



A LEGACY OF EXCELLENCE IN PR
—— 1975 - 2025 ——

WORLD PR DAY ▶▶

Voice of African PR Compilation



“

World PR Day, to me, is a reminder that strategic communication is at its best when it serves truth, protects trust, and strengthens communities.

In an ever-pacing world, this day calls us to recommit to ethical practice , especially as brands, governments, and leaders navigate complex narratives.

The Golden Age of Strategic PR feels like a chance to elevate credibility over noise, and to help Africa chart an alternative path grounded in transparency, cultural relevance, and meaningful public value.

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Lamia **RAHAL**
Founder, Health Nexus Africa





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We are living in the most consequential moment in the history of public relations in Africa. Digital tools have handed us reach that previous generations of PR professionals could only dream of, but reach without integrity is just noise. The Golden Age of Strategic PR isn't about technology. It's about African communicators finally owning our narratives, training our own, and building institutions the world trusts. That age isn't coming. For those of us doing the work, it's already here.

”

Toluwani **OLOKE**, Ph.D, F.apra
Associate Professor of Communication
University of North Georgia



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#WPRD2026



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Professionalising public relations is key to ensuring that public relations practice gains the respect it deserves as a profession, and that public relations practitioners sit more comfortably and strategically within the C-Suite. Strengthening professional associations, practitioner thought leadership and CPD programs will go a long way in ensuring that the future of PR in Africa is assured.

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Thando **NKOMO**, President
Zimbabwe Institute of Public
Relations (ZIPR)



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As we commemorate World PR Day, I reflect on what The Golden Age of Strategic PR means in an era of AI and big data. Technology is transforming communications, but it cannot replace human judgment, ethics, empathy, or trust. The communicators who will lead this new era are those who master AI responsibly while championing authentic storytelling and meaningful engagement. In a world where misinformation travels at the speed of an algorithm, our greatest value is not the technology we use, but the trust we build. The Golden Age of Strategic PR belongs to wiser communicators, not smarter machines.

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Paul **BARASA**, Pan-African strategic communications and public affairs expert



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With the rise of AI comes an opportunity to reaffirm the value of human judgment. More than ever, communications professionals must combine cultural intelligence, ethical leadership, and strategic foresight because the future belongs to those who shape understanding, build trust, and influence decisions through authentic storytelling. As AI takes over routine tasks, strategic communicators have an even greater responsibility to help leaders navigate complexity, anticipate change, and drive meaningful impact.”

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Nicolas **EMANE**, Strategic Communicator, Content Curator, Moderator



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The future of public relations in Africa will be defined not simply by how effectively we communicate, but by how intentionally we build trust, uphold ethics, embrace innovation, and shape authentic African narratives.

No country can strengthen the profession in isolation; our greatest progress will come through sustained regional collaboration, shared standards, and collective learning.

That vision continues to inspire the work of the Sierra Leone Association of Communications and PR Professionals (SLACPRP) as we contribute to a stronger African communications ecosystem.

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Sallieu **SESAY**
Interim President (SLACPRP)



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As we mark World PR Day, I have been reflecting on the future of our technological progress, yet I worry about the potential loss of creativity, ethical judgement, and the genuine human voice amid these innovations. Specifically for our talented young professionals in Africa, my hope is that, with the right support, guidance and mentorship, they will turn to their own creativity and instincts before turning to AI.

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Sabra **SALEH**
Chief Communication Strategist and
Executive Director, TOOLKIT





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The future of public relations in Africa lies in its ability to blend innovation with authenticity. As digital transformation accelerates across the continent, PR professionals must move beyond information sharing to building trust, fostering meaningful engagement and amplifying African narratives on the global stage. The most successful communicators will be those who will embrace technology, uphold ethical standards, and serve as strategic partners in shaping inclusive development, strengthening institutions, and promoting Africa’s voice with credibility, confidence, and purpose.

”

Pateh GIBBA
Director of Press and Public Relations
Gambia Fire and Rescue Service





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Public relations in Africa is emerging as a strategic force that will shape how our stories are told in a rapidly evolving world. The future of the profession lies in unlocking untold narratives and shaping meaningful communication that drives real impact across the continent.

