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Bist  
SWA

REPUBLIC OF KENYA

23/4/15



KENYA NATIONAL ASSEMBLY

ELEVENTH PARLIAMENT

2015

THIRD SESSION

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THE DEPARTMENTAL COMMITTEE ON ENERGY, COMMUNICATION  
AND INFORMATION

REPORT ON

THE WORLD PUBLIC RELATIONS FORUM HELD FROM 21<sup>ST</sup>-23<sup>RD</sup>  
SEPTEMBER 2014 IN MADRID, SPAIN

Clerks Chamber  
Parliament Building  
Nairobi

April 2014

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## PREFACE

Hon. Speaker,

On behalf of the Members of the Departmental Committee on Energy, Communication and Information, and pursuant to the provisions of Standing Order No. 216, it is my pleasure to present to the House the Committee's Report of the 2014 "World Public Relations Forum held from 21<sup>st</sup> -23<sup>rd</sup> September 2014 in Madrid - Spain".

The Departmental Committee on Energy, information & Communication is one of the twelve Departmental committees of the National Assembly established under *Standing Order 216* whose mandates are as follows pursuant to the *Standing Order 216 (5)* which outline functions of the Committee as being:

- a) To investigate, inquire into, and report on all matters relating to the mandate, management, activities, administration, operations and estimates of the assigned ministries and departments;
- b) To study the programme and policy objectives of ministries and departments and the effectiveness of their implementation;
- c) To study and review all the legislation referred to it;
- d) To study, access and analyze the relative success of the ministries and departments measured by the results obtained as compared with their stated objective;
- e) To investigate and inquire into all matters relating to the assigned ministries and departments as may be deemed necessary, and as may be referred to it by the House or a Cabinet Secretary;
- f) To vet and report on all appointments where the Constitution or any law requires the National Assembly to approve, except those under Standing Order No.204 (Committee on appointments); and
- g) To make reports and recommendations to the House as often as possible, including recommendations of proposed legislation.

In accordance with Second Schedule of the Standing Orders, the Committee is mandated to consider; Fossil fuels exploration, Development of energy, Production of energy, Maintenance and regulation of energy, Communication, Information, Broadcasting and Information Communications Technology (ICT) development and management.

### COMMITTEE MEMBERSHIP

The Committee on Energy, Communication and Information comprises of the following Members:

The Hon. Jamleck Kamau, EGH, MP.....Chairperson  
The Hon. Jackson Kiptanui, MP .....Vice –Chairperson  
The Hon. Mohammed Elmi, MP  
The Hon. James Rege, MP  
The Hon. (Eng) Nicolas Gumbo, MP  
The Hon. Mithika Linturi, MP  
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The Hon. Vincent Musau, MP  
The Hon. William Kisang, MP  
The Hon. Richard Tongi, MP  
The Hon. Moses Kuria,MP

### INVITATION

The Energy, Communication and Information Committee was invited through Communication Authority of Kenya and the Ministry of Information Communication and Technology to attend and participate in the World Public Relations Forum 2014.

### OBJECTIVES OF THE FORUM

1. Sharing knowledge through “big picture” by leaders within the profession;
2. Raising standards by facilitating small-group dialogue that enables the exchange of ideas and best practices in public relations education, credentialing and practice;
3. Strengthening associations of public relations professionals by sharing best practices in association management and services for practitioners; and
4. Advocacy for the profession by making a case for the value of public relations and commanding attention beyond the industry itself.

### THE COMMITTEE NOMINATIONS

The Committee nominated the following to attend the conference on behalf of the Committee.

- 1) Hon.(Eng) Vincent Musau, MP –Leader of Delegation
- 2) Hon. Rachel Ameso, MP
- 3) Hon. Banticha Abdulahi, MP

The delegation was accompanied by **Mr. Amos K. Sikweya** as the Secretary of the Delegation.

#### **Committee observations**

1. The Committee observed that public relations also called public communications has the potential for creating harmonious living in the society, more especially when there is continuous dialogue among the leaders and the public.
2. The Committee also observed that leaders and professionals were encouraged not to talk “at each other” but rather talk “to one another”. This will constantly promote understanding and delivery on promises.
3. The Committee further observed that Professional ethics in public relations and communications was identified as one of the key issues that promote good communications and professionalism in leadership and facilitate quick public service delivery in the public sector.

