculum planning—one or two of my U.S. colleagues had complained they had not taken curriculum planning 101, so how could they provide any input? I left to embark on a PhD degree in MIT.

MIT introduced me to academic rigor. I learnt from real pioneers in the field of social science focusing on communication. Most had founded branches and sub-branches of knowledge in the subject. I was shown the rigor of being a social scientist. No wishy washy descriptive approaches to research. Historical approaches were not encouraged, because the school had not taught history but social science.

On my return to Penang, my colleagues made it easy for me by voting me to teach public relations. Some had thought this was their chance to burden me with a subject I had never studied nor taught before. I turned that to the advantage of the students, to myself and to the program as a whole. This then made it easier for me to teach the students fact-based reporting, the proper use of contextualized quotations, the triangulation of evidence from different sources, basically, all the social scientific approaches towards good journalism. It really did not matter what you taught as long as it was taught with true pedagogical purposes for the benefit of students and the university. These in short, constituted my main approaches to the teaching of public relations and the birth of Asian PR as our main book with essential differences from muck raking journalism as the main approach to media studies.

Communications, in my view, should not be looked at as being commercially manipulative only but which advances social and development goals. So PR as taught by me was not just PR in the normal commercial sense but one involving social enterprises instead of being only company based but also based on the work of government agencies (public communication campaigns) and non-governmental bodies. My classes were participative, involving students researching and building up case studies which have learning lessons for our joint book. Learning lessons were drawn from all cases, bearing in mind the Asian contexts in which they were created and planned—hence the title was Asian PR, with as much stress being put into the

“Asian” context as into the public relations cases themselves. This course was also offered to all information officers from the Ministry selected to undergo a diploma course to enhance their skills. An important focus of the course was to identify and focus on obstacles and resistances to campaigns in both rural and urban areas, between different cultures and societies and campaigns across cultures such as palm oil campaigns between producing and consuming countries. The corpus of case studies was increased with a joining of effort with an eminent PR teacher from the UK, Frank Jefkins who had published several books. This joint effort, Public Relations in Action increased the range of cases chosen to illustrate what had previously been identified as special characteristics of public relations in the Third World. The first and last chapters of this book again rounded off a further discussion of PR in such societies.

What we did was to take the Laswellian (after Harold Lassell one of the pioneering communication scholars) communication paradigm, “who says what to whom via what channel and what effect”, the 5 W’s and the one extra “h”, cross cut it across campaigns, societies, audiences, and exposed all aspects of campaigns with as much understanding as possible of all its different aspects especially that of media in Third World societies.

The book, Asian PR became a legacy to all these thinking and thoughts, and for better or worse, to remain in the archives of a university where my students and I had played a long and hopefully important role.



Vincent Low (seat two from right) with his staffs.

TRANSFORMATIONAL LEADERSHIP IN PUBLIC RELATIONS: SOME THOUGHTS

BY : DR. AMERJIT SINGH A/L S. BHAG SINGH

Leadership as we know, encompasses a process of influencing followers to achieve organizational excellence. In his seminal work, James MacGregor Burns coined the term transformational leadership and viewed such leadership as a relationship not only of power but also of mutual needs and aspirations. High moral values are undoubtedly important to transformational leadership. Unlike transactional leaders who negotiated and bargained over the means, the transformational leader focused on ends. Transformational leaders offer a purpose that transcends short-term goals and focus on higher order intrinsic needs. Transformational leaders take responsibility for their commitments. Thus, if they promise certain kinds of economic, social and political change and transformational leaders assume leadership in bringing about that change.

Leadership has been an important dimension and central part of literature in public relations. There is a need for excellent leadership from the perspective of senior PR practitioners. Transformational leadership in PR instills pride, faith, respect and long-term relationship. Attempts to explain and predict transformational leadership effectiveness and organization performance has gained increased importance, of late.

Idealized influence is a form of personality dimension that is closely associated with charismatic leadership. It refers to a relationship of influence between one another. This refers to the degree to which the PR leader behaves in admirable ways that cause subordinates to identify with him or her – hence, establishing a mutual relationship between leaders and their subordinates. Thus, a PR leader with such a dimension displays conviction, take stands and appeal to followers on an emotional level.

Inspirational motivation, another form of personality dimension encompasses the degree to which PR leader articulates a vision that is appealing, inspiring and motivating to followers. Transformational leaders focus on inspiring followers through communication. Such leaders find ways to communicate optimism about future goals. Such leaders are able to visualize positive outcomes in future and communicate them to followers. This visionary aspect of such leadership in PR must be supported by effective communication skills, consequently, allowing the PR leader to act as a change agent and articulate his or her vision in a persuasive way.

Another essential personality dimension is intellectual stimulation. It is based on the premise to encourage followers to question and examine different perspectives through different lenses. This pertinent dimension reflects the degree, to which the leader challenges assumptions, takes risks and solicit ideas and feedback from clients. PR leaders with this trait stimulate and encourage creativity and innovation in generating change. Furthermore, by recognizing leadership as a team effort, PR leaders have the responsibility to foster collaboration in leveraging the compelling visions and communication efforts.

“

**Leadership has been an important
dimension and central part of
literature in public relations.**

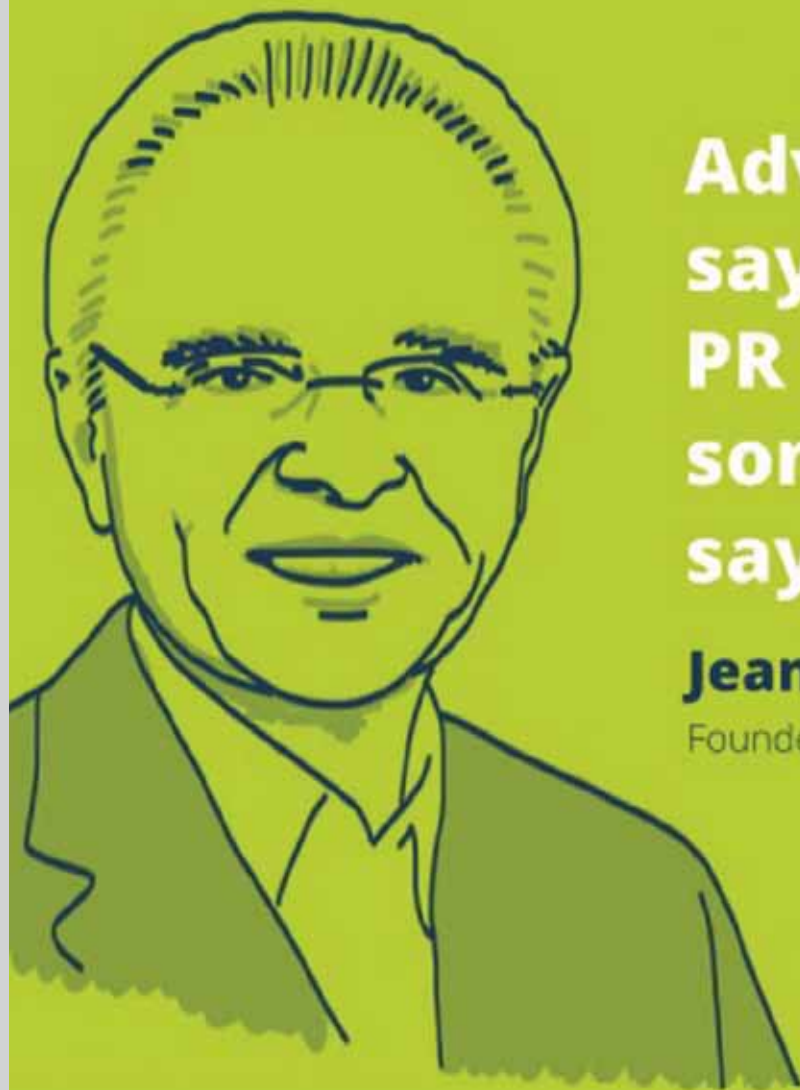
”

There is empirical evidence to suggest that another important personality dimension from the communication standpoint is what is often referred to as inclusive perception. Perception, as we know, is the ability to see the world through another person's eyes. Perception is often beyond words and framed by intuition, that is the inner voice. In the context of communication, such perception gives rise to the notion of empathy: an important communication concept developed by Daniel Lerner in his research entitled, "The Passing of the Traditional Society" among peasants in the Middle East. Undeniably, intense empathy enables in-depth understanding of another person's emotion. The application of such inclusive perception would make great contribution to the transformational leadership behaviors, which eventually will affect the effectiveness of PR strategies. As an excellent PR leader, such a dimension can assist in eliminating biases and distortions, thus resulting in effective communication.

Transformational leadership, in my analysis, implies a process. Thus, as a process, such leadership obviously involves interaction, communication and continuous motivation affecting the behavior of both the leader and the followers in PR. One effective way of developing these skills is via education and training. Training essentially allows leaders and followers to think strategically, and build networks and skills on key priority areas. It takes a lot of time and effort to build, train, develop and enhance communication skills, more so in moments of crisis. Internalization of skills can only occur after a series of concerted training effort has taken place. Here lies the role of the Institute of Public Relations Malaysia (IPRM) in developing the essential communication skills. Subsequently, along the process, these skills can be further learned, developed and continuously improved to produce significant and positive changes (transformation) for the success of PR in organizations.

As we know, communication in PR entails dissemination of messages, both verbal and non-verbal expressions. Messages convey trust, commitment, dedication and emotional warmth. Communication also encompasses listening skills – yet another vital skill to be noted by a transformational PR leader. PR leaders who do not possess listening skills are unlikely to have an accurate view or insight of the situations or be sensitive to the environments.

Transformational leadership, particularly in PR has arguably attracted the greatest volume of attention in recent years. Undeniably, government Ministries and Departments, GLCs, corporate bodies, NGOs, Nonprofit organizations, etc. need more transformational PR leaders in the 21st century. Transformational leadership is currently the most widely accepted hallmark leadership paradigm. Public relations scholars have recognized the importance of applying transformational leadership skills to develop successful communication professionals. The importance of applying appropriate leadership styles in PR practice, and ultimately the importance of leadership effectiveness in assisting PR professionals has a great influence on organizational decisions, and in gaining stature and respect, both inside and outside the organization. Transformational leaders in PR communicate extensively and promote a feedback-rich environment for goal achievement and outcome for a successful organization. Why PR contributes and to what extent PR contributes to the organization is likely to depend on the accredited PR professionals' leadership skills and empowerment process. There is no shadow of doubt that effective transformational leadership is essential for effective PR and shall continue to chart the growth of PR in future.



**Advertising is
saying you're good.
PR is getting
someone else to
say you're good.**

Jean-Louis Gassée

Founder BeOS

2020 Roles Of Government PR Officers

Transparency and good governance via reporting and disclosure go a long way towards gaining public confidence and support in any government administration essentially because public funds are used. With the advent of a variety of digital technology and a public that demands more transparency and good governance, there needs to be a major shift in our performance to achieve Vision 2020. No longer can the government public relations department be confined to the traditional roles of top-down information to the public, crafting messages and sending press kits to traditional media.



