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# **PREAMBLE**

**We**, the members of the Institute Public Relations, Ghana

**With** due regard to our professional role in our Society,

**In** sober reflection upon the history of Public Relations Practice in Ghana,

**Noting**, the world – wide developments in Public Relations Practice over the years,

**In** full conviction of the coming together for the setting and upholding of standards of Public Relations practice,

**Desiring** the Public Relations Practice in Ghana be recognized as a profession,

**And** recognizing the need to uphold the standards of this professional body.

**DO** now on this day **Thursday, October 27<sup>th</sup>, 2011** amend our Constitution as follows:

**CONSTITUTION** 

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# Constitution of The Institute of Public Relations, Ghana

## **Article I: Name and Incorporation**

1. The name of the Association shall be the Institute of Public Relations, Ghana hereinafter referred to as “The Institute” or by the acronym “IPR”.
2. The Institute shall be registered as a professional body under the Professional Bodies Registration Decree, 1973 (NRCD 143).

## **Article II: Registered Offices**

1. The registered head office of the Institute shall be in Accra or at such place in Ghana as the Institute shall from time to time determine.
2. There shall be established other offices in such places as shall be deemed expedient for the administration of the Institute.

## **Article III: Aims**

The Institute shall concern itself with all matters affecting the Public Relations profession in Ghana. Its specific aims shall be:

1. To bring together all persons and bodies engaged in the profession of Public Relations.
2. To lay down, establish and maintain high professional standards among members of the Institute.
3. To promote better understanding and appreciation of the usefulness and importance of the profession of Public

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Relations in professional, social and voluntary organizations, industry, commerce and government, etc.

4. To collate, disseminate and exchange information and experience of value to Public Relations practitioners and the public in the field of Public Relations through discussions, forums, conferences, seminars, lectures, public meetings and exhibitions, etc.
5. To publish pamphlets, brochures, books and any other kind of literature to enhance the professional development of Public Relations and its practitioners.
6. To grant and sponsor the granting of fellowships and awards in duly recognized institutions of learning for study and research in the profession of Public Relations.
7. To co-operate with other bodies, local or international having similar aims.
8. To promote and defend professional standards through encouraging sharing of best practices.
9. To assist PR practitioners to acquire and develop new skills to enhance professionalism
10. To provide members with a platform to discuss issues of national and professional interest.
11. To affiliate with local and international organizations with similar objectives.

#### **Article IV: Objectives**

For the attainment of its aims, the Institute shall have the power of a corporate legal person and:

1. Shall have perpetual succession and a common Seal.
2. May sue and be sued in its own name.
3. May acquire, hold and dispose of any movable or immovable property.
4. May enter into any contract or other transactions.
5. May act as a trustee under any trust incidental to the principal aims of the Institute and to receive, hold, administer and expend funds and property subject to the trust.
6. Do all other acts necessary or expedient for the administration of the affairs and attainment of the aims of the Institute.
7. Without prejudice to the generality of clauses 1-6 hereof, the Institute may organize, support or participate in professional development and educational programmes such as seminars, workshops, research, roundtables and other activities it shall determine suitable for the promotion of its aims.
8. The Institute may employ staff and agents upon such terms and conditions as it may deem fit, subject to the general provisions of law.

**Article V: Membership**

There shall be six (6) categories of membership as follows:

- a) Corporate
- b) Fellow
- c) Accredited
- d) Associate
- e) Affiliate
- f) Student

- a) Corporate: shall be open to an institution, which has an Accredited or Associate Member on its staff
- b) Fellow: Fellowship shall be conferred on a local or foreign PR practitioner who has made a significant contribution to the development of Public Relations provided the practitioner:
  - i. Has been in professional practice for a minimum of 20 years
  - ii. Is a member of IPR or any of the professional PR Associations constituting the Global Alliance of PR Associations
  - iii. Must have contributed to the PR body of knowledge through teaching or seminar presentations at our professional development seminars.
  - iv. Must have mentored young practitioners through an internship programme or any other programme that in the opinion of the Executive Council meets the mentorship requirements of IPR.
  - v. Must have to his/her credit publications on PR or Communications.
- c) Accredited: shall be a Final Level Certificate holder of the Institute who shall be recognized as a fully qualified PR professional. Such member shall use the initials “APR” (meaning Accredited Public Relations Practitioner) after his/her name.
- d) Associate: shall be a Level 1 Certificate holder of the Institute who shall be recognized as a Technician based skills practitioner yet to attain professional status. Such member shall work under supervision.
- e) Affiliate: A practitioner shall be considered for admission into this

category of membership on application provided that he / she has same qualifications as for Associate Members.

f) Student: Shall be open to any student who is pursuing a course of study in PR or related fields in any institution accredited by IPR.

1. Each category of membership shall have specific eligibility requirements as laid down in the Institute's Bye-Laws.

2. A Register of Members of the Institute shall be kept and maintained at the Head Office of the Institute.

3. Dues and Subscriptions for the respective categories of membership of the Institute shall be prescribed under the Institute's Bye-Laws.