”

Momley **AMUSHENDJE**
Public Relations Practitioner and
communications professional,
Parliament of Namibia



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The ‘Golden Age of Strategic PR’ marks a decisive phase in which digital technologies and artificial intelligence are profoundly reshaping our practices. Yet this golden age will not be measured by the sophistication of our tools — it will be measured by our capacity to uphold rigorous ethics, ensure information quality, and strengthen trust. Responsibility, transparency, and innovation: these are the pillars of a lasting golden age for Africa.

”

Prof. Michele **MEKEME**
Vice President, African Public
Relations Association (APRA)



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We operate in markets where trust is still being negotiated daily, between companies, institutions, communities and citizens. Public relations shapes decisions long before it shapes headlines. Reputation is built through consistency and responsible leadership. Our work helps organizations listen more carefully, explain with greater clarity and engage more meaningfully. In doing so, it strengthens leadership, reinforces accountability and protects reputation in environments of growing complexity. As our profession evolves, we have the opportunity, and the responsibility, to build approaches rooted in our own cultures, realities and aspirations.

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Acucena **PAUL**
Managing Director, Feedback





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Africa has some of the world’s most complex, dynamic and exciting stories to tell. World PR Day reminds us that our role as communication professionals is not simply to tell those stories, but to build trust, strengthen institutions and create meaningful impact.

This golden age of strategic public relations is our opportunity to raise professional standards, champion ethics and demonstrate the value of communication as a driver of business, society and the continent’s future. Together, we have the opportunity to shape a profession that Africa, and the world, can be proud of.

”

Bradly **HOWLAND**, Immediate Past President, Public Relations Institute of Southern Africa (PRISA)



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We are living the Africa golden age of strategic Public Relations, not because the world is finally paying attention, but because we are. This generation is redefining the discipline from the inside: building institutions, setting standards, and telling our own stories with intention and authority. At the Angolan Public Relations Professionals,

we believe Angola’s voice belongs in that conversation. The future of public relations in Africa will not be borrowed. It will be built by us, for us, on our own terms.

”

Carolina **BARROS**, Strategic Communications & PR Expert | Founder, PR.ao

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For me, PR is about taking up a space and filling it with your authentic narrative that is both representative and reflective of your reality; as opposed to leaving a void that will be filled from without which is representative of someone else's interest and agenda at a cost to you' I call it 'narrative sovereignty'

The need to carry and tell your own story rather than someone else carrying and narrating it for you.

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Ebrima A. **BAH**, Communication
Manager, Gambia Maritime
Administration