The Public Relations Officer in the public sector plays a pivotal role in ensuring that members of the public are aware of activities, successes, achievements, strengths (and weaknesses) of the ministries they are representing, more so in a democratic society. There is a continuous churning of news with the wide variety of media (and social media) platforms now available to journalists and non-journalists, PR professionals need to remain not only vigilant, but must be proactive and progressive.



Among the tasks of PRO in the Ministry / Department / Agency assigned are:

- Planning and managing media relations and publicity and to foster good relations with the local media
- Manage and plan events to departments / agencies
- Planning and managing social media departments / agencies
- Managing corporate publications departments / agencies
- Planning and organizing exhibitions / tours at home and abroad
- Manage any feedback and complaints received by the departments / agencies
- Monitor and evaluate the current issues of newspapers subscribed
- Manage rented premises by organizations / individuals in the department / agency

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

From coming out notifications, brochures, video clips about an application process, an agency's opening hours, procedures, training schedules to press releases about events, agreements and celebrations, the PR officer becomes the link between the government and the public.

Since matters handled by government agencies and departments affect our day-to-day lives, the outflow of information, issues, and policies that government agencies deal with directly and often significantly affect people at all levels. They may be related to bureaucracy, education, consumerism, health or even international travel - whether it's dull and boring or dramatically life-changing, the level of information and awareness created and disseminated by the public relations department basically determines the level of expectations that the public would have on the services available.



The outflow of information, issues, and policies that government agencies deal with directly and often significantly affect people at all levels.

In essence, the government PR officer is the custodian of the government's brand. The brand value and reputation of the agency or department rests on how well information outflow and inflow is managed. In this age where social media seems to be the main source of information, brand reputation can be the most volatile concern of any PR personnel. What takes years to build can be damaged overnight when negative social media frenzy takes place.

However, environmental factors such as political power, advertisers and the shareholders of media companies may influence policy organization in the context of media relations, thereby affecting public relations practitioners to build relationships with editors and mass media to get publicity in the mass media in Malaysia.

In any business entity, growing the brand value is a core strategic PR role as it can be translated into goodwill in the balance sheets. Good CSR activities can add to brand value in the corporate sector, it is good services delivery that matter more in government agencies. While it can be argued that it is the HR department that oversees all matters pertaining to front-liners, it is the PR officer who would have to battle with unwanted negative publicity should there be any shortfall in customer service delivery. Upholding brand value is not confined to ensuring that all collaterals meet the specifications of the Corporate Identity manual – it is more about ensuring that the service delivery also measures up.



In any business entity, growing the brand value is a core strategic PR role as it can be translated into goodwill in the balance sheets.

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION



Strategic effective communication at all levels of any organization is key to growing the brand value. Conventional techniques of public relations are being undermined by the mobile nature of new media and that this requires public relations practitioners to rethink how they relate to publics. Public relations practitioners would be aware that transcripts, reports and budgets are regularly being placed on the Web, either by organizations themselves or by citizens trying to hold those organizations to account. Consumers expect instant updates in their inboxes when something happens.

Internal Communications

Look into the set up of any organization and you will surely come across their Vision, Mission and Shared Values. A vision statement sets out an organization's long-term goals and aspirations and is intended to inspire and motivate employees by providing a picture of where the organization is heading.

A mission statement defines the business sector in which an organization operates and sets out its key purpose. It basically summarizes what the organization does and why. It also briefly outlines out how business is conducted and usually identifies key stakeholders, customers and employees. In a nutshell, a mission statement helps employees understand where their contribution fits into the company's objectives.

Internal communication is central to ensuring that an organization's Vision, Mission and Shared Values are understood by all employees across the board. Employees that not just understand, but internalize the messages will be able to translate them into actions.



In its simplest terms, internal communication is communication within an organization. It includes newsletters, memos, guidelines, policies and procedures, and in some cases closed social media groups. Key elements of internal communications is to keep employees informed of information, direction, progress, and goals and how they correspond to the organization's Vision, Mission and Shared Values. Also important is recognizing employees' achievement and successes.

Since social media is at everyone's fingertips these days, it is imperative that the flow of internal communication embraces all areas that impinge on employee performance and expectations. Facebook, Twitter, blogs, and other social media outlets have indeed transformed the relationship between the members of the public and those communicating with them.

With the trend towards multimedia news releases, the demands to have multimedia elements available for inclusion in such releases will grow. PR Officers will be responsible for either coordinating production, or actually producing this material, and the budgets and skills bases of public relations units may need to be reviewed to accommodate these new demands. All public relations practitioners will need to keep abreast of emerging media and many may already be undertaking public relations planning, implementation and evaluation in unfamiliar media areas.

“

Facebook, Twitter, blogs, and other social media outlets have indeed transformed the relationship between the members of the public and those communicating with them.

”

All public relations practitioners will need to keep abreast of emerging media and many may already be undertaking public relations planning, implementation and evaluation in unfamiliar media areas. Yet it is understandable that finding time, funds and support for upgrading skills and engaging in professional development experiences may continue to be challenging.

Some practitioners may find themselves working with key organisational decision-makers who are not abreast of emerging media or, at the other end of the continuum, are working with decision-makers who are very aware of the new media developments and want to embrace every new one without considering the full implications of doing so.

Public relations practitioners can go with the flow and embrace the changes to prepare for the overwhelming technology onslaught. Infact it is the only way to move forward, as the public is always ahead of the game and the public is what matters in public relations.



PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

21st Century Pictures Paint a Million Perceptions



They say a picture is worth a thousand words – now more than ever. Visuals have been traditionally used in collaterals such as brochures, pamphlets, billboards, posters, shopping bags, advertisements and packaging. However with Facebook, Instagram, Twitter, Pinterest and YouTube coming to the fore of social media, visuals are gaining more and more importance in the delivery of messages.

As smartphone penetration continues to grow, there are many opportunities to transmit information using visuals. Never before has it been this easy to shoot and share pictures and video clips. We are communicating in ways that were not possible a decade ago.



The use of visualised information has increased 400% in literature since 1990 and 9900% on the internet since 2007. One tenth of a second is all that's needed to scan information from a visual compared to 60 seconds, which is the average time to read between 200 – 250 words.

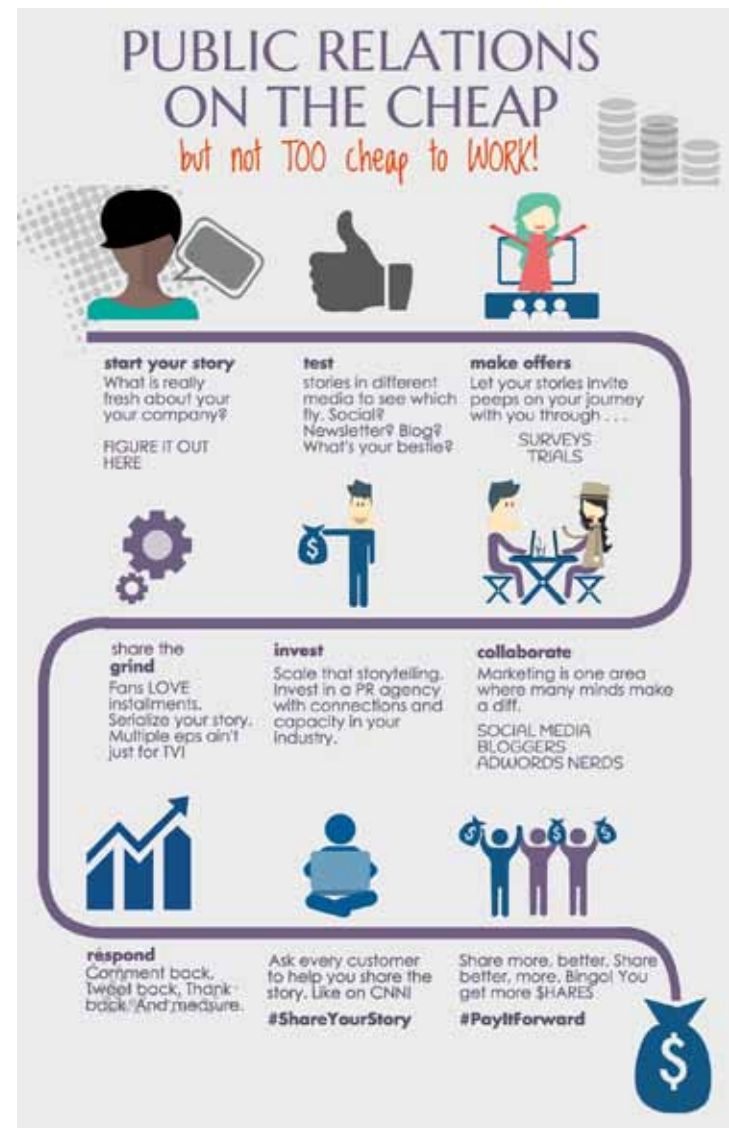


Infographics work because we receive five times more information that we did in 1986, 34 GB or 100,500 words outside of work – in fact users only read 28% of words per website visit. In this era of information overload, we become browsers and habitually skip what we consider to be mundane. Words run together on the screen, but pictures draw the eye.

Visuals are processed 60,000 times faster than text; and 90% of information transmitted to the brain is visual. It's not surprising that YouTube has become the 2nd largest search engine next to Google. The old adage goes that people retain 80% of what they see, 20% of what they read and 10% of what they hear. On websites, visuals get 94% more views than text-based information.

Content like infographics and data visualizations are great alternatives to data-rich text. With infographics, you can blast out stats and facts to your audience in fun and creative ways that will keep them engaged in a way that text cannot. When given a choice between reading pages of text or an infographic, the infographic is sure to win out.

A potential downside however of visual communication involves the use of poorly designed visual aids that are difficult to understand or see. If irrelevant information is presented, images can also be distracting and impede the understanding of concepts they should be trying to clarify. Like all forms of communication, visual communication too has its own pros and cons.



visual communication too has its own pros and cons.

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

Visual communication relies on conventions in order to function. Some examples of visual communication are more governed by conventions, for example road signs. Others are less reliant on conventions, for example a painting. In order for a piece of visual communication to function as such, the use of conventions is unavoidable. Humans can only understand something through connecting with something that they have previously learnt. In much the same way, an inappropriate use of visual language might get unexpected reactions from the audience or user.



Some examples of visual communication are more governed by conventions, for example road signs.

While a big portion of a presentation’s quality is up to the presenter, the quality of the visuals supporting the presentation play a very big role. Presentations that are too complex or lengthy can undermine your message.

To create better visuals, remember the following:

1. Consistency is important
2. Take into consideration the cultural and religious sensitivities of the audience
3. Use images that make an impact
4. Simplify your material
5. Keep it simple.
6. Prepare, prepare, prepare



Visual communication relies on conventions in order to function.

OBESITY

IN INFANTS TO PRESCHOOLERS



My Heart. My Life.™



1 IN 3 CHILDREN
and adolescents, ages 2-19,
ARE OVERWEIGHT OR OBESE
and nearly **NONE** meet healthy diet
and physical activity recommendations.

FACT

An estimated **12.5 MILLION CHILDREN**, ages 5
years or younger, spend **33 HOURS PER WEEK** in
CHILD CARE SETTINGS where they may
CONSUME MOST OF THEIR DAILY CALORIES.

