

No to PR Act – Signature Drive

Dear Members and Fellow PR Practitioners,

Malaysia has strongly made clear its position to oppose the PR Act which is being introduced by the Institute of Public Relations Malaysia (IPRM). At a recent meeting with the Ministry of Information, PRCA Malaysia officially expressed its strong opposition to the PR Act. As a result of that meeting, the Minister has asked that IPRM seek further views from PR practitioners.

Rather than wait to be asked about our views, we want our stand on the PR Act to be known. The PR industry in this country has grown significantly in recent years and it is open, liberal and globalised, conforming to the General Agreement on Trade in Services (GATS) under the World Trade Organization. We therefore, question the need for the proposed PR Act.

We do not believe that legislation is the answer to ensuring the Malaysian PR industry reach the highest level of professionalism and the recognition it deserves. This requires on-going effort by all practitioners and encompasses daily practice, upholding of professional ethics and most of all, building and maintaining the integrity, transparency and credibility of all PR professionals and the relevant professional bodies.

It is up to each of us to take a stand against mandatory accreditation and against any move to legislate the PR industry. We would urge all of you to make known your opposition to the PR Act. You can do this by signing the attached NO TO PR ACT statement and return it to the PRCA Malaysia Secretariat at the address above. You can also use the attached signature sheet to gather as many signatures as you can from people and practitioners who are opposed to the PR Act.

Thank you for your support.

Julia Ahmad
President
Public Relations Consultants' Association of Malaysia

Contact PRCA Malaysia via e-mail at secretariat@prcamalaysia.org or visit our website for the latest news: <http://www.prcamalaysia.org>
