

THE EAST AFRICA PUBLIC RELATIONS ASSOCIATION (EAPRA)



THE CONSTITUTION

OF

APRIL 2025

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PREAMBLE:

We, the Public Relations practitioners and associations of East African Member States

ACKNOWLEDGING the pivotal role of Public Relations in fostering mutual understanding, integration, and sustainable development within the East African Community (EAC);

RECOGNIZING the need for collective effort and shared expertise to uphold professional standards and ethical practices across the region;

COMMITTED to building a strong, unified platform to amplify the voice of Public Relations practitioners within the EAC;

BY RECOGNIZING that East Africa People are brothers and sisters and we need to embrace our brotherhood for fast and sustainable development and Public Relations is the catalyst for that.

BEING AWARE that Public Relations Professional is the cornerstone for any Integration

NOTING that there has been no Association which brings together the Public Relations Practitioners across East Africa Community to enhance development;

CONVINCED that there is a great need of Public Relations Practitioners to be party of East Africa Community (EAC) to help on issues of Public Relations and Communication

ASSURED THAT, having a strong voice through a strong Association will facilitate a lot change within EAC and upholding a positive image of EAC towards society and international community

THAT FOLLOWING THE DECISION OF THE 2019 DURING PRSK ANNUAL GENERAL MEETING (AGM) of the Public Relations Society of Kenya (PRSK) taken on November, 2019 in Mombasa, participated by presidents of Individual Countries of PR Societies from Tanzania, Kenya, Uganda and South Sudan who come into serious discussion on revival of EAST AFRICA PR ASSOCIATION which was dormant some years. The discussion reached a useful decision to establish a new EAST AFRICA PUBLIC RELATIONS ASSOCIATION (EAPRA) with corporate only corporate membership.

We, the Public Relations Associations from East Africa Countries hereunder attached do constitute ourselves into the **EAST AFRICA PUBLIC RELATIONS ASSOCIATION (EAPRA)** with a registered Trade Name of **EAST AFRICA PUBLIC RELATIONS ASSOCIATION (EAPRA)**;

NOW THEREFORE, we the same members hereunder attached do hereby adopt and bind ourselves and our posterity with this Constitution Adopted on 20th September, 2024 in Arusha-Tanzania

Do hereby establish this Constitution to govern the East Africa Public Relations Association (EAPRA), adopted on 20th June, 2025, in Arusha, Tanzania.

TRANSLATION OF KEY TERMS

EAPRA: East Africa Public Relations Association

Public Relations: The strategic communication practice to build mutually beneficial relationships.

PR: Public Relations

PR Practitioner: A professional engaged in public relations activities and affiliated to a national PR body.

Member: A corporate PR body, organization, or individual who meets EAPRA's membership criteria.

Registrar: The government authority responsible for registering and regulating associations.

EAC: East African Community

CEO: Chief Executive Officer of the EAPRA

President: Head of Governing Council of EAPRA

Accreditation: The process by which EAPRA authorizes a PR agency or individual to offer PR and Communication services across EAC.

SECTION 1: NAME OF THE ASSOCIATION AND HEADQUARTERS

Article 1. This Association shall be known and addressed as the “**EAST AFRICA PUBLIC RELATIONS ASSOCIATION (EARPA)**” with a registered Trade Name of “**EAST AFRICA PUBLIC RELATIONS ASSOCIATION (EAPRA)**”.

Article 2. The headquarters of the Association shall be located in Arusha, Tanzania, the host city of the EAC headquarters.

Article 3. The Association shall come into force upon the adoption of this Constitution.

SECTION 2: VISION AND MISSION OF THE ASSOCIATION:

Article 4. Vision of the association

To be the premier hub for advancing Public Relations and Communication excellence, fostering mutual understanding, and driving sustainable development within the East African Community and beyond.

Article 5. The mission of the association

To elevate the Public Relations profession by promoting ethical practices, facilitating knowledge exchange, and integrating communication strategies that enhance unity, development, and global recognition of the East African Community.