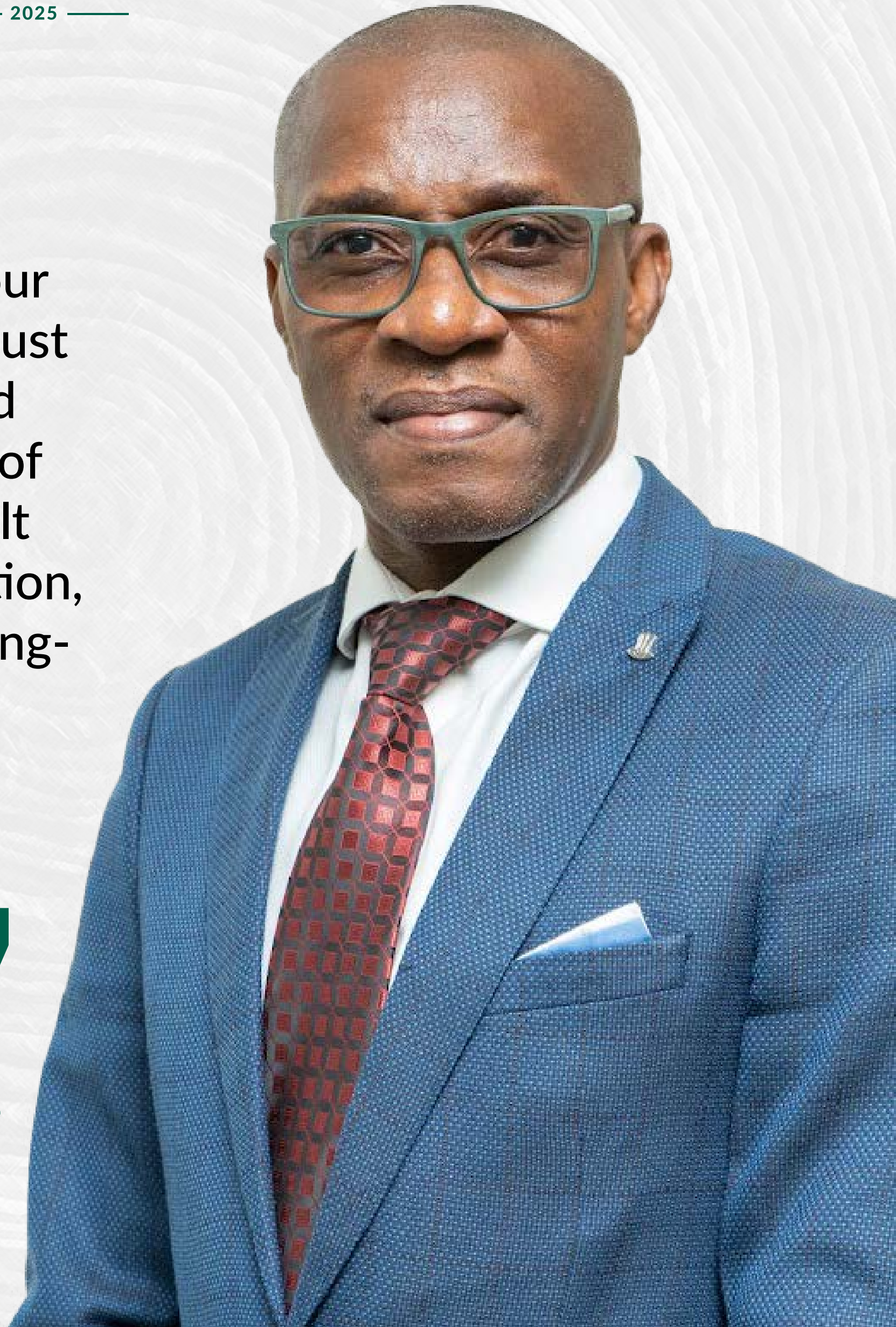


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Creating a positive image for our organisations and companies must be deliberate, purposeful, and consistent. In the Golden Age of Strategic PR, reputation is built through intentional communication, authentic engagement, and a long-term commitment to trust.

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Eric **PWADURA**, Director, Corporate Affairs, Ghana National Petroleum Corporation



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As AI standardises content generation, we are entering the true golden age of strategic PR: one defined not by tactical output, but by human intelligence, ethical counsel, and trust. Today, PR increasingly sits firmly in the C-suite as the Human Operating System navigating a complex global landscape. For Africa, this era is a powerful catalyst. It empowers us, PR professionals, to move past outdated narratives and deploy sophisticated, strategic communication that mirrors the continent’s real-world innovation, economic maturity, and influence. I am proud to witness that our voice is no longer just emerging; it is leading, and rightly so.

”

Gilles MARTIAL, Manager, Internal Communication & Press/Public Relations, Sustainability, Reputation & Engagement SBU, Mauritius Commercial Bank





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World Public Relations Day reminds me why our profession matters at its core: building trust, shaping understanding, and connecting people and institutions in ways that genuinely make a difference. As we reflect on this year’s theme, “The Golden Age of Strategic PR,” I see a profession in Africa that is steadily moving into greater relevance and influence—not as a support function, but as a strategic driver of credibility, policy engagement, and societal progress.

For me, this moment is both a responsibility and an opportunity. It calls on us as PR leaders to raise the standard of practice, anchor our work in ethics and truth, and ensure that communication is not only visible but valuable in shaping Africa’s development agenda.

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Irene **NAKASIITA**, President of the Public Relations Association of Uganda.