OBESITY is linked to
MORE CHRONIC CONDITIONS THAN:



SMOKING



POVERTY



DRINKING

increasing the **RISK** of more than **20 PREVENTABLE CONDITIONS**, including sleep apnea, asthma, heart disease, Type 2 diabetes, osteoarthritis, high blood pressure and high cholesterol stroke.

RISK FACTORS

- Children in their early teens who are obese and who have high triglyceride levels have arteries similar to those of 45-year-olds.
- Obese children as young as age 3 show indicators for developing heart disease later in life.
- Children who are overweight from the ages of 7 to 13 may develop heart disease as early as age 25.
- Obese children are twice as likely to die before age 55 than their slimmer peers.

OBESITY MAY BE PREVENTED BY



PHYSICAL
ACTIVITY



GOOD
NUTRITION



LESS
SCREEN TIME



MORE
SLEEP



FRENCH FRIES
are the most common
vegetable that children
eat, making up
25%
of their vegetable
intake.



JUICE
(which may lack
important fiber found in
whole fruit) makes up
40%
of children's daily
fruit intake.



Between **40%**
and
50%

OF TODDLERS,
ages 12- to 35-months-old,
watch **MORE** television
than is recommended.

Nearly **1/2**

OF PRESCHOOL-AGED CHILDREN
DON'T get enough
PHYSICAL ACTIVITY.

The **COST** of obesity
in the United States is staggering, totaling about
\$147 billion.

Children who **EAT HEALTHY FOODS** and
GET DAILY PHYSICAL ACTIVITY have:

- **FEWER SCHOOL ABSENCES**
- **HIGHER ACADEMIC ACHIEVEMENT**
- **HIGHER SELF-ESTEEM**
- **FEWER BEHAVIORAL PROBLEMS**



DEVELOPMENTALLY, BIRTH TO AGE FIVE,
is an important time to **TEACH** children to
PREFER HEALTHY FOODS and
DEVELOP GROSS MOTOR SKILLS,
setting positive patterns and habits.

heart.org/healthierkids



WHY SUSTAINABILITY COMMUNICATION MATTERS

By Ravindran Raman Kutty, Head of Strategic Communications, NCB Holdings Bhd

Sustainability is the capacity to endure; it is how biological systems remain diverse and productive indefinitely. Long-lived and healthy wetlands and forests are examples of sustainable biological systems. In more general terms, sustainability is the endurance of systems and processes. The organizing principle for sustainability is sustainable development, which includes the four interconnected domains: ecology, economics, politics and culture.

Moving towards sustainability is also a social challenge that entails international and national law, urban planning and transport, local and individual lifestyles and ethical consumerism. Ways of living more sustainably can take many forms from reorganizing living conditions, reappraising economic sectors or work practices using science to develop new technologies (green technologies, renewable energy and sustainable fission and fusion power) and adjusting individual lifestyles that conserve natural resources.

Our Bursa's definition on Sustainability is simple yet practical "development that meets the needs of the present without compromising the ability of future generations to meet their own needs".

Sustainability is the fundamental way we do business. People, Planet and Profits are the three "P's" which are crucial to stay in business today and are the new benchmark for long term profitability. Governments, Non-Government Organisations, Suppliers, Vendors, Enforcement agencies, and citizens all around the world are demanding more sustainable business practices. There will only be more and more legislation, public pressure and media attention on these issues over time. World's largest companies are also insisting that their suppliers and producers abide by strict standards on sustainability.

GE, has been an active player on the sustainability field. The company renewed its ecomagination commitment, a sustainability initiative that seeks to find technology solutions that save money and reduce environmental impact for its customers and operations. Since its 2005 launch, GE claims ecomagination has generated more than \$160 billion in revenue. The company's own operations have seen a 34 percent reduction in greenhouse gas (GHG) emissions since 2004 and a 47 percent reduction in freshwater use since 2006, realizing \$300 million in savings.

More recently, GE launched UsedtoUseful, a platform that explores the impact of water reuse on industrial and municipal sectors. The site shares industry insight and discusses interesting concepts surrounding the impact of water reuse on industrial and municipal sectors.

Communications plays a critical part in any sustainability program or strategy. If you don't communicate internally, you won't be able to implement the changes necessary to make your company more sustainable. Your internal audience i.e. the employees or even the board are the essential part of the very environment conscious public. They're always eager to participate in and advocate for your sustainability efforts.

Coca-Cola also is no stranger to sustainability — the beverage company has improved water efficiency by 21.4 percent since 2004 and has supported an estimated replenishment of about 52 percent of the water used in finished beverage products through 2012. In addition, the company was among the first to receive the Carbon Trust Water Standard for achieving its lowest-ever water-use ratio and reducing water usage by nearly 15 percent since 2007.

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION



While the internal audience are important, your strategies and activities must be equally communicated to the external stakeholders i.e. the customers, partners, media, government, pressure groups, vendors, trade associations, analysts and the authorities on your business needs and directions. This could prevent us from losing sales to the increasing number of environmentally-conscious consumers. This exercise of communication could also earn your company a major contract to supply a multi-national firm in view of wonderful sustainability policies.

Apple, for example, was ranked the “greenest gadget company” by a report released by Greenpeace. The company also has committed to powering its new headquarters, stores, offices and data centres with renewable energy to reduce the pollution caused by its devices and online services. In addition, Apple began offering free recycling of all of its used products.

It’s indeed sad that why communication is an after thought for certain brands and companies. It is like planning for a wedding dinner and forgetting to send the invitations to your guests. If you have done the hard work - why not celebrate it? Many product merchants feel that their brands will be accused of greenwashing, while others have a culture of being humble at the wrong place as they don’t want to “crow” about their good work.

Google is no sustainability scrub, either. The search giant has been flexing its market muscle as part of the Building Health Initiative to create demand for new and innovative products that improve the health of the built environment. The company also was ranked No. 1 in a separate CSR reputation ranking released late last year by the Reputation Institute.

It is imperative that companies today especially the management and the board must be educated on the importance of climate changes, globalisation issues, transparency and its impacts, vulnerable and reactive governments, integrity, rising aggressive pressure groups demands, risk management, compliance and trust deficit issues. This will help in creating social and environmental initiatives, in promoting green technologies and consumer products, launching green brands and prepares the company way ahead of its competitors.

Starbucks also has been active in advancing corporate sustainability, both environmental and social. Starbucks was one of more than 200 companies to sign on to support the US Environmental Protection Agency's Clean Power Plan. In a strong act of social sustainability, the coffee company last year partnered with Arizona State University to offer employees free college tuition.

Continuous brand-building efforts, strategic utilisation of traditional and social media, comprehensive focus and research on consumer behaviours supported by effective and thoughtful communication strategies through the effective usage of stakeholder management, innovative corporate social responsibility programs, creative publications, strategic corporate events to add immense value to sustainability, paving a positive brand and reputation.

Disney may own the "Happiest Place on Earth," but it also is one of the first companies to put a voluntary internal price on carbon. Internal carbon pricing has become a key strategic element and a standard operating practice for many businesses. They recognize that the effects of climate change, including devastating extreme weather events, have an impact on their bottom line and should be included in any risk assessment and long-term business planning. It is widely accepted that brand and reputation can create value by generating demand and securing future earnings for organisations. Stakeholders respond positively to organisations that conduct themselves in a sustainable and ethical manner. This can lead to increased confidence and trust among stakeholders, enhanced brand

value and reputation, as well as improved customer loyalty. Innovation, people management, use of corporate assets, quality of management, long-term investment, quality of products/services are all qualities found in good corporate sustainability citizens — which all contribute to financial soundness and global competitiveness.

Sustainability strategic communications is the communications way forward for every organisation which is stepping into the future as a reliable and reputable service or product. We need our Sime Darby, Petronas, Air Asia, CIMB, YTL, Maxis, Astro, Top Glove, Parkson, Air Asia, Proton and Padini to be known for their greatness and business astuteness in the global arena using Sustainability as the tool to communicate their intrinsic values to the world.

Ravindran Raman Kutty, APR, FIPR is an award winning Strategic Communications Practitioner, who dabbles much of his energy on environment and social issues, besides working as a Group Head Strategic Communications Practitioner for a Public Listed company. He is also the International Relations Chairperson for IPRM. You can contact him ravirknair@gmail.com





PERHUBUNGAN AWAM BENTUK DAN BINA IMEJ

- PUTEH JERINEH RAMLI

Puteh Jerineh Ramli adalah seorang pengamal Perhubungan Raya (PR) yang tidak asing lagi dalam sektor korporat. Pengalaman selama 16 tahun dalam bidang Perhubungan Raya menjadikan beliau seorang yang disegani dalam bidangnya. Graduan Institut Teknologi Mara (ITM pada masa itu) dalam jurusan Perhubungan Awam ini menempa kerjayanya sebagai Pegawai Perhubungan Raya atau Pengurus Komunikasi Korporat dengan beberapa syarikat seperti Shell Malaysia Berhad (1980), Cathay Organisation (1980-1983), Dataprep (Malaysia) Sdn. Bhd. (1983-1988), Sime Darby Berhad (1988-1989), Projek Lebu Raya Utara-Selatan Berhad (PLUS) (1989-1992), Avon Cosmetics (M) Sdn. Bhd. (1992) dan Lagenda Abadi Sdn. Bhd. (1992-1994). Kini, beliau meluangkan masanya di rumah dengan melakukan aktiviti menulis dan menterjemah buku di samping melawat anak-anaknya yang belajar dan bekerja di luar negara.

Pendidikan Awal

Saya anak Perak dan mendapat pelajaran awal di Ipoh. Saya masih ingat satu insiden sewaktu saya di tadika apabila seorang pelawat berbangsa Inggeris datang ke kelas saya. Beliau menunjukkan gambar lembu dan bertanya kepada saya, "How many legs does this cow have?" Saya ternganga sebab saya tidak faham sepatah perkataan Inggeris! Semasa di darjah satu pula, saya dihadihkan buku cerita bahasa Inggeris kerana mendapat tempat pertama. Pada masa itu, saya masih tidak faham bahasa Inggeris. Buku itulah buku bacaan pertama saya. Lepas daripada itu, saya mengambil iktibar untuk membaca buku Inggeris setiap hari sepanjang saya di bangku sekolah. Kesedaran ini telah memberikan saya keupayaan menulis dan berkarya dalam bahasa Inggeris dengan baik.

Falsafah Kerjaya

Dalam kerjaya, saya sentiasa menghadapi cabaran untuk membuktikan bahawa tugas perhubungan raya bukan kerja yang remeh. Ia memerlukan pelajaran dan pengalaman untuk menyelesaikan masalah berhubung aspek perhubungan raya dengan menggunakan prinsip-prinsip dan strategi-strategi yang dipelajari serta berlandaskan pengalaman sewaktu bekerja. Walaupun usaha ini memakan masa dan melibatkan perbelanjaan, ia terpaksa diteruskan. Saya tidak dapat bertolak ansur atau menyetepikan prinsip-prinsip perhubungan raya dalam kerjaya saya demi untuk kebaikan syarikat majikan saya. Bagi saya, tanpa ilmu dan pelajaran yang tepat, seseorang itu tidak akan berjaya sebagai pegawai perhubungan raya. Oleh yang demikian, bagi saya, terima dan hadapi cabaran serta cari penyelesaian dengan segera. Seorang PR perlu menunjukkan kebolehan, kemahiran dan pengetahuan yang lebih peka daripada pihak lain.