#### **Article VI: Income**

1. The Institute's sources of income shall be as follows:

a) Membership Dues, Fees and Subscriptions.

b) Grants, Donations and Bequests.

c) Income from professional services and projects.

2. a) The income and property of the Institute wheresover derived, shall be applied solely to the promotion of the aims of the Institute and no portion thereof shall be paid or transferred directly or indirectly by way of profit to any member of the Institute.

b) Nothing contained in clause (a) above shall prevent the payment in good faith of reasonable and proper remuneration to any

member, officer or staff of the Institute in return for any services actually rendered to the Institute or prevent the payment of interest, at a rate not exceeding the bank savings deposit interest rate on any money lent, or reasonable and proper rent for any premises let by any member to the Institute.

## **Article VII: The Executive Council**

### **1. Function**

The Institute shall have an Executive Council to whom shall be entrusted the general responsibility for the management of the affairs of the Institute.

### **2. Powers:**

- a) The Council shall have the power to do everything that is permitted by Law to be done by the Institute and that is incidental or conducive to the attainment of the aims of the Institute.
- b) Without prejudice to the generality of the immediate preceding clause, the Council shall have:
  - i. The responsibility for the overall organization of the Institute and the power of disciplinary control over members including that of the suspension or dismissal of any person from membership of the Institute.
  - ii. The power to appoint members thereunto any Board, Committee or Agency for managing the affairs of the Institute or externally serving the interests of the Institute upon such terms and subject to such conditions as the Annual General

Meeting or the Council may determine and to delegate to any person to be appointed any of the powers, authorization and discretion vested in the Council, and at any time to remove any such person and to revoke or vary such delegation.

- iii. The power to make, alter or repeal rules and regulations for the management of the Institute, and as to the duties of any member, office or employee of the Institute provided they are not inconsistent with this Constitution, and all such rules shall, unless and until revoked by the Annual General Meeting, be of the same effect as the provisions of this Constitution.

### **3. Composition**

The Executive Council shall be composed as follows:

- a) Members of the Executive Committee as defined in Article vii (ii) of the Constitution.
- b) The Chairman of the IPR Standing Committees/Boards as appointed under Article X of this Constitution.
- c) The Immediate Past President of the Institute.

### **4. Tenure of Office**

The tenure of office of members of the Council shall be as set out in the Bye- Laws of the Institute.

### **5. Meetings**

- a) The Executive Council may regulate its meetings in such manner as it deems fit and meet at such times and places as it may

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determine, provided that it shall meet at least three times in every year.

- b) The quorum for a meeting of the Council shall be as determined by it.

**6. Ceasation of Membership:**

A member of the Council who ceases to be a member of the Institute or notifies the President in writing of his resignation from the Council or is proved to have misconducted him / herself shall forthwith vacate the office.

**Article VIII: Officers of Council**

**1. Composition**

The officers of Council of the Institute shall be:

- a) President
- b) Vice -President
- c) Honorary Secretary
- d) Deputy Honorary Secretary
- e) Treasurer

**2. Election**

An officer of Council shall be elected at an Annual General Meeting upon such terms as specified under the Bye-Laws of the Institute.

### **3. Functions**

The functions of the elected Officers of Council shall be as spelt out in the Bye-Laws of the Institute.

### **Article IX: Functions of The Executive Committee**

#### **1. Function:**

The executive authority of the Institute shall be vested in the Executive Committee which shall, subject to the direction of the Council and the Annual General Meeting be responsible for the day-to-day administration of the Institute and function as the executive agency of the Council.

#### **2) Composition**

The Executive Committee shall be composed of officers of the Executive Council as contained in Article VIII.

#### **3) Meeting:**

- a) The Executive Committee may regulate its meetings in such a manner as it deems fit.
- b) The quorum for a meeting shall be as set out in the Bye-Laws of the Institute.

#### **4) Tenure of Office**

The tenure of office of an Executive Committee shall be as specified in the Bey- Laws of the Institute.

### **Article X: Standing Committees and Boards**

There shall be established such number of Standing Committees and Boards as prescribed under the Institute's Bye-Laws.

**Article XI: Annual General Meeting**

1. The Annual General Meeting of Members of the Institute shall be the final authority in all matters concerning the Institute.
2. The Institute shall hold an Annual General Meeting under terms specified in the Institute's Bye-Laws.

**Article XII: Bye-Laws**

The Institute shall make Bye-Laws and from time to time may vary or revoke those Bye – Laws (not consistent with the rules of this constitution) for the regulation of the internal affairs of the Institute and the conduct of Members; and the Bye-Laws in force from time to time shall be binding on the Members.

**Article XIII: Code of Professional Standards**

The Institute shall have power to adopt a Code of Professional Standards for the practice of Public Relations. All Members of the Institute shall, by virtue of their membership therein be bound by the Code.

