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Zainuddin-PR

THERE'S A NEED TO ENHANCE PR GOVERNANCE, SAYS ZAINUDDIN

KUALA LUMPUR, April 12 (Bernama) -- Deputy Information Minister Datuk Zainuddin Maidin said there is a need to enhance public relations (PR) governance in the country to present precise information.

"Expertise in PR can cause the rise or fall of a country," he said when opening a workshop on enhancing PR governance, here today.

He said the country was facing a critical challenge due to reports in the foreign media on issues in the country, the region or the world.

Zainuddin said the one-sided reports created a profound effect on the image of the country's leadership and the perceptions of the outside world towards Malaysia.

He cited several examples including the foreign media coverage of the recent 13th Non-Alignment Movement (NAM) Summit where they ignored the speech made by Prime Minister Datuk Seri Dr Mahathir Mohamad.

He said that during the summi, Australian newspapers in particular were painting a negative picture with their headlines such as "Global Bad Boys Gather For Godfest" and "Dark Corners Reject US Policy Countdown To War".

"As such, it is the duties and responsibilities of PR practitioners to obtain precise information based on fact to be channelled to stakeholder to refute such reports," he said.

With globalisation today, he said the PR profession had evolved to include strategic roles in financial investors relations, employee communications, government PR-lobbying, issues management, building community relationships and crisis management.

"PR practitioners must assume the role of an expert prescriber, a communication facilitator, a problem-solving process facilitator and the communication technician in day-to-day work situations," he said.

-- BERNAMA

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