Article 6: The association is set up with the following objectives;

- (a) To provide professional PR assistance to the East African community.
- (b) To provide a channel for the exchange of professional experience among all levels of public relations practitioners in East Africa and beyond. hub for sharing professional PR, skills and knowledge-suggested
- (c) To promote the highest PR ethical and professional standards among East Africa and beyond
- (d) To advocate for the statutory recognition of the PR profession within East African Countries.

Article 7: The Association is established to perform the following activities:

- (e) To promote, advance and uphold ethical values and professional standards of Public Relations practice in the East Africa Community.
- (f) The collaborate with national Public Relations Associations in promoting and advancing the practice of professional public relations in the EAC Region.
- (g) To convene the East Africa PR Week, hosted on a rotational basis, by the EAC national associations.

- (h) To accredit PR professionals who may wish to practice across borders within the EAC Region.
- (i) Branding the East African Community with spectacular shared values, tourism attractions, unique cultural diversity, and wonderful people within the EAC integration agenda.
- (j) To advise the EAC leadership on different Public Relations and Communication issues/ matters
- (k) To conduct PR, Communication, and any social research to transform EAPRA into a PR thinktank.
- (l) To release statements on any Public Relations and Communication issue that affects professionalism in the East African Community.
- (m) To anticipate and give recommendations on issues that could affect the East African Community.
- (n) To serve as Public relations think-tank and strategic body within EAC
- (o) To advocate for protection of PR professionals within the EAC Region.
- (p) To support training for PR professionals in the region
- (q) To mobilise funds to support operations of EAPRA
- (r) To create and propose and support Public Relations and Communication programs within East Africa Community

SECTION 3: MEMBERSHIP

Article 8. The Association shall respect and accept only corporate membership of Public Relations Societies and corporate organisations in both the private and public sectors within the East Africa Member Countries respectively.

Article 9. Subject to the provisions of this Constitution, the following categories of membership are established under this constitution;

- (a) Ordinary Member
 - (i) National PR association. This category recognizes all National Public Relations Associations Established as PR bodies within the Respective EAC Member States.
 - (ii) Individual practitioner who shall be an active member of the national association of country of origin.
 - (iii) An individual shall have no right to vote or, however, he/she shall have right to freedom of expression
- (b) Honorary Member
 - (i) Where the Council considers that a person, not being a member of the Association has rendered special services to the Association or the Public Relations profession, the Council may invite such a person to become an Honorary Member of the Association.

- (ii) A person shall be confirmed as honorary member by the Annual General Meeting of the Association. An Honorary Member shall have no voting rights in the Association.
- (iii) Honorary Members shall be entitled to use the designation Hon. EAPR respectively after their names and to hold a certificate of honorary membership.
- (iv) Honorary Members shall not be required to pay any annual subscription fees. Honorary membership shall expire after five years.

(c) Corporate Member

- (i) This category recognizes all companies, organization and institutions that feels the benefits of East Africa Public Relations Association and requests to be a member as stipulated in with qualifications
- (ii) PR agencies which wish to be members of EAPRA shall follow under this category of membership.

Article 11. (a)The Council shall set a membership fee to be paid annually by all members, and any fees for any services to be provided by the East Africa Public Relations Association to members or the East Africa Community or any project or program to be implemented by EAPRA.

(b) All PR practitioners who may wish to be contracted to offer PR services across the border within EAC should be accredited by the EAPRA secretariat before taking the activity

(c)The Council and secretariat will determine the criteria, conditions and requirements of accreditation.

(d) The Council shall, on a quarterly basis, cause the Secretariat to publish names of as all paid-up members in the region.

Article 12. Membership in the Association shall be terminated on:

- a) Voluntary Withdrawal by a Member Association;
- b) Dissolution of the association or corporate organization;
- c) Withdraw of member states from the East Africa Community; and
- d) Collapse of EAC.

SECTION 4: CODE OF PROFESSIONAL CONDUCT

Article 13. The Association shall in pursuance of the objects stated, lay down a code of professional conduct.

Article 14. Such a code shall be approved by the Association and shall form an appendix to this constitution.

Article 15. The said code maybe amended, from time to time, by a resolution of a general or special meeting of the Association and shall be amended/passed upon the approval of majority ordinary members present in such a meeting.

Article 16. All member Associations shall subscribe to and uphold the code of professional conduct.