**Article XIV: The Common Seal**

1. The Institute shall have a Common Seal, which shall be of such design as the Executive Council may determine and shall be kept under such custody and control as the Executive Council may from time to time direct.
2. The Common Seal of the Institute shall not be affixed upon any instrument except pursuant to a resolution of the Executive Council signed by the Honorary Secretary and countersigned by the President.

**Article XV: Amendments**

This Constitution or part thereof and the Bye-Laws and the Code of Professional Conduct may be amended as specified in the Bye-Laws of the Institute.

**Article XVI: Winding Up**

1. The Institute shall be wound up or dissolved voluntarily upon a resolution to that effect passed by a three – quarters majority of all members entitled to attend and vote at the Annual General Meeting and confirmed by a similar majority at a subsequent Extraordinary Annual General Meeting called for that purpose and held within ninety days of the Annual General Meeting at which the resolution was passed.
2. If upon the winding up or dissolution of the Institute, there remains, either the payment of all just debts and liabilities, any properties or assets of the Institute, the Annual General Meeting shall determine how such properties or assets shall be disposed of.

**Article XVII:**

Any question arising as to the interpretation of any provision of this Constitution shall be referred to the Executive Council whose decision thereon shall be final.

## **Code of Ethics**

The Institute of Public Relations (Ghana) adopts the following international Code of Ethics, known as the “Code of Athens”, adopted by the International Public Relations Association (IPRA) General Assembly at Athens on 12<sup>th</sup> May, 1965, and modified at Tehran on 17<sup>th</sup> April, 1966.

### **Code of Athens**

Considering that all member countries of the United Nations Organisation have agreed to abide by its Charter which reaffirms “its faith in fundamental human rights, in the dignity and worth of the human person” and that having regard to the very nature of their profession, Public Relations practitioners in these countries should undertake to ascertain and observe the principles set out in this Charter;

Considering that, apart from “rights”, human beings have not only physical or mental needs but also intellectual, moral and social needs, and that their rights are of real benefit to them only in so far as these needs are essentially met;

Considering that, in the course of their professional duties and depending on how these duties are performed, Public Relations practitioners can substantially help to meet these intellectual, moral and social needs.

And lastly, Considering that the use of techniques enabling them to come simultaneously into contact with millions of people gives Public Relations practitioners a power that has to be restrained by the observance of a strict moral code.

On all these grounds the undersigned Public Relations Associations hereby declare that they accept as their moral charter, the principles of the following Code of Ethics, and that if, in the light of evidence submitted to the Council, a member of these associations should be found to have infringed this Code in the course of his duties, he will

be deemed to be guilty of serious misconduct calling for an appropriate penalty.

Accordingly, each Member of these Associations:

**Shall Endeavour:**

1. To contribute to the achievement of the moral and cultural conditions enabling human beings to reach their full stature and enjoy the indefeasible rights to which they are entitled under the “Universal declaration of Human Rights”.
2. To establish communication patterns and channels which, by fostering the free flow of essential information, will make each member of the society in which he lives; feel that he is being kept informed, and also give him an awareness of his own personal involvement and responsibility, and of his solidarity with other members.
3. To bear in mind that, because of the relationship between his profession and the public, his conduct-even in private - will have an impact on the way in which the profession as a whole is appraised.
4. To respect, in the course of his professional duties, the moral principles and rules of the “Universal Declaration of Human Rights”.
5. To pay due regard to, and uphold, human dignity, and to recognize the right of each individual to judge for himself.
6. To encourage the moral, psychology and intellectual conditions for dialogue in its true sense, and to recognize the right of the parties involved to state their case and express their views;

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**SHALL UNDERTAKE**

7. To conduct himself always in all circumstances in such a manner as to deserve and secure the confidence of those with whom he comes into contact;
8. To act, in all circumstances, in such a manner as to take account of the respective interests of the parties involved; both the interests of the organization which he serves and the interests of the public concerned;
9. To carry out his duties with integrity, avoiding language likely to lead to ambiguity or misunderstanding, and to maintain loyalty to his clients or employers, whether past or present;

**SHALL REFRAIN FROM**

10. Subordinating the truth to other requirements;
11. Circulating information which is not based on established and ascertainable facts.
12. Taking part in any venture or undertaking which is unethical or dishonest or capable of impairing human dignity and integrity;
13. Using any “manipulative” methods or techniques designed to create subconscious motivations which the individual cannot control of his own free will and so cannot be held accountable for the action taken on them.

## **CODE OF PROFESSIONAL STANDARDS FOR THE PRACTICE OF PUBLIC RELATIONS**

### **DECLARATION OF PRINCIPLES**

Members of the Institute of Public Relations, Ghana base their professional principles on the fundamental value and dignity of the individual, holding that the free exercise of human rights, especially freedom of speech, freedom of assembly and freedom of the press, is essential to the practice of public relations.

In serving the interests of clients and employers, we dedicate ourselves to the goals of better communications; understanding and co-operation among the diverse individuals, groups and institutions of society and of equal opportunity of employment in the Public Relations profession.