Tugas perhubungan raya bukan kerja yang remeh. Ia memerlukan pelajaran dan pengalaman untuk menyelesaikan masalah berhubung aspek perhubungan raya dengan menggunakan prinsip-prinsip dan strategi-strategi yang dipelajari serta berlandaskan pengalaman sewaktu bekerja.



Sejarah dan Cabaran dalam Kerjaya

Pengalaman kerjaya saya bermula sejurus selepas tamat pengajian. Saya mendapat tawaran bekerja di **Syarikat Shell Malaysia**. Pengalaman bekerja di syarikat antarabangsa sungguh mengujakan. Namun perasaan itu tidak lama, apabila saya berhadapan dengan sikap tidak profesional rakan sekerja yang lebih senior kerana mempersoalkan tindakan Ketua Jabatan memberi peluang kepada saya untuk melawat sambil belajar ke ibu pejabat Shell di Singapura dan juga ke beberapa loji penapisan minyak. Insiden itu sedikit sebanyak telah mempengaruhi semangat saya untuk terus bekerja di sana.

Berpeluang bekerja di **Cathay Organisation**, sebuah syarikat filem yang terbesar dan begitu aktif dalam industri perfileman termasuk penerbitan filem Melayu pada waktu itu, memberi pengalaman dan cabaran yang berbeza. Sebagai Pengamal PR yang baharu, cabaran mengembalikan peranan PR yang sebelum ini dipegang oleh perunding luar kepada PR Syarikat adalah suatu kejayaan yang paling berharga bagi saya. Walaupun pada awalnya saya mendapat tentangan hebat daripada pihak pengurusan sendiri dan perunding berkenaan, namun atas semangat, kesungguhan dan hubungan yang baik dengan pihak pengurusan, peranan perunding dikurangkan sedikit demi sedikit. Hasil daripada itu, kos perbelanjaan berkaitan Perhubungan Awam telah dikurangkan. Pengiktirafan atas reputasi yang baik ini membawa kepada berkembangnya peranan dan perjawatan dalam jabatan PR Cathay. Antara tanggungjawab tambahan yang diberi ialah melakukan kerja-kerja penterjemahan tajuk filem yang ditayangkan.

Dalam tahun 80-an, komputer adalah perkara yang baharu. Menyedari bahawa komputer ialah alat komunikasi yang penting pada masa hadapan, saya bertekad mempelajari tentang komputer walaupun saya tahu saya sukar menggunakan peralatan teknikal. Seterusnya mencabar kebolehan saya dengan memohon kerja di syarikat **Dataprep Malaysia** iaitu satu-satunya syarikat komputer tempatan yang terbesar dan yang tersenarai di Bursa Saham (pada masa itu). Pada awalnya, seperti yang dijangka saya mengalami kesulitan bukan hanya dengan komputer tetapi dengan istilah teknikal, perisian, peralatan, teknologi serta memahami industri pengkomputeran sama ada tempatan mahupun antarabangsa. Saya mengambil masa selama tiga bulan untuk memahami dan menghafal semua istilah yang perlu. Ia merupakan kejayaan yang sangat bermakna bagi saya. Berkesempatan bekerja di organisasi konglomerat **Sime Darby Berhad**, memberikan pengalaman yang sangat memuaskan hati. Memahami jenis-jenis perniagaan yang diceburi Sime Darby adalah suatu lagi cabaran dan pembelajaran baharu yang perlu saya tempuhi. Sebagai sebuah syarikat korporat yang terlibat dalam pelbagai sektor industri, ini menjadikan Sime Darby mempunyai keunikannya tersendiri.

Sebagai seorang yang sentiasa mengidamkan peningkatan dalam kerjaya, saya kemudiannya bekerja dengan **Projek Lebuhraya Utara-Selatan Berhad (PLUS)**. Semasa di PLUS, peranan utama jabatan PR ialah untuk mengawal maklumat yang disebarkan kepada orang awam berkenaan dengan lebuhraya yang sepanjang lebih 800km dari utara ke selatan Semenanjung. Pengalaman bekerjasama dengan perunding pakar projek PLUS daripada Perancis dan Britain dalam menghasilkan peta lebuhraya pertama berdasarkan bahan teknikal untuk rujukan umum merupakan kejayaan yang membanggakan. Termasuk juga penerbitan perkara-perkara berkaitan kejuruteraan sivil dan teknikal agar mudah difahami masyarakat umum.

Peranan Yang Dimainkan Sebagai PRO

Sebagai seorang pengamal perhubungan raya, saya dari awalnya akan memastikan saya memahami selok-belok syarikat, jenis perniagaan yang diceburi dan yang utama adalah memahami hal-ehwal pengurusan syarikat. Sebagai seorang PRO saya juga perlu pandai membaca tingkah laku dan pemikiran pihak pengurusan dan tidak hanya bergantung kepada arahan secara bertulis mahupun lisan semata-mata. Oleh itu, setiap perancangan dan pelaksanaan yang diambil akan selaras dengan hasrat, kemahuan dan jangkaan *shareholder*.

Pendorong

Selain PR adalah jurusan yang dipelajari, minat saya dalam bidang PR tertanam sejak saya menjalani latihan praktikal di Eric White Associates, salah sebuah syarikat perundingan perhubungan raya semasa cuti semester tahun satu. Kerja sementara itu telah mendedahkan saya mengenai hal ehwal PR berbanding teori-teori yang dipelajari. Minat ini terus terbina apabila saya berkecimpung dalam kerjaya PR. Mendiang Encik Felix Abisheganaden iaitu seorang wartawan tanah air yang terkenal dan disegani (meninggal pada tahun 2008) merupakan mentor dan idola saya. Semasa bekerja sementara di Eric White Associates, beliau lah yang mengajar dan mendidik saya mengenai penulisan dan PR. Beliau bukan sahaja baik hati, malah seorang yang komited, berdedikasi dan sentiasa berkongsi pengalaman dan pengetahuannya.

Kepentingan PR dalam Organisasi

Pada pandangan saya setiap organisasi perlu mempunyai jabatan atau unit perhubungan rayanya sendiri. Ini kerana fungsi utama PR adalah untuk membentuk dan membina imej. Persepsi dibina berdasarkan imej yang dibentuk. Fungsi pembentukan imej ini adalah cabaran utama kepada setiap Pengamal PR. Walaupun bukan mudah untuk menjadi seorang Pengamal PR yang baik, seseorang itu perlu melengkapi diri dengan kemahiran berunding, merancang, menulis dan berucap. Malah beliau harus mempunyai ciri-ciri keperibadian yang murni. Kesungguhan, minat dan keikhlasan akan membezakan seorang Pengamal PR yang baik.

“

PR yang baik, seseorang itu perlu melengkapi diri dengan kemahiran berunding, merancang, menulis dan berucap. Malah beliau harus mempunyai ciri-ciri keperibadian yang murni.

”



PENGAMAL PR HARUS KENTAL DAN BERTANGGUNGJAWAB - DATIN OMI HABIBAH SHARIFF

Datin Omi Habibah Shariff telah melakar namanya sebagai Pengamal Perhubungan Raya yang disegani dalam sektor perkhidmatan awam sebaik sahaja menjawat jawatan sebagai Pegawai Penerangan pada tahun 1983. Sebagai seorang Pegawai Penerangan di Jabatan Penerangan Malaysia, bertugas sebagai Pegawai Perhubungan Raya (PR) di Kementerian-kementerian dan agensi-agensi Kerajaan adalah suatu kemestian.

Jawatan pertama saya sebagai Pegawai Perhubungan Raya bermula di Kementerian Penerangan (kini dikenali sebagai Kementerian Komunikasi dan Multimedia) selama tiga tahun (1983-1985) dan kemudian bertukar ke Kementerian Pengangkutan selama tujuh tahun (1985-1992). Berbekalkan pengalaman, komitmen dan kecekalan dalam melaksanakan tugas, saya seterusnya diberi kepercayaan untuk menerajui unit Perhubungan Raya antaranya di Kementerian Perpaduan Nasional dan Pembangunan Sosial (1993), Kementerian Pertanian (1995), Pejabat Timbalan Menteri (1995-1998) dan Kementerian Kewangan (2001-2007). Selain itu saya turut diberi tanggungjawab untuk memimpin beberapa bahagian di Kementerian Penerangan dan Jabatan Penerangan sendiri.

Cabaran Yang Perlu Diatasi

Semasa saya menjadi Ketua PR di Kementerian Pengangkutan, pada masa itu Tan Sri Dr. Ling Liong Sik adalah Menteri. Beliau juga merupakan Presiden Bina Badan Malaysia. Pada awal tahun 1990-an Malaysia menjadi tuan rumah Pertandingan Mr Universe. Oleh itu unit saya dilantik sebagai urus setia pertandingan. Memang sukar untuk menyeimbangi tugas sebagai PRO Kementerian dan di samping memastikan urusan pertandingan berjalan lancar dalam tempoh hanya dua bulan untuk membuat persiapan.

Cabaran yang sama turut dihadapi semasa bertugas di Kementerian Kewangan apabila diberi tanggungjawab untuk mengendalikan Mesyuarat Agong ke-30 Bank Pembangunan Islam (IDB) pada tahun 2005.

Rahsia Kejayaan

Rahsia kejayaan semua program ialah bekerja atas semangat kerjasama atau kerja berpasukan. Seseorang PRO tidak boleh lokek ilmu dan sentiasa sudi menerima teguran. Banyakkan melakukan perbincangan dan membuat perancangan dan strategi bagi mengelak masalah serta sentiasa perlu merancang pelan kontigensi untuk bersedia dengan apa sahaja situasi yang mungkin timbul.

Apa yang paling utama bagi saya ialah cara menyesuaikan diri dengan majikan. Macam mana hendak memenuhi kehendak majikan yang cerewet, perfectionist dan garang. Jika ini boleh dikendalikan dengan baik, tiada cabaran besar kerana kerja kita boleh dapat nasihat dan pandangan dari pelbagai pihak.

“

Rahsia kejayaan saya, bekerja atas semangat kerjasama atau kerja berpasukan.

”

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

Jalin Hubungan Baik Dengan Media

Saya adalah graduan kewartawanan Institut Teknologi MARA, ITM (kini Universiti Teknologi MARA, UiTM) dan arif mengenai media (media savvy). Dalam memasarkan organisasi yang diwakili, saya mengambil pendekatan menjalin hubungan yang baik dengan pihak media di semua peringkat daripada wartawan sehingga kepada Ketua Editor.

Bagi seorang PRO kita perlu memberi penjelasan kepada media sekiranya sesuatu isu itu timbul. Aktiviti bersama media seperti lawatan ke organisasi, Malam Wartawan atau Malam Media mahupun taklimat media perlu kerap diadakan mengikut keperluan.

Kita perlu tahu *subject matter* dan apa itu *news value* bagi memudahkan berita kita dipasarkan.