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As Africa looks inward for innovation and sustainable growth, strategic communicators must shape trusted narratives and build brand value. The Golden Age of Strategic PR belongs to professionals who embrace technology as an enabler while strengthening the human qualities of strategic thinking, trusted counsel, and relationship-building that drive meaningful impact.

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Kyembe **KYALUSANZA**
Treasurer, Zambia Institute of
Public Relations and
Communication (ZIPRC)



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Africa does not lack great stories. It needs great storytellers. In this Golden Age of Strategic Public Relations, our responsibility is to tell Africa's stories with clarity, credibility, and purpose, ensuring they are told by Africans, for Africans, and to the world.

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Malcolm W. **SCOTT-SR**,
Communication, Public Private
Partnership & Project Management



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Public Relations in Lesotho has immense potential but requires stronger professional recognition and integration into leadership. By bridging the gap between government and citizens through transparency, digital transformation, and community-driven communication, PR can strengthen public trust and become a catalyst for sustainable national development.

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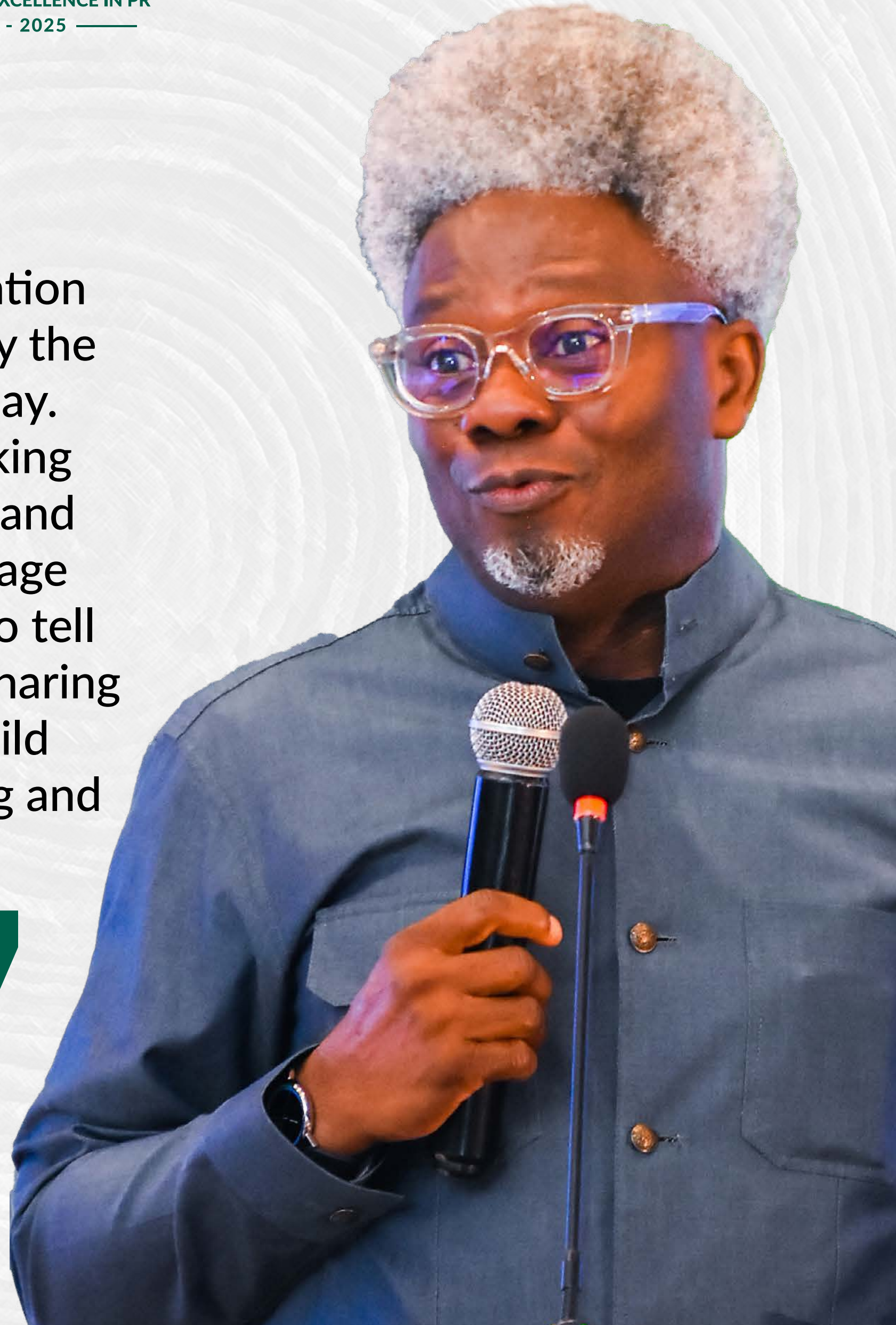
Molikuoa 'Mota **SEKHONYANA**,
Director Public Relations, Ministry of
Education and Training