#### **We pledge:**

- To conduct ourselves professionally, with truth, accuracy, fairness and responsibility to the public;
- To improve our individual competence and advance the knowledge and proficiency of the profession through continuing research and education;
- To adopt the articles of the Code of Professional Standards for the Practice of Public Relations of the Public Relations Society of America (PRSA) Assembly in 1988.

#### **Articles of the Code**

1. A member shall conduct his or her professional life in accordance with the public interest;
2. A member shall exemplify high standards of honesty and integrity while carrying out dual obligations to a client or employer and to the democratic process.
3. A member shall deal fairly with the public, with past or present clients or employers, and with fellow practitioners, giving due

- respect to the ideal of free inquiry and to the opinion of others.
4. A member shall adhere to the highest standard of accuracy and truth, avoiding extravagant claims or unfair-comparisons and giving credit for ideas and words borrowed from others;
  5. A member shall not knowingly disseminate false or misleading information and shall act promptly to correct erroneous communications for which he or she is responsible;
  6. A member shall not engage in any practice which has the purpose of corrupting the integrity of channels of communications or the processes of Government.
  7. A member shall be prepared to identify publicly the name of the client or employer on whose behalf any public communication is made;
  8. A member shall not use any individual or organization professing to serve or represent an announced cause, or professing to be independent or unbiased, but actually serving another or undisclosed interest;
  9. A member shall not guarantee the achievement of specified results beyond the member's direct control;
  10. A member shall not represent conflicting or competing interests without the express consent of those concerned, given after a full disclosure of facts;
  11. A member shall not place himself or herself in a position where the member's personal interest is or may be in conflict with an obligation to an employer or client, or others, without full disclosure of such interest to all involved.

12. A member shall not accept fees, commissions, gifts or any other consideration from anyone except clients or employers for whom services are performed without their express consent, given after full disclosure of the facts;
13. A member shall scrupulously safeguard the confidence and privacy rights of present, former and prospective clients or employers;
14. A member shall not intentionally damage the professional reputation or practice of another practitioner;
15. If a member has evidence that another member has been guilty of unethical, illegal, or unfair practices, including those in violation of this code, the member is obliged to present the information promptly to the proper authority of the Institute for action.
16. A member called as a witness in a proceeding for enforcement of this Code is obliged to appear, unless excused for sufficient reason by the Judicial panel;
17. A member shall, as soon as possible, sever relations with any organization or individual if such relationship requires conduct contrary to the articles of the Code.

## **BYE-LAWS**

### **INTRODUCTION**

The under-mentioned provisions are Bye-Laws of the Institute of Public Relations, Ghana for regulating the Internal Affairs of the Institute in conformity with Article XII of the Constitution of the Institute.

### **Article I : Membership**

#### **1. Categories**

There shall be six (6) categories of membership as specified in Article V (1) and (2) of the Constitution: Corporate, Fellow, Accredited, Associate, Affiliate and Student.

- i) **Corporate:** An institution shall be considered for admission into this category of membership provided that institution has either an Accredited or Associate member of the Institute on its staff.
- ii) **Fellow:** shall be conferred on a local or foreign individual who has made a significant contribution to the development of Public Relations: provided the practitioner:
  - a. Has been in professional practice for a minimum of 20 years.
  - b. Is a member of IPR or any of the professional PR Associations constituting the Global Alliance of PR Associations.
  - c. Must have contributed to the PR body of knowledge through teaching or seminar presentations at the Institute's professional development seminars.
  - d. Mentored young practitioners through an internship programme or any other programme that in the opinion of the Executive Council meets the mentorship requirement of IPR.
  - e. Must have to his/her credit publications on PR or Communication.

iii) **Accredited:** A successful candidate at the Level II or Final Level examinations of the Institute shall be admitted under this category of membership provided:

- a. The candidate holds a Level I Certificate of the Institute, and
- b. The candidate has devoted all or a substantial portion of time for a period of not less than three (3) years to the practice of Public Relations after obtaining the Level I Certificate of the Institute.

iv) **Associate:** A successful candidate at the Level I examinations of the Institute shall be admitted under this category of membership provided prior to taking the examinations, the candidate held any of the following qualifications:

- a. A recognized post-graduate degree in Public Relations, Communications or Journalism plus a minimum of one -year post - qualification working experience in Public Relations; or
- b. A recognized first degree in Public Relations, Communications or Journalism plus a minimum of one-year post-qualification working experience in Public Relations; or
- c. A recognized diploma or certificate in Public Relations awarded, after a course of study of not less than one-year's duration plus a minimum of three-

- d. A recognized diploma or certificate in Journalism, Marketing or Advertising, plus participation in a Public Relations course of not less than 2 weeks duration plus a minimum of five years post-qualification experience in Public relations.

v) **Affiliate:** A practitioner shall be considered for admission into this category of membership on application, provided that the practitioner has the same qualifications as Associate members.

## **2. Eligibility**

- a) Eligibility for membership of the Institute shall be determined in accordance with the provisions of this Article and the procedures laid down by the Executive Council
- b) To be eligible, an for admission into membership an applicant shall have a reputation for ethical conduct and integrity and shall agree to abide by the Constitution of the Institute, its Bye-Laws, Code of Ethics and Code of Professional Standards and also the procedure established for the enforcement of the Code of Professional Standards.

