

PR industry now has access to BUSA, Parliament

The South African PR industry now has access to Business Unity SA (BUSA), Nedlac and the Parliamentary Portfolio Committees through the Public Relations Institute of Southern Africa's (PRISA) membership of Business Coalition SA (BCSA). PRISA is therefore challenging PR and communication consultants to take up the baton and represent their industry.

According to Margaret Moscardi, PRISA CEO, this gives the industry the opportunity of strategically differentiating itself from advertising and marketing. She warns that lack of support from the PR consulting sector, in serving on the structures created for it, will result in the industry being subsumed by the marketing services board and its various structures.

BCSA is an umbrella body, formed by the Services SETA, for all the associations in its sector. It has been accepted as a member of BUSA and gives the industry direct access to policy and regulation formulation.

Consultants need to serve on the various committees within BCSA and will be able to take industry issues through the structures directly to Parliament, as well as to give feedback. Consultancies need to be members of the Services SETA, PRISA or the PRCC. The Public Relations & Communication board of the Services SETA also requires consultants to serve on it.

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