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The value of strategic communication in Africa's future is underscored by the theme of this year's World PR Day. It affirms public relations as the king of communication management, and charges its practitioners to leverage technology, ethics and evidence to tell authentic African stories through sharing of cooperative intentions, to build relationships, foster understanding and promote trust.

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Omoniyi **IBIETAN**, Ph.D, fnipr
Secretary General, APRA





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As a Public Relations professional in Lesotho, serving the Government through the Ministry of Public Service, World PR Day is a moment to honour pioneers of the profession and reflect on our contribution to information sharing and nation branding, while reaffirming our rightful place at leadership and decision-making tables.

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Mamakhoa **MOLAPO**
Public Relations Officer
Ministry of the Public
Service



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The future of Public Relations in Africa lies not in saying more, but in meaning more. As communication becomes the architecture of trust and the language of leadership, our value will no longer be measured by the noise we create, but by the decisions we influence and the legacy we build. That is the journey from Practice to Influence.

”

Rachel **KALERA-MHANGO**
President
PR Society of Malawi (PRSM)





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Clarity is the courtesy of intelligence.
In today's rapidly evolving
communication landscape, strategic
public relations transforms complexity
into understanding, builds trust, and
empowers Africa to tell its stories with
confidence, credibility, and purpose.

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Hervé **OULAÏ**
Intellectual Property Lawyer,
CSR and ISO Standards Consultant.



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We are living in an era where technology is transforming the way we communicate, but the fundamentals of exceptional public relations remain unchanged. While the tools continue to evolve, the essence of PR is still rooted in clear communication, strategic thinking, compelling storytelling, and impactful writing.

Success in this Golden Age of Strategic PR belongs to professionals who embrace change with agility, harness creativity with purpose, and continuously adapt to an ever-evolving media landscape.

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Geoffrey **NANGAI** - Manager,
Corporate Communications & PR
Cooperative Bank Tanzania





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As we commemorate World PR Day 2026, I reflect on the future of public relations in Africa. No public relations work can succeed without research— it is the first stage of any strategy, and the foundation of true understanding. I see the future of PR in Africa tied to research that is our own: insight drawn from our own contexts, evidence that reflects our own publics rather than borrowed assumptions. Strategy without that foundation is just a hunch. The practitioners who will define the next era are those already asking harder questions today, and doing the work to answer them.

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Antoinette **GYAN**, APR, Internal Communication Consultant
Coordinator, Internal Communication Research Hub - Africa (ICRH-Africa)