## **3. Method and Procedure for Admission into Membership**

### **a. Corporate**

- i) An institution for Corporate Membership shall request for, complete and return to the Honorary Secretary an “Application form for Corporate

Membership”

- ii) The Executive Council shall meet three times a year - that is, at the end of March, June and September to consider such applications and decide on membership.
- iii) All corporate members admitted into membership shall be informed by the Executive Council and the list subsequently published to members.

**b) Fellow**

I) A candidate for Fellowship shall be proposed on a “Form for Conferment of Fellowship” and bear the signature of not less than 10 Accredited Members as sponsors. Each sponsor shall attest to the candidate's qualifications for such membership.

- ii) The application shall be addressed to the Honorary Secretary of the Institute and should be received at the head office of the Institute before 30<sup>th</sup> of September of the year in which the candidate is proposed.
- iii) The Executive Council shall meet once a year in the middle of October to consider proposals for conferment of Fellowship.
- iv) The Executive Council reserves the right to confer fellowship based on its own proposals notwithstanding any proposals it may receive.
- v) The decision of the Executive Council shall be final.

**c) Accredited and Associate**

- i) The admission of a candidate into Accredited or Associate membership shall be under the Accreditation Examination Policy of the Institute administered by the Accreditation Board of the Institute.
- ii) The Accreditation Board shall each year; prior to holding of the examinations, submit to the Executive Council for consideration, following:
  - The subjects in which candidates are to be tested.
  - The examination fees to be paid by applicants.
  - The names of the internal and external examiners.
  - The dates and venue for the examinations.
  - The basis for declaring successful candidates.
  - Any other requirements
- iii) On approval of (ii) above, the Council shall cause the Honorary Secretary to publish notices announcing the professional accreditation examinations in the news media and to members requesting for applications from qualified candidates.
- iv) The Accreditation Board shall, on receipt of the applications, vet and decide on the qualified applicants to take the examinations and inform all successful applicants to complete the Accreditation Examinations Forms and pay up all fees.

- v) After conducting the examinations, the Accreditation Board shall lay the results and its recommendations before the Council for approval.
- vi) On approval, the Accreditation Board shall inform each candidate and also publish the results to members.
- vii) All new members shall be enrolled into membership at a formal ceremony or at the Annual General Meeting of the Institute.

**d) Affiliate**

A candidate wishing to be admitted into the Affiliate membership category shall apply to the Honorary Secretary for admission.

**e) Student:**

Shall be open to any student who is pursuing a course of study in PR or related fields in any institution accredited by IPR.

**3.2. Exemptions**

- i. A Practitioner who holds a Master's or higher degree in PR or related fields with not less than ten (10) years experience in PR, five (5) of which at a Senior Management level, shall be made to write a case study and pass an interview to be admitted as an Accredited Member.
- ii. A Practitioner who holds a post-graduate qualification in PR with not less than five (5) years working experience in PR may be admitted into Associate Membership, subject to writing a case study and passing an interview.
- iii. A member qualifies for exemption only once.
- iv. The applicant shall pay an Exemption fee to be determined by Council

#### **4. Mis-statement of Fact**

Any willful mis-statement of fact in an application for membership shall be a ground for disciplinary action.

### **Article II: Initiation Fee, Accreditation Fee and Dues**

#### **1. Initiation Fee**

There shall be an initiation fee charged all applicants for Corporate, Accredited and Associate Membership. This fee shall accompany all initial applications for accreditation. In all cases, such a fee shall be non – refundable.

#### **2. Accreditation Fee**

There shall be an accreditation fee charged all applicants accepted to take the accreditation examinations. These fees shall not be refundable.

#### **3. Dues**

- a) Annual dues shall be paid every year by a Corporate, Accredited, Associate, Affiliate and Student member.
- b) The dues shall be payable between January 1 and August 31 in each year.
- c) Members whose dues are unpaid by August 31 shall be considered not in good standing and shall not be listed in the Institute's Register. Such members shall not be entitled to vote, hold office or enjoy other privileges of membership.

- d) The Treasurer shall promptly notify by mail all such members who have been in arrears of dues by August
- e) Good standing may be resumed upon payment of all arrears of dues at a penalty on or between September 1 and December 31 in the year that dues are due.
- f) Members whose dues remain unpaid by January 1 of the following year shall automatically cease to be members of the Institute and their Names

#### **4. Reinstatement**

- a) A member whose membership is terminated by expulsion or who, at the time of resignation or termination of membership, was under suspension or investigation by the Grievances Committee may apply for reinstatement. Upon such application, the Executive Council may, before readmitting, impose such conditions as it may deem appropriate.
- b) Where one's membership is terminated for failure to pay dues, such membership may be restored upon payment of arrears dues at a penalty to be determined by the Executive Council.