Pengalaman Mematangkan Diri

Walaupun cita-cita sebenar saya ialah menjadi seorang wartawan dan penulis yang terkemuka, namun saya terpaksa akur dengan permintaan bapa supaya berkhidmat dalam perkhidmatan awam. Setelah berkecimpung dengan tugas-tugas PR, lahirlah minat baharu itu.

Apabila kita sudah berada dalam bidang ini dan merupakan kerjaya tetap, maka kita perlu melakukan yang terbaik. Itu prinsip saya, buat yang terbaik dalam apa saja tugas yang diceburi atau diberi. Hanya ini sahaja untuk mendapat kepercayaan ketua kita.

Minat saya semakin hari terhadap bidang ini semakin mendalam kerana ia memberi saya peluang untuk menunjukkan bakat, kepimpinan dan mempraktikkan ilmu yang dipelajari.

Walaupun dalam banyak keadaan, ketua Jabatan selalunya berperanan merancang dan membuat keputusan, namun jika seorang PR telah mendapat kepercayaan atau mandat ketua jabatannya maka ia adalah sesuatu yang boleh dibanggakan.

Pengalaman bertugas sebagai PRO turut memberi peluang kepada saya untuk meluaskan jaringan perhubungan terutamanya dengan pihak atasan kepimpinan kementerian atau jabatan tempat saya ditugaskan. Pengalaman mengenali dan berpeluang mendapat tunjuk ajar daripada pemimpin ternama negara dengan lebih dekat semasa bertugas adalah suatu yang sangat manis.

Antara tokoh yang pernah saya berkhidmat adalah Dato' Sri Anwar Ibrahim selama tiga tahun, Tun Abdullah Ahmad Badawi selama empat tahun, manakala Tan Sri Dato' Seri Utama Dr. Rais Yatim antara bos terawal saya apabila menjadi PRO pada tahun 1985.

Saya juga berkhidmat untuk dua Presiden MCA, Tan Sri Chong Hon Yan dan Tan Sri Ling Liong Sik. Menteri Wanita yang saya pernah bekerja adalah Dato' Nasiah Omar, Datin Paduka Rahmah Osman dan Tan Sri Zaleha Ismail.

Bekerja dengan mereka membuat kita perlu peka dan cekap dalam semua bidang. Banyak isu hubungan kemanusiaan kita belajar daripada mereka selain cekap dengan tugas pentadbiran di pejabat.

Kejayaan yang dikecapi kini adalah hasil teguran dan didikan daripada Ketua-ketua Setiausaha Kementerian tempat saya bertugas dan sangat dikenali dengan sikap tegas dan menitik berat kesempurnaan. Antaranya adalah Tan Sri Wan Sidik Abdul Rahman, Tan Sri Ishak Tadin, Tan Sri Ramon Navaratnam dan Tan Sri Shamsuddin Hitam.

Hakikatnya mereka ini nampak garang tetapi sebenarnya banyak mendidik dan membuat kita berjanji pada diri untuk tidak mengulangi kesalahan dan pastikan tidak dimarah lagi.

Moto kerja saya adalah belajar daripada kesalahan dan tidak mengulangi kesalahan yang sama serta buatlah sesuatu itu dengan sempurna.

Di samping itu sentiasalah menimba ilmu yang bersesuaian dengan tugas samada melalui kursus, pembelajaran mahupun berdasarkan tugas yang diberikan.

PR dan Masa Depan

Seorang Pengamal PR harus memiliki ketahanan terhadap tekanan, tahu tanggungjawabnya dan harus dikenali serta dihormati. Bagi saya, seorang PR harus mempunyai soft skills - berilmu, berkepimpinan, mahir dalam bahasa utama, peramah, kreatif, berkeyakinan, berkebolehan menulis, petah bercakap dan bijak menganalisa situasi.

Saya berpendapat bidang PR amat penting sebagai penghubung antara organisasi dan kumpulan sasar terutamanya rakyat, di samping membentuk imej organisasi. Peranan terpenting PRO adalah menjadi jurucakap dan penghubung antara media dan organisasi.

“

Pengalaman bertugas sebagai PRO turut memberi peluang kepada saya untuk meluaskan jaringan perhubungan terutamanya dengan pihak atasan atau kepimpinan kementerian mahupun jabatan tempat saya ditugaskan.

”



SUSUN STRATEGI BERI INFORMASI KEPADA 'DISSENTING VOICES' – RAMLI BIN MOHAMED YOOSUF

Ramli bin Mohamed Yoosuf dilahirkan pada 21 Mac 1965 di Kuala Terengganu. Saya memulakan pendidikan awal di sekolah berasrama penuh Sekolah Menengah Sains Sultan Haji Ahmad Shah, Kuantan. Selepas itu, saya meneruskan pengajian di peringkat Diploma in Business Studies (Management) di Universiti Teknologi MARA (UiTM). Saya pernah berkhidmat sebagai guru sementara dan mengajar Bahasa Inggeris di Sekolah Kebangsaan Chini, Pekan sehinggalah diterima masuk untuk menjalani latihan asas Inspektor di Pusat Latihan Polis Jalan Semarak, Kuala Lumpur pada 5 April 1987. Tarikh tersebut adalah titik tolak kerjaya sebenar saya di dalam Polis Diraja Malaysia.

Pada 5 November 1987, selaku Inspektor Percubaan saya telah ditempatkan di Cawangan Jenayah Perdagangan, Jabatan Siasatan Jenayah (JSJ). Pada lewat tahun 1980-an kes-kes jenayah perdagangan banyak melibatkan penyelewengan kewangan koperasi dan penipuan syarikat 'fly-by-night'. Di sinilah saya mula mempelajari selok-belok dan teknik penyiasatan apabila terlibat dalam pasukan penyiasatan kes berprofil tinggi seperti kes penipuan Bank Bumiputra melibatkan kerugian RM22.2 juta dan kes pecah amanah jenayah oleh pegawai Bank Hock Hua dengan kerugian sebanyak RM5.5 juta.

Pada tahun 1993, selaras dengan pembesaran JSJ, Cawangan Jenayah Perdagangan telah dinaik taraf kepada Bahagian Siasatan Jenayah Perdagangan (BSJP) di mana Unit Antarabangsa telah ditubuhkan bagi menangani permohonan bantuan daripada agensi kepolisan antarabangsa mengenai kes-kes jenayah ekonomi. Saya telah ditukarkan sebagai Inspektor Perhubungan Antarabangsa di Bahagian tersebut. Ini juga merupakan satu lagi titik tolak dalam kerjaya perkhidmatan saya sebagai pegawai perhubungan BSJP dengan agensi polis luar negara.

Setelah berkhidmat selama tujuh tahun, saya melanjutkan pelajaran dalam jurusan Business Administration (Human Resources and Industrial Relations) di Idaho State University, Amerika Syarikat pada tahun 1994. Saya ditempatkan di Bahagian Perkhidmatan dan Perjawatan, Jabatan Pengurusan, PDRM di mana saya memanfaatkan pengetahuan dalam sistem pengurusan sumber manusia PDRM, terutamanya dalam hal-hal berkaitan penempatan dan pertukaran. Pada tahun 1998, saya telah ditawarkan ke pangkat Kadet Asisten Superintenden Polis (ASP) dan kekal di unit yang sama.

Pertubuhan Bangsa-Bangsa Bersatu

Pergolakan politik berlaku di beberapa negara, terutamanya di benua Afrika pada tahun 1980-an dan ia mula reda di akhir tahun 1990-an. Sebagai negara ahli PBB, pasukan keselamatan Malaysia (Polis dan Tentera) sentiasa dipelawa oleh badan dunia tersebut untuk menyertai misi-misi pengaman di seluruh dunia. Pada keseluruhannya, pasukan keselamatan Malaysia terlibat lebih daripada 10 misi PBB, termasuklah dalam konteks pergolakan pasca-konflik di negara 'sub-Saharan' Afrika. Saya menyertai pasukan pengaman PBB pada bulan Mei 2000, di mana ditugaskan sebagai United Nations Civilian Police (UNPOL) di misi pengaman PBB Sierra Leone (United Nations Mission in Sierra Leone atau UNAMSIL).

Sebaik tiba di negara Afrika Barat tersebut, saya telah ditempatkan sebagai "Training Officer" bertanggungjawab memberi latihan asas dan lanjutan kepada Sierra Leone Police Service (SLPS). Selain daripada latihan, saya juga terlibat dalam fungsi pengurusan SLPS, termasuklah pengambilan rekrut baharu dalam SLPS dan terlibat secara langsung dalam mesyuarat Management Executive Board SLPS yang dipengerusikan oleh Ketua Polis SLPS dan pengurusan tertinggi polis negara tersebut.

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

Saya kembali ke tanah air pada akhir tahun 2001 setelah berkhidmat selama satu setengah tahun di bawah panji-panji PBB dan dinaikkan ke pangkat Timbalan Penguasa Polis (DSP) pada tahun 2002. Pada tahun 2003, saya ditugaskan semula ke pengoperasian misi PBB di Sierra Leone. Di pusingan kedua penugasan UNPOL ini, saya bertugas sebagai Deputy Training Advisor dan kemudiannya dilantik sebagai Chief of Staff UNPOL di misi Sierra Leone tersebut.

Berdasarkan prestasi semasa di Sierra Leone, pada tahun 2004, saya telah mendapat tawaran untuk berkhidmat di United Nations Headquarters, New York. Di sini saya telah bertugas selama empat tahun, iaitu dari tahun 2004 hingga 2008. Penugasan Pentadbiran di ibu pejabat PBB tersebut termasuklah sebagai pengurus misi bagi tiga buah negara, iaitu Sierra Leone, Western Sahara, dan Timor Leste; kemudian sebagai Pegawai Latihan untuk memilih dan melatih pegawai polis dari negara-negara PBB yang akan menyertai misi-misi PBB di seluruh dunia. Saya telah dinaikkan ke pangkat Superintenden Polis pada tahun 2005. Di akhir penugasannya di New York, saya ditempatkan di unit pembangunan dasar di Office of Rule of Law and Security Institutions, United Nations Department of Peacekeeping Organisations. Apabila kembali ke PDRM, saya telah ditempatkan di Bahagian Protokol (Istiadat) Jabatan Pengurusan yang tugasnya melibatkan pengurusan majlis-majlis rasmi dan protokol yang dianjurkan oleh PDRM.

“

PDRM amat menyedari hakikat bahawa polis adalah sebahagian daripada rakyat dan rakyat adalah sebahagian daripada polis. Namun kefahaman ini hanya boleh wujud sekiranya terdapat strategi dan sistem komunikasi yang berkesan.

”

Penglibatan Dalam Komunikasi Korporat

Saya dinaikkan pangkat Penolong Pesuruhjaya Polis (ACP) pada tahun 2010 dan ditukarkan ke Urusetia Ketua Polis Negara Komunikasi Korporat (USKPNKK). Berbekalkan pengalaman selama lebih daripada enam tahun berkhidmat di bawah PBB, saya mengaplikasikan PR dengan pelbagai lapisan ‘stakeholders’ dalam melaksanakan tugas sebagai Pegawai Perhubungan Awam PDRM. Secara kebetulan, pertukaran saya ke USKPNKK ketika PDRM berhadapan dengan pelbagai cabaran yang melibatkan imej pasukan polis dipersoalkan, terutamanya tekanan oleh sebahagian masyarakat yang merasakan perkhidmatan polis perlu diperkemarkan demi menjamin keselamatan dan kesejahteraan orang ramai. Persekitaran politik yang hangat juga menambahkan cabaran yang perlu ditangani oleh polis secara berkesan untuk menjaga ketenteraman awam dan keharmonian serta kesejahteraan rakyat keseluruhannya.