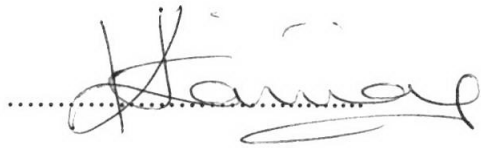
#### **ACKNOWLEDGEMENT**

The delegation is grateful to the Honourable Speaker and the Liaison Committee for authorizing the Members to attend the World Public Relations Forum, as well as the office of the Clerk for providing the necessary logistical and technical support. The delegation would also wish to express its appreciation to the Ministry of Foreign Affairs, Communication Authority of Kenya and the staff of the Kenya Embassy in Spain for all the support given before and during the conference.

Hon. Speaker,

It is my pleasant duty and privilege, on behalf of the Committee to table this report and commend it to the House for adoption pursuant to provisions of the National Assembly Standing Order 199(6).

Signed:



The Hon. Jamleck Kamau, EGH, MP

Chairperson, Departmental Committee on Energy, Communication  
and Information

Date:.....22/4/15.....

## INTRODUCTION

The Global Alliance's signature program, virtually from the organization's inception, has been its biennial assembly of public relations and communication professionals from around the world to examine major issues affecting the profession.

The World Public Relations Forum has become a unique opportunity to gather professionals with academics and students from across the world, to produce important outcomes for the advancement of the profession and share best practices.

The World Public Relations Forum has been held:

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- 7th World Public Relations Forum, Melbourne, Australia 2012

The 8<sup>th</sup> World Public Relations Forum was held then on September 21-23, 2014 in Madrid, Spain, hosted by Dircom, the Spanish Association of Communication directors.

## ATTENDANCE

This forum was one of the largest and most diverse global public relations conferences in history – with more than 800 participants from 65 countries and it was the first to be held in English and Spanish.

The Kenyan delegation comprised of the following:

Name	Position	Organisation
Mr. Joseph Tiampati	Principal Secretary	MOICT
Mr. Francis Wangusi	Director General	Communications Authority of Kenya
Hon. (Eng). Vincent Musau, MP	MP-Energy, Communication and Information Committee	National Assembly
Hon. Rechal Ameso,MP	MP-Energy, Communication and Information Committee	National Assembly
Hon. Banticha Abdulahi,MP	MP-Energy, Communication and Information Committee	National Assembly
Mr. Japheth Muthomi	Head of Public Communications	National Assembly
Mr. Amos K. Sikweya	Clerk Assistant	National Assembly
Ms. Grace Munjuri	Board Director	Communications Authority of Kenya
Ms. Rachel Alwala	Asst. Director/Communication & External Affairs	Communications Authority of Kenya
Mr. Daniel Obam	Communications Radio Technology Expert	National Communications Secretariat

## CONFERENCE SESSIONS

### 1. THE RESEARCH COLLOQUIUM

All Researchers, educators, students, leaders and academic thought-leaders from around the world gathered to participate to a full day of discussions and presentations on the main theme "*Communication with conscience*".

The Research Colloquium was aimed at focusing on today's communicators' need to be aware that communication is changing the nature of society and of how people view and practice communication. This requires communication with consciousness: full awareness and responsibility in decision-making, communication and action by organizations.

It was discovered that in Europe, governments have used austerity to right their financial ship, and where there has been a slower climb out of the recession, optimism is down and so is confidence that CEOs are committed to corporate reputation. In the U.K. and the U.S., where economic stimulus spurred a faster recovery, optimism and confidence is recovering sooner.

This pattern plays out in the willingness of clients to turn to their PR firm for non-traditional services, including new digital and social services. North America, the U.K. and Australia are seeing more of this willingness than Western Europe. Asia also trails in client willingness to try new services, even though their economy is growing at rates two to three times higher than those in Europe, which can be attributed to the evolution of the PR discipline in those countries.

From the recent experiences in Asia, it's believed that the region is catching up quickly when it comes to use of digital and social services. Use of Sina Weibo, Renren and other platforms is exploding in Asia, which will bring about a leap-frog effect in use of social PR campaigns.

It was also reported that Latin America, which scored highest in overall optimism as well as client willingness to turn to their PR firm for non-traditional services. It's further evidence that this is the decade for PR firm networks to continue to invest in that region.

All research professionals were encouraged to avoid what the researchers call "confirmation bias": the tendency to sort all of this data in ways that only confirm your existing beliefs. There are surprises and anomalies here that are worth considering as you plan your agency and communications strategies in the year ahead.

Lastly, PR firm were found to be ideal place to turn for campaigns that start with the consumer and are more about sharing ideas than the traditional approach of pushing brand messages.