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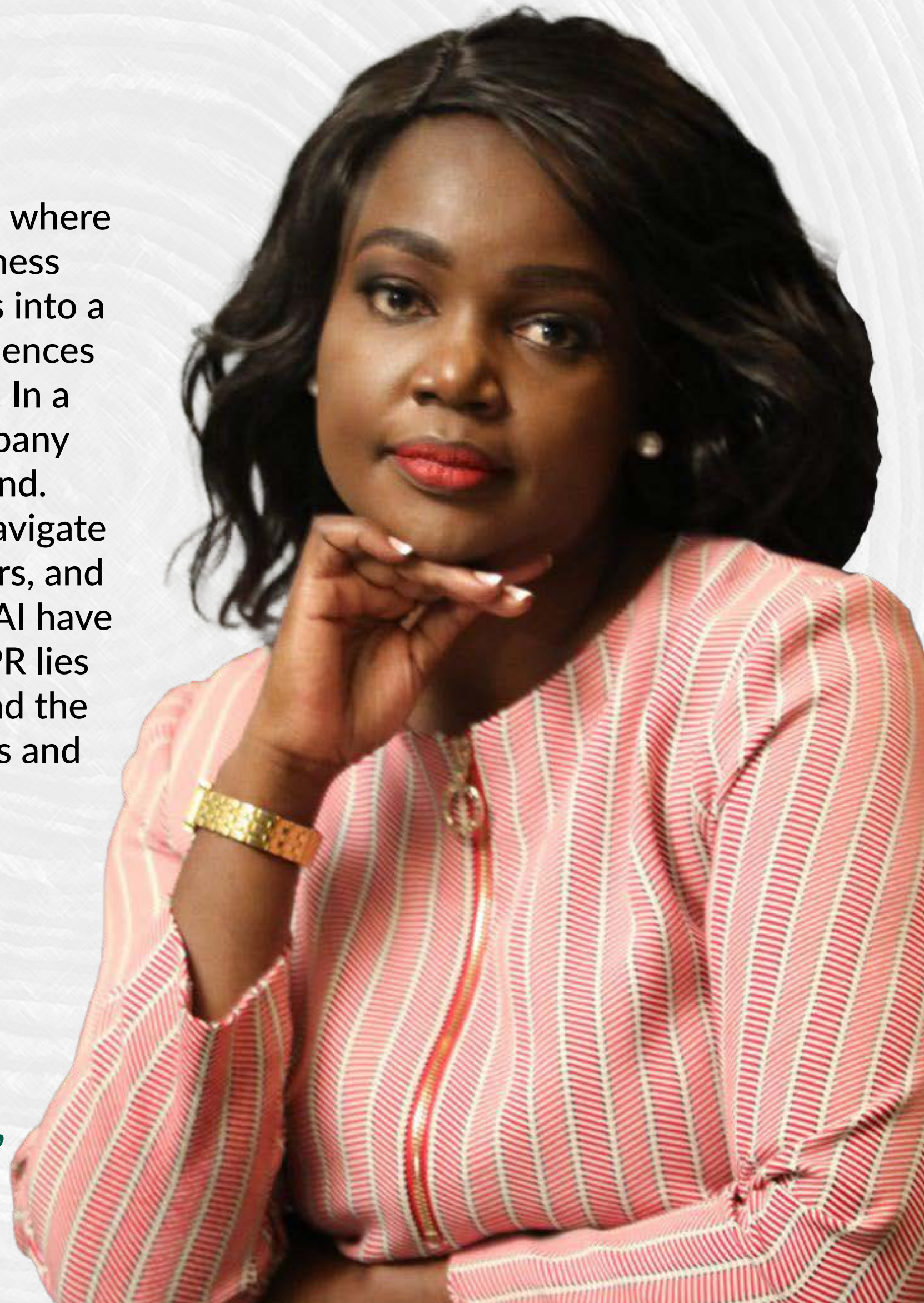
We are living in the golden age of strategic PR, where reputation is one of the most valuable business assets. PR has evolved beyond media relations into a core strategic function that shapes trust, influences decisions, and drives organizational success. In a world of instant communication, every company is a publisher and every leader a public brand. Strategic communicators help organizations navigate complexity, manage crises, engage stakeholders, and build lasting credibility. While technology and AI have increased content volume, the true value of PR lies in human judgment, authentic storytelling, and the ability to earn trust in an increasingly dubious and connected world.