PDRM amat menyedari hakikat bahawa polis adalah sebahagian daripada rakyat dan rakyat adalah sebahagian daripada polis. Namun kefahaman ini hanya boleh wujud sekiranya terdapat strategi dan sistem komunikasi yang berkesan. Bagi menzahirkan dan menstrukturkan hubungan ini dengan lebih jelas, pucuk kepimpinan PDRM telah menubuhkan Pusat Media PDRM pada tahun 2010. Penubuhan Pusat Media telah membolehkan rakan-rakan media PDRM memperolehi maklumat secara langsung disalurkan melalui Pusat Media PDRM. Selain daripada obligasi terhadap masyarakat tersebut dipenuhi, pada awal tahun 2010 laman Facebook PDRM juga telah dilancarkan atas dasar penyampaian maklumat secara lebih pantas kepada pengguna-pengguna Internet di negara ini, iaitu di antara yang tertinggi di dunia. Sehingga kini, USKPNKK mempunyai unit-unit komunikasi meliputi media sosial, media cetak, media elektronik dan penerbitan yang lengkap yang membolehkannya berfungsi dengan berkesan sebagai ‘lidah’ rasmi PDRM kepada masyarakat dan ‘stakeholders’.

Dorongan Menceburi Bidang Komunikasi Korporat

Secara peribadi, saya memang suka mendengar atau mentelaah sesuatu, sama ada pendapat, rintihan, komen, kritikan dan sebagainya. Di atas faktor inilah saya suka berinteraksi dengan semua lapisan di dalam dan luar organisasi PDRM; sama ada perhubungan komunikasi di dalam hirarki sejajar, ke atas atau ke bawah. Lama-kelamaan, minat ini semakin menebal dan menjadi satu kemahiran kepada saya yang juga berminat dalam bidang penulisan, selain daripada penyelidikan ilmiah.

Cabaran Sebagai Pegawai Perhubungan Awam

Apapun cabaran yang dihadapi oleh PRO, sifat asas yang perlu ada dalam diri seseorang PRO ialah pengetahuan, kemahiran dan kebolehannya untuk menangani cabaran tersebut. Cabaran utama sebagai PRO PDRM adalah untuk meyakinkan media dan orang ramai bahawa PDRM melakukan yang sebaiknya dalam menangani isu-isu yang melibatkan kepentingan orang awam. Namun, di dalam era ledakan informasi sekarang, banyak berita dan pendapat adalah berlandaskan 'background assumptions' atau persepsi penulis mahupun pemberi pendapat tersebut. Lebih malang lagi, ada sesetengah golongan masyarakat yang lebih suka dimomokkan dengan cerita-cerita sensasi, separuh-benar, spekulasi, teori, misteri, konspirasi dan sebagainya sehingga mengaburi kebenaran dan kewarasan mereka untuk menimbangakan tindakan-tindakan yang diambil oleh PDRM terhadap sesuatu insiden.

Penyertaan aktif Generasi X dan Y dalam alam ICT turut memberi sedikit sebanyak cabaran baharu kepada PDRM. Walau bagaimanapun, berbekalkan pengalaman selama 207 tahun, PDRM agak matang dalam menilai segala kritikan terhadap mereka. Maka peranan Pegawai Perhubungan Awam

polis adalah untuk menyusun strategi bagi memberi informasi kepada 'dissenting voices' yang dilunaskan dalam alam siber. Cabaran-cabaran tersebut mampu ditangani sedikit demi sedikit melalui diseminasi maklumat menerusi sidang dan kenyataan media, media sosial, malah secara terus melalui telefon dan perjumpaan bersemuka.

Semua tindakan ini sebenarnya adalah merupakan pendekatan yang lebih telus dan terbukti menunjukkan keberhasilan positif. Sekarang orang ramai boleh mengetahui perkembangan sesuatu kes secara masa-sebenar (real-time), malah begitu pantas sehingga dalam sesetengah insiden, sebelum berita mengenainya dilaporkan secara rasmi oleh media utama.

Umpamanya dalam kes bunuh, bukan sahaja orang ramai mengetahui lokasi kejadian, tetapi mereka juga mengetahui motif, butiran suspek, senjata digunakan dan sebagainya. Suasana ini wujud seolah-olah seperti obligasi sosial masyarakat untuk berkongsi maklumat di antara satu sama lain dan dalam kebanyakan hal ia adalah sesuatu yang memberangsangkan kerana ini juga mendesak PDRM untuk memperkemas dan mempertingkatkan kecekapan dalam sistem penyiasatan untuk memenuhi tuntutan masyarakat tersebut.

Dalam masa yang sama, PDRM juga berhadapan dengan kekangan untuk memenuhi aspirasi, ekspektasi dan tuntutan masyarakat. Umpamanya, media mikro-blogging seperti Twitter adalah begitu pantas dan sekiranya sedang berdepan dengan sesuatu krisis atau kes, maka PDRM akan diasak dengan desakan supaya penyiasatan disegerakan.

Perlu diingat bahawa mungkin kecanggihan wujud dalam sistem komunikasi di era ini, tetapi walaupun ada bantuan teknikal, sistem penyiasatan masih memerlukan penelitian sebelum sesuatu rumusan dapat dibuat.

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

Sentimen dan polemik politik juga merupakan cabaran kepada PDRM. Apapun tindakan yang diambil oleh PDRM, tuduhan melulu yang menjurus kepada serangan yang berbaur politik sering ditujukan kepada PDRM. Umpamanya, tidak berapa lama dahulu PDRM dikatakan tidak menggunakan sumber secara optima apabila hanya sebilangan pegawai dan anggota yang ditempatkan dalam Jabatan Siasatan Jenayah. Keutamaan PDRM dalam distribusi sumber manusia adalah salah dan tidak menjurus kepada pembanterasannya jenayah. Komunikasi korporat berperanan untuk membetulkan tanggapan salah ini, terutamanya dalam memberi penerangan bahawa hampir keseluruhan tenaga manusia di dalam PDRM adalah 'operational', iaitu mereka menjalankan tugas secara aktif berlandaskan fungsi dan objektif PDRM seperti yang termaktub dalam Seksyen 3(3) Akta Polis 1967. Jabatan Siasatan Jenayah hanyalah satu elemen di dalam keseluruhan PDRM yang dikhaskan untuk menyiasat kes-kes jenayah.



Ramli memberi penerangan kepada YAB Perdana Menteri dalam satu taklimat berkaitan isu negara.

Kedudukan PRO PDRM Berbanding Pro Sektor Awam Yang Lain

Sama seperti lain-lain PRO, 'immediacy' atau ketangkasan dalam penyampaian maklumat kepada *stakeholders* adalah kunci atau kayu ukur keberkesanan penugasan tersebut; malah keberkesanan dan prestasi pasukan keseluruhannya. Namun, PRO PDRM adalah agak unik kerana sentiasa bergelumang dengan insiden-insiden menarik perhatian yang memerlukan penyelarasan di semua peringkat; daripada pondok polis, balai, daerah, kontinjen (negeri) hinggalah ke peringkat pusat. Keperluan kepada ketangkasan ini selalunya memerlukan tenaga dan keupayaan yang tinggi kerana pelaporannya melibatkan keseimbangan luaran (*external stakeholders*) dan dalaman (*internal stakeholders*).

Jika tiada perseimbangan, maka akan timbul pergeseran yang boleh pula menimbulkan konflik dengan *stakeholders*. Dalam isu agensi-agensi lain, walaupun kaedahnya sama, implikasi negatifnya masih boleh diserap dan dirasionalisasi oleh orang ramai.

Secara fitrahnya, organisasi polis di mana-mana negara dalam dunia akan sentiasa berhadapan dengan krisis yang memerlukan tindakan daripada semua pihak. Umpamanya, dalam satu insiden pergaduhan di antara dua penunggang motosikal berlainan kaum di utara Semenanjung, perkara tersebut telah diperbesarkan sedemikian rupa di dalam media sosial sehingga menjadi tular bahawa rusuhan perkauman telah berlaku. Namun tindakan polis negeri tersebut dan ditambah dengan maklumat dan penjelasan yang disebarkan melalui sosial media PDRM telah menyebabkan insiden tersebut dapat dibendung dengan reda tanpa melibatkan kemalangan jiwa. Kesimpulannya, PRO PDRM adalah sentiasa mencabar dan memerlukan daya tindak yang pantas tanpa mengira waktu untuk menangani sesuatu isu.

Peranan PRO Dalam Mengekalkan Kecemerlangan PDRM

PRO dan Komunikasi Korporat berperanan untuk memanjangkan agenda PDRM kepada rakyat, iaitu untuk mengekalkan keselamatan dan keharmonian semua golongan masyarakat dalam negara. Agenda ini adalah sesuatu yang amat berat kerana dengan ledakan informasi di era ini, semuanya boleh menjadi rapuh sekiranya tidak dibendung sejak awal. Justeru, segala maklumat mengenai aktiviti PDRM hendaklah sentiasa dilaporkan kepada orang ramai, terutamanya dalam hal-hal yang melibatkan jenayah. Ini sekali gus membolehkan orang ramai menilai kecekapan pasukan polis melalui laporan-laporan rampasan dan tangkapan kes-kes narkotik, jenayah perdagangan dan jenayah kekerasan melibatkan nyawa dan harta benda. Laporan-laporan ini dibuat mengikut kejayaan-kejayaan yang dibuat sepanjang tahun.

Pendekatan Multi Dimensi Berterusan Melestari Keyakinan Rakyat

Hanya melalui pendekatan multi-dimensi yang menyeluruh serta dibuat secara berterusan akan mampu melestarikan keyakinan masyarakat terhadap polis. Tindakan polis secara profesional akan menjamin implikasi positif ke arah kesejahteraan dan keharmonian negara. Justeru, penghubung polis kepada semua “stakeholders” adalah rangkaian komunikasi yang cepat, dengan maklumat yang betul, melalui saluran sistem penyampaian Komunikasi Korporat yang berkesan. Ke arah ini, PDRM sentiasa memperbaharui kaedah komunikasi supaya setanding dengan sistem kepolisan moden yang setaraf dengan negara-negara maju.



Hubungan dengan media perlu dijaga agar maklumat tepat dapat disampaikan kepada rakyat.



PERSEPSI BAIK PENGAMAL PR RAIH KEYAKINAN MASYARAKAT UMUM – BRIGADIER JENERAL FADZLETTE OTHMAN MERICAN BTE IDRIS MERICAN (3001629)

Bidang ketenteraan dan Perhubungan Awam memang telah sebatik dalam diri saya. Apatah lagi dengan jawatan saya sebagai Setiausaha Akhbar kepada Menteri Dalam Negeri Malaysia, Dato' Seri Dr Ahmad Zahid bin Hamidi, saya terpanggil untuk memartabatkan profesion Perhubungan Awam khususnya dalam bidang ketenteraan.