5. In all cases of fixing fees and dues, the decision shall be made by the Annual General Meeting on the recommendation of the Executive Council.

## **Article III: The Executive Council**

### **1. Composition**

The Executive Council shall be composed as follows:

- a) Members of the Executive Committee as defined in Article VIII (i) of the Constitution of the Institute.
- b) The Chairmen of the IPR Standing Committees under Article X of the Constitution of the Institute.
- c) The Immediate Past President of the Institute.

### **2. Appointment**

The Executive Committee of the Institute shall appoint the Chairmen of the IPR Standing Committees.

### **3. Term of Office of Chairman**

The term of office of a Chairman of the Standing Committee shall be up to the end of the two (2) year term of the Executive Committee which appointed him / her.

### **4. Eligibility**

To be eligible as a Chairman of a Standing Committee of the Institute, the candidate must be an Accredited Member of the Institute.

### **5. Vacancies**

Vacancies occurring in the Executive Council may be filled for the balance of the unexpired term by the Executive Council at any regular meeting or at any special meeting called for that purpose.

## **6. Removal**

The Executive Council may by the affirmative vote of two thirds of the entire Council, remove any of its members on the following grounds:

- a) Censure or suspension for violation of the Code of Processional Standards of the Institute or its Bye-Laws.
- b) Failure to attend five successive meetings of the Executive Council without any cause or reason known by the Executive Council.
- c) Failure to perform responsibilities entrusted to him / her.

## **7. Regular Meetings**

- a) The Council shall meet as soon as practicable at the beginning of each year upon the call of the President at such time and place as the President may specify for the purpose of organization, the appointment of Committees and the transaction of other business.
- b) Other regular meetings of the Executive Council may be held at such places and times as the Council may determine.

## **Article IV: Officers of the Council Executive Committee**

1. The following officers of the Council hereinafter referred to as “the Executive Committee” shall be elected at the Annual General Meeting:

- a) President
- b) Vice – President
- c) Honorary Secretary
- d) Deputy Honorary Secretary
- e) Treasurer

## **2. Functions**

The functions of the Executive Committee Members shall be as follows:

### **a) President**

The President shall preside over the meetings of the Executive Committee, the Executive Council, the Annual General Meeting and other special meetings of the Institute. It shall be the President's duty continuously to review the activities of the Institute and from time to time make recommendations with respect thereto to the Council and to perform such other duties as may be assigned to him / her by the Council.

### **b) Vice- President**

The Vice-President shall perform the functions of the President in the latter's absence. The Vice-President shall also perform such other duties as may be assigned to him / her by the President or the Council.

**c) Honorary Secretary**

The Honorary Secretary shall keep or cause to be kept all records other than Books of Accounts of the Institute. He shall convene meetings on the advice of the President, circulate agenda and keep accurate record of the minutes of the Executive Committee and Council and general and other meetings. He / she shall perform all other functions of a Secretary including preparing annual reports of the Institute and liaising with all the Institute's Standing and Ad-hoc Committees and Boards.

**d) Deputy Honorary Secretary**

The Deputy Honorary Secretary shall assist the Honorary Secretary in the performance of his duties and shall also act as the Honorary Secretary in the latter's absence.

**e) The Treasurer**

The Treasurer shall perform all duties incidental to the office of Treasurer, subject to the control of the Finance Committee and the Executive Council. He shall advise with respect to the preparation of the Institute's budget and shall perform other duties that may be assigned to him by the Executive Council.

**3. Tenure of Office**

The Executive Officers shall be elected for a 2 year term at an Annual General Meeting. The term of office will be with effect from January 1<sup>st</sup> to December 31<sup>st</sup> of the following year.

#### **4. Removal**

This shall be the same as under Article III (6) of the Bye-Laws.

#### **Article V: Elections**

##### **1. Ad-hoc Electoral Committee**

- a) Wherever possible, all elections to offices of the Institute shall be conducted by representatives from the National Electoral Commission.
- b) However, where it is not possible for representatives of the National Electoral Commission to conduct the elections, there shall be an Ad-hoc Electoral Committee of three (3) headed by a Returning Officer appointed by the Executive Council who shall conduct the elections to offices of the Institute.

##### **2. Procedures**

- a) The Electoral Committee shall announce the dates for the opening and closing of nominations.
- b) For the election of the Members of the Executive Committee at an Annual General Meeting, ten Members in good standing may nominate any person for any of the offices and file a signed notice countersigned by the nominated person of his willingness to be elected, with the Returning Officer not later than thirty (30) days prior to the Annual General Meeting.
- c) After the close of nominations, the Electoral Committee shall publish to all Members the names of the nominated persons not later than twenty- one (21) days prior to the Election Day. A

nominated person may opt to withdraw his candidature at any time prior to the election. At the Annual General Meeting, the Returning Officer assisted by members of the Ad-hoc Electoral Committee shall conduct the elections, announce the results and declare the winners accordingly. Voting shall be by secret ballot.