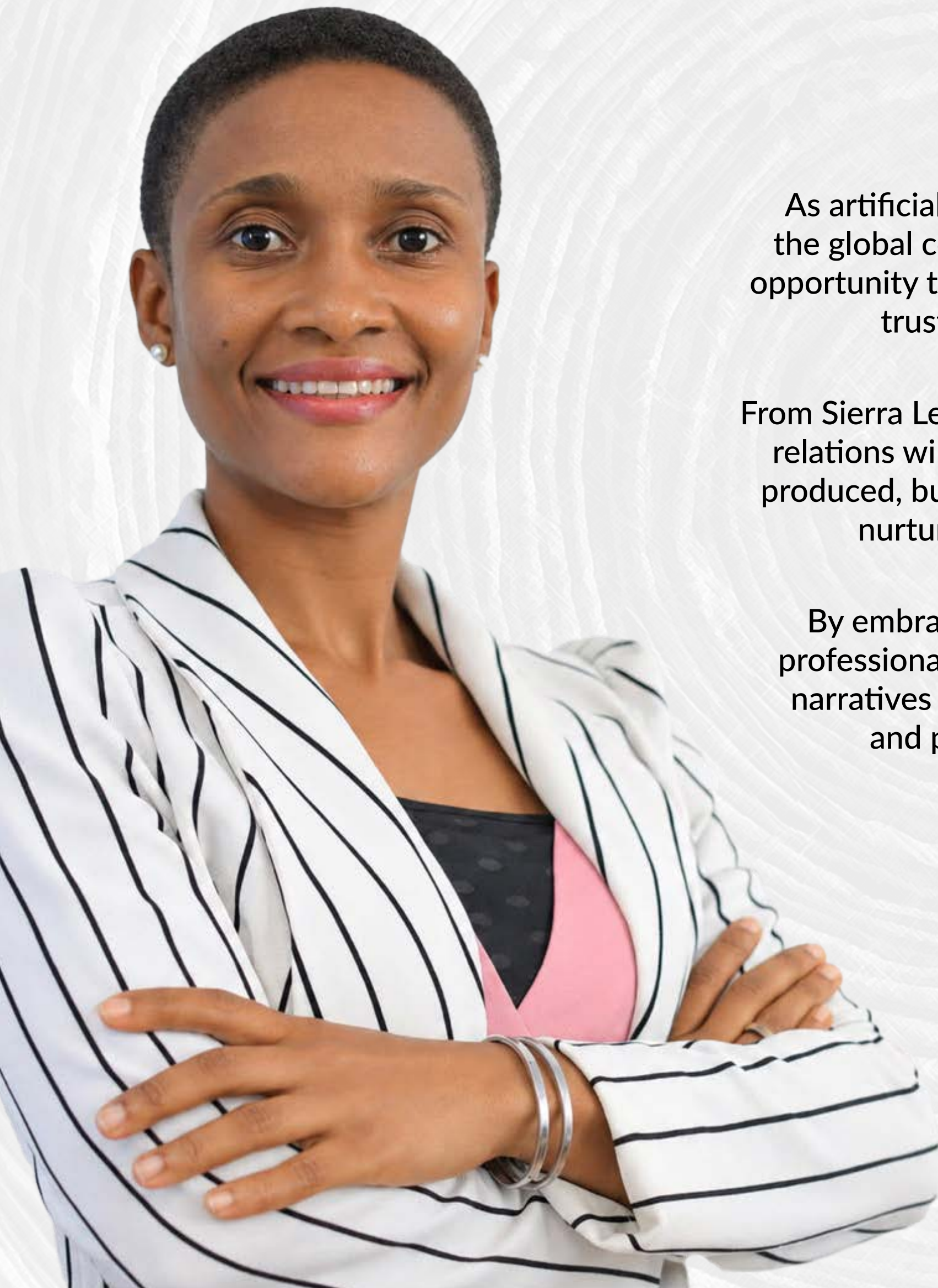
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Victoria NYAMUNGA
Communications and Marketing Lead,
East Cluster at Ipsos



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As artificial intelligence and digital technologies reshape the global communications landscape, Africa has a unique opportunity to lead with qualities technology cannot replace: trust, authenticity, and human connection.

From Sierra Leone to across the continent, the future of public relations will be defined not just by the volume of content produced, but also by the confidence inspired, relationships nurtured, and integrity behind Africa's stories.

By embracing innovation while upholding ethical and professional standards, African communicators can shape narratives that drive development, strengthen institutions, and position Africa as a respected voice in global conversations.

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Harriet Chris MASON
Vice President , Sierra Leone
Association of Communications
and PR Professionals (SLACPRP)





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