Saya dilahirkan di Kuala Lumpur dan menyertai Angkatan Tentera Malaysia (ATM) pada tahun 1980. Saya menuntut dalam bidang Perhubungan Awam di Institut Teknologi Mara. Saya menerima Ijazah Am Komunikasi Massa (1991) dan seterusnya menyambung pelajaran ke peringkat Sarjana Sastera (Komunikasi) di Universiti Kebangsaan Malaysia pada tahun 1998.

Selepas menamatkan latihan tentera, saya ditempatkan di KOR Am Perhubungan Raya (KAPR) selama dua tahun.

Dalam waktu yang sama, saya dihantar ke BERNAMA selama enam bulan bagi mempelajari bentuk-bentuk penulisan seperti laporan dan sebagainya. Sepanjang pembelajaran di BERNAMA, saya memanfaatkan sepenuhnya dan telah membentuk keyakinan untuk saya terus berkecimpung dalam bidang ini.

Sungguhpun secara asasnya, saya telah dilatih sebagai seorang tentera, ini tidak bermakna saya harus melupakan apa yang telah dipelajari.

Untuk itu, saya sentiasa memastikan satu ruang dan masa diperuntukkan bagi mengikuti latihan formal atau tidak formal bagi mengelakkan skop ruang kerja yang tidak berkembang dan statik.

Bersikap Terbuka

Bagi mengekalkan pemikiran yang positif dalam mengharungi dunia Perhubungan Awam, kita perlu sentiasa bersikap terbuka. Dalam dunia ketenteraan, cabaran sentiasa menanti. Antaranya, membuktikan penglibatan wanita dalam ketenteraan adalah diiktiraf.

Ini bukan satu perkara yang mudah sebaliknya memerlukan komitmen yang tinggi. Secara amnya, falsafah kerjaya Perhubungan Awam dalam ketenteraan tidak terbatas kepada lingkungan komuniti itu sahaja.

Sebaliknya saya perlu berhadapan dengan pegawai atasan yang pastinya seorang yang begitu berdisiplin dan tegas. Saya perlu meyakinkan mereka bahawa apa dilaksanakan mencapai atau melebihi tahap yang dijangkakan.

Begitu juga saya perlu berurusan dengan pengamal media, masyarakat luar dan juga rakan setugas. Oleh yang demikian, perancangan yang strategik bersama pegawai atasan dan rakan setugas adalah amat penting di samping penekanan komunikasi bersemuka dilakukan.

Berpegang kepada falsafah tersebut juga, pada tahun 2002, saya dinaikkan pangkat sebagai Timbalan Pengarah Cawangan Perhubungan Awam yang beroperasi di Kuala Lumpur.

PUBLIC RELATIONS IN MALAYSIA:
EVOLUTION AND TRANSFORMATION

Iltizam Lakukan Yang Terbaik

Setiap hari kita perlu beriltizam untuk melakukan yang terbaik buat organisasi kita, laksanakan secara jujur dan ikhlas dan bukan untuk mengembirakan hati orang lain. Secara tidak langsung, keseronokan dan kepuasan dalam bekerja akan hadir dengan sendirinya.

Selain itu, perwatakan kita juga memainkan peranan. Hendaklah sentiasa kemas dan menarik, perlu kelihatan mesra dan mudah didekati. Paling utama, kita sewajarnya berpengetahuan luas dalam selok belok organisasi yang diwakili.

Sebagai seorang ketua, saya tidak pernah menghadapi masalah dengan kakitangan atau pegawai lelaki yang bekerja dengan saya. Saya mementingkan hasil kerja yang baik serta berkualiti. Namun, saya sedar dan menerima hakikat bahawa dalam kehidupan bukan semua menyukai dan tidak semua pula membenci.

Dalam kerjaya, kita berurusan dengan sumber manusia dan manusia itu sendiri. Apa juga kerjaya dan di mana kita berada, masalah akan timbul kerana kehidupan manusia berbeza-beza.

Persepsi Positif

Saya percaya kerjaya dalam kehidupan datang daripada keredhaan Allah SWT. Perlu diingat cabaran dalam Perhubungan Awam adalah bagaimana kita membina hubungan dua hala yang berkesan bersama orang disekeliling yang begitu teruja dengan maklumat sesuatu kejadian. Begitu juga, bidang ini turut berhadapan dengan perkara yang tidak diduga.

Oleh yang demikian, kebijaksanaan untuk mengekalkan imej bersih organisasi yang kita wakili perlu diberi keutamaan. Bagaimana kita menguar-uarkan sesuatu tindakan yang diambil kesan daripada sesuatu kejadian juga memerlukan satu ketelitian agar tidak berlaku kebocoran maklumat yang dianggap sulit.

Secara keseluruhan, peranan anggota Perhubungan Awam dan saluran media amat penting kerana melaluinya segala maklumat, tindakan yang kita laksanakan sewaktu berhadapan dengan krisis dapat dipasarkan kepada masyarakat umum dan secara tidak langsung berupaya membendung persepsi negatif masyarakat luar terhadap keupayaan organisasi kita.

Saya mengakui persepsi yang baik akan meraih keyakinan masyarakat umum. Keupayaan ini memberi laluan mudah kepada ATM melaksanakan kerja-kerja sukarela seperti membina rumah dan gotong-royong bersama masyarakat luar bandar. Ini merupakan salah satu aktiviti kemasyarakatan atau *Corporate Social Responsibility* (CSR) yang diaturkan oleh ATM bagi mendekatkan anggota tentera dengan masyarakat.

Bagi saya, bidang Perhubungan Awam tidak terbatas kepada pengurusan isu semata-mata. Sebaliknya ia perlu dikembangkan mengikut golongan sasaran kita. Masing-masing mempunyai keutamaan di mana nilai anggota tentera di mata masyarakat adalah penting dan di sini keprihatinan kita tonjolkan. Kita pupukkan semangat bekerjasama dan saling bantu-membantu dalam apa jua keadaan. Keharmonian dan perpaduan perlu diwujudkan. Program-program yang dilakukan oleh ATM juga membangunkan taraf sosio-budaya masyarakat di luar bandar.

Sibuk dengan kerjaya bukan bermakna saya mengabaikan keluarga. Suami saya Syed Feisal bin Syed Mohsen Alsagoff sentiasa memberi dorongan kuat agar saya terus berjaya dalam kerjaya manakala tiga anak saya, Syed Farid, 27, Sharifah Farihan, 22 dan Syed Faris, 21 tahun cukup memahami kerjaya saya. Sering meninggalkan anak-anak kerana tugas bukan bermakna saya tidak mengasihi sebaliknya apa yang telah saya sediakan untuk mereka membuktikan kasih sayang saya yang tiada berbelah bahagi kepada ahli keluarga saya.

“

Bidang Perhubungan Awam tidak terbatas kepada pengurusan isu semata-mata. Sebaliknya ianya perlu dikembangkan mengikut golongan sasaran kita.”

”



Fadzlette tidak pernah menghadapi masalah dengan kakitangan dan pegawai lelaki yang bekerja dengannya.

PENUTUP

Bidang PR memainkan peranan yang penting dalam menjamin kekuatan, kemajuan dan imej serta reputasi sesebuah organisasi. Sejauh mana keberkesanan Pengamal PR dalam sesebuah organisasi itu ada kaitannya dengan kedudukan yang diberi kepada bidang ini. Justeru, wajarlah Pengamal PR diberikan kedudukan terpenting dalam hierarki sesebuah organisasi. Kepemimpinan sesebuah organisasi harus meletakkan PR sebagai aspek penting dalam pengurusan organisasinya. Lantaran itu adalah penting Pengamal PR diberi kedudukan yang sewajarnya untuk memasti dan membolehkannya memikul tanggungjawab dengan lebih berkesan.

Bagi organisasi yang tidak memahami kepentingan bidang ini maka ia tidak akan memiliki daya saing dan akan terbelenggu dengan pendekatan dan strategi yang tidak dinamik dan berkesan sehingga boleh meninggalkan kesan negatif kepada organisasi. Hakikatnya, sesebuah organisasi atau institusi masa kini memerlukan amalan PR yang terbaik. Peranan Pengamal PR dalam mengekalkan imej organisasi, mengawasi dan mengurus pendapat awam, mengurus isu berkaitan organisasi serta menganalisis kesannya terhadap organisasi dan seterusnya mengatur strategi pemasaran maklumat mengenai dasar, aktiviti, produk atau perkhidmatan organisasi serta mengurus perhubungan dengan media adalah antara tanggungjawab penting yang harus dipikul oleh Pengamal PR.

Praktik dan aplikasi PR dengan menerapkan unsur-unsur psikologi, politik, ekonomi dan keterampilan PR akan mampu menarik perhatian, penerimaan dan kerjasama publik dan kumpulan sasar yang akhirnya akan memudahkan pemasaran maklumat dan produk sesebuah organisasi itu. Dalam konteks sektor awam, amalan PR yang berkesan mampu meningkatkan keyakinan publik atau rakyat terhadap kewibawaan dan imej kerajaan serta menjadi negara maju ke hadapan bagi mencapai wawasan yang dicitakan.



BIBLIOGRAFI

ARTIKEL

INSTITUTE PUBLIC RELATIONS MALAYSIA FOR ENHANCING THE PROFESSION

Annual Kristal and the Most PR Savvy CEO 2004 (2004). Kuala Lumpur: IPRM.

Arun, K.C. (1977). Public Relations Education in Asia and Other Developing Nations. Paper presented at the VII Public Relations Congress, Boston, USA.

Hamdan Adnan, 1985. PR Di Malaysia. Kuala Lumpur: Nurin Enterprise.

Hamdan Adnan, 1987. Prinsip Perhubungan Awam. Shah Alam: Biroteks ITM.

Hamdan Adnan & Hafied Cangara, 1996. Prinsip Prinsip Hubungan Masyarakat. Surabaya: Usaha Nasional.

Hamidah Karim, 1/1979. FAPRO Geared for ASEAN Challenge in Perhubungan. Kuala Lumpur: IPRM.

Hamidah Karim, 1984. Review of the PR Situation in Malaysia in Perhubungan. Kuala Lumpur: IPRM.

Hamidah Karim & Dato' Ahmad Nordin, 1983. Public Relations: Putting it Right. 3rd CAM/IPRM Diploma.

Institute of Public Relations Malaysia, 2003. World Class Public Relations Practice in Malaysia. Kuala Lumpur: IPRM.

IPRM Annual Report, 1993/94; 1994/95; 1996/1997.

Kaur, Kirenjit, 2002. Public Relations Professionalism in Malaysia. Paper presented at the International Communication Association 2002 Conference, Seoul, Korea.

Mohd Hamdan Haji Adnan, 1988. Konsep Asas Perhubungan Awam. Kuala Lumpur: DBP.

Mohd Hamdan Adnan, 1993. Teknik Perhubungan Awam. Kuala Lumpur: DBP.

Mohd Hamdan Adnan, 1995. Pendapat Umum. Kuala Lumpur: DBP.

Mohd Hamdan Adnan, 2008. Perkembangan Perhubungan Awam Kerajaan dan Politik Malaysia. Shah Alam: UiTM.