**Article VI: Standing Committees and Boards**

1. The Standing Committees of the Institute shall include:
  - a. Professional Development, Research and Education Committee
  - b. Public Relations / Public Issues Committee
  - c. Government Relations Committee
  - d. International Relations Committee
  - e. Finance Committee
  - f. Professional Awards Committee
  - g. Member Services Committee
  - h. Students Chapter Co-ordination Committee and
  - i. Professional Sections Committee.
  
2. The Standing Boards of the Institute shall involve the
  - a. Accreditation Examination Board
  - b. The Grievances/Disciplinary Board and
  - c. The Public Relations Education and Accreditation Board (PREAB).

**Article VII: Functions of the Standing Committee & Boards**

**a) Professional Development, Research & Education Committee**

To be responsible for drawing up an integrated programme, designed to help Members develop their competence at all levels throughout their Public Relations careers.

**b) Public Relations / Public Issues Committee**

To serve as the Public Relations arm of the Executive Council. To be responsible for IPR's publicity matters, including liaison with the mass media, advertising and production of publications. To be responsible also for IPR's Community Relations programme, receptions conferences and feedback.

**c) Government Relations Committee**

To be responsible for maintaining liaison with government Public Relations/Information Attaches in Ghana and providing the Executive Council with governmental and legislative information.

**d) International Relations Committee**

To be responsible for developing effective relations between the IPR and all relevant international associations, including APRA, Commonwealth, World Public Relations Congresses, Public Relations Society of America, etc.

**e) Finance Committee**

To be responsible for all financial matters of IPR including raising funds and developing other sources of revenue for the Institute.

**f) Accreditation Examination Board**

To be responsible for planning and implementing the Accreditation Examinations administered by the Institute.

**g) Member Services Committee**

To be responsible for all member services of the Institute.

**h) Professional Award Committee**

To be responsible for the administration of professional awards instituted by IPR.

**i) Grievance & Disciplinary Board**

To be responsible for investigating and hearing complaints relating to violations of the Institute's Codes and making recommendations to the Executive Council with respect to disciplinary measures for violations of the Codes.

**j) Student Chapter Co- ordination Committee**

Organize the Student Chapters and plan and implement the outreach programmes of the Institute and to introduce PR students to the profession.

**k) Professional Sections Committee**

To organize and co-ordinate the programmes of the professional sections under the Institute.

### **i) Public Relations Education and Accreditation Board**

To establish, administer and manage a national accreditation of the academic programmes and sequence of the training institutions.

## **Article VII: Accreditation**

### **1. Provision for Accreditation**

The Executive Council may through an Accreditation Examination Board make provision for Accreditation and certification of competence in the practice of public relations upon the passing of examinations in public relations given either by the Institute or an independent agency retained by the Institute and upon fulfillment of prescribed standards of character and general fitness. The Council may, in addition make provisions for Accreditation in special fields of public relations for those who have received general Accreditation, such special Accreditation to be based upon the passing of examinations and upon the fulfillment of such other conditions as the Council may determine.

### **2. The Accreditation Board's Powers of Accreditation**

- a) Establish, administer and manage the Accreditation programme and grant Accreditation
- b) Make rules and regulations for the administration of the programme.
- c) Establish, amend and administer rules governing the use of Accreditation by those Accredited.
- d) After a hearing, to suspend or revoke Accreditation for violation of

the rules concerning the use of accreditation or for any other improper use of Accreditation

- e) Without a hearing, to suspend Accreditation upon censure or suspension of a member and revoke Accreditation upon expulsion of a member.
- f) Cause notice of a resolution of suspension or revocation as provided in (d) and (e) above to be given to members of the Institute.
- g) Appoint a panel of examiners from which teams of examiners are selected, with such powers and duties in connection with the Examinations.

### **3. Loss and Reinstatement of Accreditation**

Accreditation shall cease automatically when an individual's membership of the Institute is terminated in any way, either voluntarily or involuntarily. Accreditation shall be reinstated automatically upon reinstatement to membership.

### **4. Policy on Use of Accreditation**

Any reference by an Accredited Member to accreditation and any use by a member of the Accreditation insignia shall be such as to indicate that Accreditation is an individual attainment. No such reference or use shall imply that the Accredited Member's firm or anyone other than the Accredited Member or Accredited Members of the firm are Accredited by the Institute.

## **Article IX: Meetings**

### **1. Annual General Meeting**

There shall be an Annual General Meeting of Members of the Institute which shall be held once in the “Institute's Year and not later than the month of December at a venue fixed by the Executive Council. The Annual General Meeting shall transact the following business:

- a) To receive and if approved to adopt the Annual Report and an Audited Statement of accounts to the end of the last proceeding financial year.
- b) To elect the Executive Officers of the Institute.
- c) To elect an Auditor
- d) To deal with any special matter which the Executive Council desires to bring before the Members and to receive and consider suggestions from Members.

### **2. Extraordinary General Meeting**

An Extraordinary General Meeting of the Institute may be called at any time by the Executive Council and shall be called within twenty – one (21) days of receipt by the Honorary Secretary of a requisition in writing signed by not less than twenty members stating the purpose for which it is desired to propose thereat. No business shall be transacted at such meeting other than that specified in the notice and no amendment to the Agenda proposed at the meeting shall be allowed.