Article 17. This constitution shall adopt the laws used by East Africa Community instead of host country laws.

SECTION 5: GOVERNANCE OF THE ASSOCIATION

The Governing Council of the Association

Article 18. The following structure shall be the Governing Council of East Africa Public Relations Association (EAPRA);

- a. President
- b. Vice President
- c. Treasurer
- d. Two representatives from each National PR Association

Article 19. All members of the Governing Council shall be active members of the respective National Associations. Any member of the Governing Council who ceases to be an ordinary member of their National Association shall automatically cease to be a member of the Governing Council of EAPRA

Article 20. In the event that a Member of the Governing Council dies or resigns, the National Association shall appoint another member to act in his/her place to fill the vacancy and shall hold a membership position until such a time as the next general elections of the Association is held.

The President of the Association

Article 21. EAPRA Presidency will be rotational among National PR society's presidents, one-year term in the office except other elective positions where they shall serve for two years term

Article 22. The President shall be the head of the Association and representative of the Association at all formal occasions and events.

Article 23. He / She shall chair the Governing Council and Annual General Meeting of the Association, East Africa Public Relations Week preparations.

Article 24. The President shall provide leadership to the Association and shall, unless prevented by illness or sufficient cause, preside over all meetings of the Governing Council and at all general meetings.

Article 25. A member shall qualify to run for the President of EAPRA only if he/she is a President of a National PR association.

The Vice President

Article 26. The Vice President shall assist the President; take up any responsibilities assigned by the Chairperson and act for the latter in his/her absence, and will directly be advisor of the president on all matters

Article 27. Vice President shall not come from the same country where president, Secretary General and Treasurer.

The Treasurer

Article 28. The Treasurer shall be responsible for the management of all the association's finances and associated funds.

Article 29. The Treasurer shall:

- a) Financial Oversight
 - i. Ensure that the Association's financial activities comply with relevant laws, standards, and the constitution.
 - ii. Monitor the Association's budget and expenditure regularly.
 - iii. Budget Preparation
 - iv. Collaborate with the Secretariat to prepare the annual budget.
 - v. Present the budget for approval to the Governing Council and the General Assembly.
- b) Financial Reporting
 - i. Prepare and present financial statements and reports at Governing Council meetings and the Annual General Meeting.
 - ii. Liaise with auditors and ensure timely audits of financial records.
- c) Bookkeeping Supervision

Supervise the maintenance of accurate books of accounts and ensure all financial records are up-to-date.

- d) Revenue and Fundraising Monitoring

Assist in developing strategies for revenue generation, including fundraising and income-generating projects.

- e) Internal Controls

Ensure there are proper financial controls and that funds are used solely for the Association's objectives.

- f) Compliance and Transparency

Promote transparency and ethical conduct in all financial matters within the Association.

Article 30. A member shall qualify to run for the Office of the Treasurer if he/she is an active and fully paid up member of a National PR association where he/she comes from.

Article 31. He/ She shall work together with the association Accountant to ensure transparency in all transactions.

ELECTION OF THE GOVERNING COUNCIL

Article 34. All the members elected to the Governing Council shall serve for a two-year term after which another election shall be held at the Annual General Meeting except president who shall serve for one year term.

Article 35. All elective positions shall be for a term of a maximum of two (2) years.

Article 36. Elections shall be by secret ballot or online on the basis of the majority of ordinary members' votes. The elections shall be done electronically, physically, or by a hybrid of the two.

Article 37. The conduct of elections shall be by simple majority.

Article 39. Nominations may be invited by the July 30th preceding expiry of the term of office.

Article 40. (i) A country shall nominate at least two names for a respective position for voting

(ii) Candidate from a respective country or association must be nominated by at least three (3) members of the National Public Relations Association from all country associations.

SECRETARIAT OF THE ASSOCIATION

Article 41. There shall be a secretariat to take up the day-to-day activities of the Association.

Article 42. (a) The Secretariat shall be led and governed by a Chief Executive Officer (CEO) who will be appointed after a thorough recruitment process conducted by a panel appointed by the Governing Council.

(b) The interview panel shall consist of at least five members nominated from at least two-thirds of the national associations in the region.

(c) The panel shall consist seasoned PR professionals with integrity and good standing in the region.