## 2. INTERNATIONAL ETHICAL CONCERN IN PUBLIC RELATIONS

The International Public Relations Association founded in 1955 to provide a channel for the exchange of ideas and professional experience among those engaged in international public relations practice. This is carried out through the presentation of studies and papers, meetings, congresses, and events with a view to improving knowledge of international public relations practice. The forum agreed on the following standards, this included;

- a. **Honesty and Transparency:** All members enrolled in the professional association; and the associates who carry out their activity as employees of companies in various organizations, must exercise their professional public relations activities with the full respect of the rules of professional conduct formulated from the Code of Athens, its own Constitutional Document and the Code of professional conduct of the International Public Relations Association. Every member must exercise his/her professional activity while demonstrating honesty, loyalty and integrity. Public relations activities must be realized with clarity and transparency, and must never be intended to trick or commit errors to third parties.
- b. **Obligations to Clients and Employers-** Members cannot assume assignments or carry out activities that involve conflict of interest without the explicit consent of the client or the employer requesting it. Every member must only accept contracts or relations with clients or an employer where the honoraria and compensations are measured to the professional performance and to the eventual attainment of predetermined results, When, in the execution of an activity of public relations, an initiative is determined to be contrary to the professional conduct, or is contrary to the present code, the member must immediately inform the appropriate client or employer and interrupt consequently such initiatives.

- c. **Obligations towards the Profession-** Members have the direct responsibility to maintain the reputation of the profession. Every member also has an obligation to respect the Code and to collaborate in ensuring everyone knows and respect its contents. He/she has the moral duty to report whichever violation of the Code he/she faces. When carrying out professional public relations activities every member must act in such ways that his/her conduct can never be contrary to the reputation of the international practice of public relations.

### 3. THE OPEN FORUMS AND DELIBERATIONS

- a. The forums built on the Global Alliance's work at the Seventh WPRF in Melbourne, Australia, where delegates adopted a new vision of a communicative organization, centred on the role of communication in defining organizational character and values, building a culture of listening and engagement, and instilling in organisations and individuals a sense of their responsibility to society.
- b. During the Conference, delegates contributed their ideas about how public relations and communication professionals could be leaders not just in building communicative organisations, but also in contributing to their own societies.
- c. The universal principles that emerged from this dialogue are the key elements of the Madrid Momentum, the WPRF2014 living legacy that aims at building a resource on leadership that will guide our profession in the future.
- d. The Global Alliance resolved to continue the dialogue – and build on the momentum of Madrid – by capturing the stories of public relations professionals around the world as they aspire to contribute to their societies through communication.
- e. The GA agreed to capture in the richness of these leadership experiences, curating them according to cultures, themes, geographies and challenges. This curation will tell the evolving story of leadership in public relations, to guide current and future leaders both inside and outside the profession.

- f. Public sector organizations are increasingly challenged with maintaining or improving outcomes within the same or reducing resources. Communicating how, and how well prepared they are, to achieve this will be critical to public accountability. Participants in the network of public relations will share views and experiences on how <IR> can be adapted to be fit for purpose for the public sector, with the end goal of improving transparency and building trust.

### CONFERENCE RESOLUTIONS

The following resolutions were made during the World Public Relation Forum 2014:

- a) Public relations and communication management must aspire to a social purpose, serve social cohesion, and aim to bring communities together.
- b) Public relations and communication management can enable social integration by listening, identifying agendas, and creating shared narratives and safe places for dialogue around the social challenges of each society.
- c) Public relations and communication professionals must take responsibility for identifying how they can serve their own societies.
- d) By realizing the power of communication, each public relations and communication professional can be a leader. True leadership achieves personal, organizational and societal transformation.
- e) By reflecting on transformational leadership moments, the profession can learn to serve our organizations better, and by doing that, serve society better.
- f) It was also resolved that **World Conference on Public Relations in Emerging Economies, to be held in Nairobi, Kenya, on November 15-18, 2015.** This was as a result of a majority vote in a spirited campaign that was led by the Kenyan Delegations including the Members of the Energy, Communication and information. The conference will be hosted by the Public Relations Society of Kenya.
- g) The Conference further resolved that the 9<sup>th</sup> World Public Relations Forum will be held in 2016 in Toronto, Canada, on the theme “**Communication across cultures**” and it will be hosted by the Canadian Public Relations Society (CPRS).

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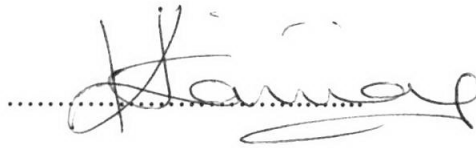
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