If the Executive Council fails to call an Extraordinary General

Meeting within twenty-one (21) days of the receipt by the Honorary Secretary of the requisition for such a meeting, the requisitioners may themselves convene a meeting of the Institute.

### **3. Other Special General Meeting**

Other Special General Meeting may be held at any time and place upon call of the Executive Council, giving notice including the business of the meeting to each member not less than ten days before such meeting.

### **4. Notice**

A notice convening any General Meeting shall be accompanied with all relevant documents and in the case of the Annual General Meeting with the annual report and accounts and shall be sent to all Members with seven days notice before the meeting and shall specify the business of the meeting. The accidental omission to give notice of a meeting to or the non-receipt of notice of a meeting by any member shall not invalidate any proceedings or resolutions at any meeting of the Institute or any Committee thereof.

### **5. Vetting at General Meetings**

Any resolution for consideration at any General Meeting shall be circulated to members before the meeting.

## **Article X: Code of Professional Standards**

### **1. Powers of the Annual General Meeting**

#### Obligations of Members

The Annual General Meeting of the Institute shall have power to adopt a Code of Professional Standards for the Practice of Public Relations, herein called “the Code” and amendments thereof either at its Annual General Meeting or at a special meeting called for that purpose, after first receiving the report of the Executive Council therein. All Members of the Institute shall by virtue of their membership therein be bound by the Code as the same may be amended from time to time and shall be obligated to comply with the procedures for the enforcement of the Code.

### **2. Powers of the Executive Council**

The Executive Council shall have power:

- a) To propose to the Annual General Meeting a Code of Professional Standards for the Practice of Public Relations.
- b) To propose to the Annual General Meeting from time to time amendments to the Code when they may appear to be advisable.
- c) To issue official interpretations of the Code and express its opinion regarding proper professional conduct.
- d) To adopt Rules of Procedure for the enforcement of the Code and of these Bye- Laws and from time to time amend the same.
- e) To consider appeals emanating from the decisions of the Grievances and Disciplinary Board

The affirmative vote of two-thirds of the entire Board shall be required to take disciplinary action against a member.

If the Board does not adopt the recommendation of a Panel, as hereinafter provided, it may remand the proceedings to the panel for further hearing and recommendation, or it may take independent disciplinary action based on the record of the proceedings before the panel. Before taking such action, the Board shall give the member, the complainant, and the Panel reasonable opportunity to present their respective positions on such record.

### **3.Grievance Board**

There shall be a Grievance /Disciplinary Board appointed by the Executive Council.

It shall be the duty of the Grievance Board to make investigations regarding violations of the Code or of these Bye-Laws, to bring complaints before the appropriate Judicial Panel and to prosecute the same.

When requested by the Grievance Board, it shall be the duty of members promptly to furnish to the Board; pertinent information in connection with any investigation it may make. Anything in these Bye-Laws to the contrary notwithstanding, the Grievance Board may bring complaint for any violation of this provision directly to the Executive Council under such rules of procedure as the Council may adopt.

#### **4. Judicial Panels**

In accordance with the enforcement of such Code there shall be Judicial panels set up by the Grievance and Disciplinary Board. To be eligible, a Panel Member shall be an Accredited Member in good standing.

#### **5. Powers of a Panel**

Each panel shall have power:

- a) To conduct disciplinary proceedings and to hear complaints relative to violations of the Code or of these Bye-Laws upon complaint made by a member or the Grievance Board all in accordance with the Rules of Procedure adopted by the Executive Committee.
- b) After a hearing of such complaint; to make recommendations to the Board with respect to disciplinary action against a member for violation of the Code and of these Bye-Laws.

#### **6. Conviction of a Felony or Misdemeanor**

The Board may by a majority vote of the entire Board suspend or recommend the expulsion of any member who shall have been convicted of a felony or misdemeanor related to the conduct of the public relations profession or involving moral turpitude. Before taking a vote on such suspension or expulsion, the Board shall give the member a hearing on reasonable notice. Proof of conviction shall be made by a duly authenticated copy of the order or judgement of the court or judge convicting the member.

**Article XI: Amendments**

**An amendment to these Bye-Laws may be proposed:**

- a) By majority vote of the members of the Annual General Meeting present and voting; or
- b) By resolution of the Executive Council; or
- c) By a petition signed by at least twenty – five (25) Accredited Members of the Institute.

In each instance stating the substance of the proposed amendment and filed at the headquarters office of the Institute at least thirty (30) days prior to the meeting of the Annual General Meeting at which the proposed amendment is to be considered.

An amendment so proposed may be adopted by a two-thirds vote of members in good standing present and voting at any Annual Meeting of the Institute or at any special meeting thereof called for that purpose, provided at least half of the total number of members in good standing is present and voting and provided the substance of the proposed amendment accompanies the notice of the meeting to be given at least 20 days before the meeting.

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