Article 43. The national PR associations will each nominate a representative to help in the day-to-day running of the partnership, who will also develop a joint work plan that will include but not be limited to the daily running of proposed programs.

Article 44. All programs shall be approved by a meeting of the Governing Council, where all national PR association presidents and their secretaries-general or their representatives shall be present.

Article 45. The Governing Council shall determine and set remuneration, monthly salaries, and other payments for all members of the Council and the Secretariat.

REMUNERATION FOR THE GOVERNING COUNCIL

Article 46. (a) The members of the Governing Council shall be paid an honorarium each time they **physically** engage in the Association's activities anywhere in the region and beyond.

- b) The Secretariat shall take care of the welfare of all Governing Council members while on duty at the Secretariat and elsewhere in the region and beyond.
- c) No Governing Council member shall be entitled to any salary as serving on the Council is purely a voluntary job.

SECTION 6: MEETINGS OF THE ASSOCIATION

Article 48. There shall be three meetings, namely;

- 1) Council Meetings

Article 49. (a). These will involve all Council members to discuss the issues concerning the Association as would always be appropriate and in the spirit of the Association 's objectives.

(b) All Council meetings shall be chaired by the President of the Association or the Vice President in the absence of the President, and CEO in the absence of the two principals.

(c) The Governing Council shall hold only four Council meetings in a year

- 2) Secretariat Meetings

Article 50. (a) These shall be held as regularly as they shall be deemed fit for purposes of handling the business of the Association.

(b) All secretariat meetings shall be provided for in the work plan at the beginning of each year and approved by the Governing Council.

- 3) General Meetings

Article 51. (a) There shall be East Africa Public Relations Week (EAPRW) to be held rotationally around member states of which one day out of five shall be set special for Annual General Meeting (AGM)

(b) There will be an extraordinary annual general meeting hold by a governing council whenever it will be the necessary

(c) Any member that may have an issue he/she wishes to discuss at the Annual General Meeting shall communicate, in writing, to the Chief Executive Officer within 14 days after the issuance of notice for the meeting.

(d) The agenda for any Annual General Meeting (AGM) shall be issued 14 working days

Article 52. (a) A special general meeting may be called for any specific purpose by the Governing Council. Notice in writing of such meeting shall be sent to all members not less than 21 days before the date of such meeting.

(b) The quorum for General Meetings shall be not less than 3/4 of all ordinary members of the Association regardless of the number of members from each National Association.

(c) If no quorum for a special General Meeting is obtained, the governing council shall call for a further meeting, which shall be held not more than thirty days after postponement. Notice of this meeting shall be given to all members of the Association at least one month before the date of the meeting. The quorum for this second meeting shall be members present.

(d) Any decision taken by the majority present shall be binding to all members, absentees and objecting.

SECTION 7: THE HEAD OF THE SECRETARIAT

Article 53 (a) There shall be the Head of the Secretariat who shall be the Chief Executive Officer of the Association. The Head of the Secretariat shall be appointed by the Governing Council after a thorough interview conducted by a panel whose members shall be nominated from at least three of the national PR associations in the region.

(b) The Head of the Secretariat / Chief Executive Officer shall serve on such terms and conditions as may be determined by the Governing Council.

(c) A person is qualified to be appointed as the Head of the Secretariat / Chief Executive Officer if the person has been an active member of a national association and has been in PR practice at the managerial level, for at least seven years.

(d) The Chief Executive Officer shall:

- i. Be the secretary to the Governing Council;
- ii. Be responsible for the day-to-day management of the affairs of the Association; and
- iii. Execute the strategies, programmes and policies of the Association.

(e) The Head of the Secretariat / the Chief Executive Officer may be removed from Office by the Association on the following grounds:

- (i) Resigns from the Office in writing to the Governing Council;
- (ii) Is absent without the permission of the President for three or more consecutive ordinary meetings of the Governing Council;
- (iii) Is convicted of a criminal offense;
- (iv) Is found guilty of professional misconduct; and
- (v) Is unable to perform the functions of the office due to mental or physical infirmity.

(f) The Governing Council, in partnership with the Head of the Secretariat / Chief Executive Officer, may appoint other staff as may be necessary for the proper and efficient discharge of the functions of the Association, upon such terms and conditions of service as the Governing Council may determine.