Mohd Hamdan Adnan, 2008. Pengamalan Perhubungan Awam Kerajaan dan Politik Malaysia. Shah Alam: UiTM.

Mohd Hamdan Adnan, 2010. Government & Political Public Relations: An Introduction. Shah Alam: UiTM.

Mohd Hamdan Adnan, 2010. A Dictionary for Communication and Public Relations Practice. Shah Alam: UiTM.

Morais, Benedict and Mohd Hamdan, (eds.) 1986. Public Relations: The Malaysian Experience. Kuala Lumpur: OIRM & Federal Publication.

Morais, Benedict, October 1984. The Role of IPRM in Advancing the Profession in Perhubungan. Kuala Lumpur: IPRM.

Shameen Abdul Jalil, 2009. Growing in Public Relations Lessons From the Past. Kuala Lumpur: IIUM Press.

Syed Arabi Syed Idid, 2000. The History of Institute Public Relations Malaysia. Kuala Lumpur: IPRM.

Syed Arabi Syed Idid, 2001. Datuk Muhamed Sopiee Sheikh Ibrahim, Friend and Mentor of Public Relations. Memorial Citation on Datuk Sopiee bin Sheikh Ibrahim, Kuala Lumpur: IPRM.

ARTIKEL

PUBLIC RELATIONS IN MALAYSIA: EVOLUTION AND TRANSFORMATION

Department of Information, www.penerangan.gov.my, retrieved on 1 November 2013.

Hamdan Adnan (1985). PR di Malaysia. Kuala Lumpur: Nurin Enterprise.

Kiranjit Kaur (1997). The impact of privatization on public relations in Malaysia. College Park, Maryland: University of Maryland. Unpublished thesis.

Syed Arabi Idid (1994). Perhubungan Awam Di Malaysia: Satu kajian tentang pengamal di Malaysia, Bangi: Universiti Kebangsaan Malaysia.

Syed Arabi Idid (2005). Institute of Public Relations Malaysia: A Historical Perspective, Kuala Lumpur: International Islamic University Malaysia.

ARTIKEL

HUMAN RIGHTS & CONSUMER EDUCATION FOR PUBLIC RELATIONS PROFESSIONAL DEVELOPMENT

Amnesty International (2004). Amnesty International Report. Amnesty International Publications.

Alexander, Fran (ed) (1998). Encyclopedia of World History. Oxford University Press.

Alston, Philip (2005). “Ships Passing in the Night: The Current State of the Human Rights and Development Debate seen through the Lens of the Millennium Development Goals”. Human Rights Quarterly. Vol. 27 (No. 3) p.807

Arnhart, Larry (1998). Darwinian Natural Right: The Biological Ethics of Human Nature SUNY Press.

Ball, Olivia; Gready, Paul (2007). The No-Nonsense Guide to Human Rights. New Internationalist.

Barber, Benjamin R. (2008). Consumed: How Markets Corrupt Children, Infantilize Adults, and Swallow Citizens Whole. W. W. Norton .

Barzilai, Gad. (2003). Communities and Law: Politics and Cultures of Legal Identities. Ann Arbor: University of Michigan Press.
Chauhan, O.P. (2004). Human Rights: Promotion and Protection. Anmol Publications PVT. LTD.

Cook, Rebecca J.; Fathalla, Mahmoud F. (September 1996). “Advancing Reproductive Rights Beyond Cairo and Beijing”. International Family Planning Perspectives Vol.22 (No.3): p.115-121

Cross, Gary (2000). An All-Consuming Century: Why Commercialism Won In Modern America. Columbia University Press. (Paperback, 256 pages)

Davenport, Christian (2007a). State Repression and the Domestic Democratic Peace. New York: Cambridge University Press.

Davenport, Christian (2007b). State Repression and Political Order. Annual Review of Political Science.

Donnelly, Jack. (2003). Universal Human Rights in Theory & Practice. 2nd ed. Ithaca & London: Cornell University Press.

Ellerman, David (2005). Helping People Help Themselves: From the World Bank to an Alternative Philosophy of Development Assistance. Ann Arbor: University of Michigan Press.

Espósito, John L. (2004). The Oxford Dictionary of Islam. Oxford University Press.

Espósito, John L. (2005). Islam: The Straight Path. Oxford University Press.

Finnis, John (1980). Natural Law and Natural Rights Oxford: Clarendon Press.

Forsythe, David P. (2000). Human Rights in International Relations. Cambridge: Cambridge University Press. International Progress Organization.

Forsythe, David P. (2005). The Humanitarians: The International Committee of the Red Cross Cambridge University Press.

Freedman, Lynn P.; Isaacs, Stephen L. (Jan-Feb 1993). “Human Rights and Reproductive Choice”. Studies in Family Planning Vol.24 (No.1): p.18-30

Ignatieff, Michael (2001). Human Rights as Politics and Idolatry. Princeton & Oxford: Princeton University Press.

Glendon, Mary Ann (2001). A World Made New: Eleanor Roosevelt and the Universal Declaration of Human Rights. Random House of Canada Ltd.

Haddad, Yvonne Yazbeck; Espósito, John L. (1998) Islam, Gender, and Social Change. Oxford University Press US.

Jones, Lindsay. Encyclopaedia of religion, second edition.

Johannes Morsink, “The Universal Declaration of Human Rights: Origins, Drafting & Intent” (Philadelphia: University of Pennsylvania Press, 1999).

Joseph, Suad; Najmabadi, Afsaneh (eds) (2007). Encyclopedia of Women & Islamic Cultures. Brill Publishing.

Khadduri, Majid (1978). “Marriage in Islamic Law: The Modernist Viewpoints”. American Journal of Comparative Law Vol. 26 (No. 2): pp. 213-218.

Köchler, Hans (1981). The Principles of International Law and Human Rights. hanskoechler.com

Köchler, Hans. (1990). “Democracy and Human Rights”. Studies in International Relations, XV. Vienna: International Progress Organization.

Kohen, Ari (2007). In Defense of Human Rights: A Non-Religious Grounding in a Pluralistic World. Routledge.

Landman, Todd (2006). Studying Human Rights. Oxford and London: Routledge.

Littman, David (1999). “Universal Human Rights and ‘Human Rights in Islam’”. Midstream Magazine Vol. 2 (no.2) pp. 2-7

McAuliffe, Jane Dammen (ed) (2005). Encyclopaedia of the Qur’an: vol 1-5 Brill Publishing.

McLagan, Meg (2003) “Principles, Publicity, and Politics: Notes on Human Rights Media”. American Anthropologist. Vol. 105 (No. 3). pp. 605-612

Miller, Eric. Attracting the Affluent. Naperville, Illinois: Financial Sourcebooks, 1991.

- a. Möller, Hans-Georg (2003). How to Distinguish Friends from Enemies: Human Rights
- b. Rhetoric and Western Mass Media.

Robertson, Arthur Henry; Merrills, John Graham (1996). Human Rights in the World: An Introduction to the Study of the International Protection of Human Rights. Manchester University Press.

Schimmel, Annemarie (1992). Islam: An Introduction. SUNY Press.

Sen, Amartya (1997). Human Rights and Asian Values..

Shute, Stephen & Hurley, Susan (eds.). (1993). On Human Rights: The Oxford Amnesty Lectures. New York: Basic Books.

Steiner, J. & Alston, Philip. (1996). International Human Rights in Context: Law, Politics, Morals. Oxford: Clarendon Press.

Sunga, Lyal S. (1992) Individual Responsibility in International Law for Serious Human Rights Violations, Martinus Nijhoff Publishers.

Tahir-ul-Qadri, Muhammad (2005), Huquq al Insania fil Islam (Human Rights in Islam). Minhaj Publishers. 365-M-Model

Tierney, Brian (1997). The Idea of Natural Rights: Studies on Natural Rights, Natural Law, and Church Law. Wm. B. Eerdmans Publishing.

Veblen, Thorstein (1899): The Theory of the Leisure Class: an economic study of institutions, Dover Publications, Mineola, N.Y., 1994,. (also available: Project Gutenberg e-text)

SINGKATAN ISTILAH DAN AKRONIM

ACP	Asisten Komisioner Polis	NGO	Non-governmental organizations
AGM	Annual General Meeting	PDRM	Polis Diraja Malaysia
ASEAN	Association of Southeast Asian Nations	PETRONAS	Petroleum Nasional Berhad
ASP	Asisten Superintenden Polis	PNB	Permodalan Nasional Berhad
BMA	British Military Administration	PRCA	Public Relations Consultants' Association of Malaysia
CEO	Chief Executive Officer	PRIA	Public Relations Institute of Australia
CI	Consumers International	PRINZ	Public Relations Institute of New Zealand
DAW	Advancement of Women	PRO	Public Relations Practitioner
DYMM	Duli Yang Maha Mulia	PROTON	Perusahaan Otomobil Nasional Sdn Bhd
EON	Edaran Otomobil Nasional	PRSA	Public Relations Society of America
FAPRO	Federation of ASEAN Public Relations Organization	PRSI	Public Relations Society of Indonesia
FOMCA	Federation of Malaysian Consumers Associations	SLPS	Sierra Leone Police Service
GA	Global Alliance	UDHR	Universal Declaration of Human Rights
GA	Global Alliance	UIAM	Universiti Islam Antarabangsa Malaysia
IABC	International Association of Business Communicators	UiTM	Universiti Institut Teknologi MARA
IABC	International Association of Communicators	UKM	Universiti Kebangsaan Malaysia
IABC	International Association of Communicators	UM	Universiti Malaya
ICC	International Criminal Court	UMNO	United Malay National Organization
IOCU	International Organisation of Consumers Unions	UN	United Nations
IOCU	International Organisation of Consumers Unions	UNAMSIL	United Nations Mission in Sierra Leone
IPRA	International Public Relations Association	UNHCHR	UN High Commissioner for Human Rights
IPRM	Institute of Public Relations Malaysia	UNPOL	United Nations Civilian Police
IPRMSA	Public Relations Malaysia Student Association	UPM	Universiti Putra Malaysia
IPRS	Institute of Public Relations Singapore	USA	United States of America
IPTA	Institusi Pengajian Tinggi Awam	USKPNKK	Urusetia Ketua Polis Negara (Komunikasi Korporat)
ITM	Institut Teknologi MARA	USM	Universiti Sains Malaysia
LAN	National Accreditation Board	UUM	Universiti Utara Malaysia
MAA	Memorandum and Articles of Association	WCRP	World Conference on Religion and Peace
MAA	Memorandum and Articles of Association		

“Transformational leaders don't start by denying the world around them. Instead, they describe a future they'd like to create instead.”

Seth Godin



SEKALUNG PENGHARGAAN

Jabatan Penerangan Malaysia

merakamkan setinggi-tinggi penghargaan kepada semua pihak yang terlibat dalam penerbitan buku
TRANSFORMASI PERHUBUNGAN AWAM DI MALAYSIA

dan semua pihak yang telah memberikan sumbangan dan kerjasama
dalam menjayakan penerbitan buku ini.

ISBN 978-983-54-0583-9



9 789835 405839

CERTIFIED TO ISO 9001:2008
CERT. NO: MY-AR5240