(g) Each National Association shall appoint not more than two members to serve as secretariat. All members of the secretariat shall live in the country of the headquarters.

SECTION 8: BANK ACCOUNT SIGNATORIES

Article 54. The signatories to the Association's Bank Account shall be two among the following;

- (i) Treasurer,
- (ii) Chief Executive Officer and
- (iii) the Chief Accountant.

Article 55. The signature of Chief Executive Officer is a mandatory.

The Association Funds

Article 56. The Association funds shall be sourced from:

- a) Fundraising events
- b) Training
- c) Consultancy services
- d) Donations
- e) Investments
- f) Members' contributions

- g) Any other legal sources

Use of the Association's Funds

Article 57. The funds of the Association shall only be used for the purpose of implementation of the activities to support the realisation of the Association's objectives, mission and visions statements.

Article 58. All the money and/or funds shall be received by and paid to the Chief Accountant, who shall ensure such money or funds are deposited in the Association's bank accounts.

Article 59. (a) No payments shall be paid out of the bank account without a resolution of the Governing Council authorizing such payment, and all cheques on such bank account shall be signed by the Authorized signatories for the association, except operational funds.

(b). Operational funds shall be such funds as salaries, allowances, rents, and utilities

Article 60. (a) The financial year of the Association shall be from 1st July to 31st June following year.

(b) All annual subscription for any year shall be due and payable on or before 31st March of each year.

Auditor of the accounts of the Association

Article 61. An auditor shall be appointed by the Governing Council.

Article 62. All the Association's accounts, records and documents shall be open for inspection by the Auditor at any time.

Article 63. The Treasurer shall produce an account of his/her receipts and payments, and a statement of assets and liabilities made up to date which shall be not less than six weeks and not more than three months before the date of the annual general meeting.

Article 64. The Auditor shall examine such annual accounts and statements and either certify that they are correct, duly vouched and in accordance with the law, or report to the Association in what respect they are found to be incorrect, un-vouched or not in accordance with the law.

Article 65. A copy of the Auditor's report on the accounts and statements together with such accounts and statements shall be furnished to all members at the same time as the notice convening the annual general meeting is sent out. An Auditor may be paid such honorarium as may be resolved by the annual general meeting appointing him/her.

Article 66. No member of the Association or an office bearer or a member of a national Association shall be appointed as the auditor.

SECTION 9: AMENDMENT OF THE CONSTITUTION

Article 67: Constitution amendments may be made at the Annual General Meeting by 2/3 of members present and voting at the general meeting. Such an amendment will only be effective on the approval of the Registrar.

Dissolution of the Association

Article 68. The Association shall not be dissolved except if;

- a) Two-thirds of ordinary members, which are National PR associations, withdraw their membership; and
- b) EAC collapse

Article 69. Provided, however, that no dissolution shall be affected without prior permission in writing of the Registrar obtained upon application to him/her made in writing and signed by $\frac{3}{4}$ of the members to withdraw.

Article 70. When the Registrar has approved the dissolution of the Association, no further action will be taken by the Governing Council other than to liquidate all the assets of the Association.

Article 71. Subject to the payment of all debts of the Association, the balance thereof shall be distributed in such a manner as may be resolved by the meeting at which the resolution for dissolution is passed.

Transitional Clauses

Article 72. (a) This Constitution shall be enforceable upon ratification by national associations and subsequent lodging of the document with the Registrar of Associations.

(b) Ratification shall be resolution adopted by respective governing council of every association member.

The Common Seal

Article 73. The Council shall have a Common Seal. Such common seal will be kept in the custody of the Chief Executive Officer who shall produce it when required for use by the Governing Council. All documents to be executed by the Association shall be signed and sealed with the Common Seal.

Pending Matters

Article 74. Any pending matters shall be addressed by the Governing Council within six months of ratification.

Upcoming matters

1. The launch of the EAPRA office in Arusha
2. We need an established address – Box No., a website, social media handles – X, Facebook, and an Instagram account.
3. Thereafter, we plan to write to the EAC to seek observer status at the EAC
4. The next EAPRW
- 5.