

# The President's Desk



PUBLIC RELATIONS SOCIETY  
OF KENYA

## We must safeguard professional standards and practices

Dear Colleague,

Greetings from the PRSK Council and Secretariat.

Thank you for turning up in large numbers in the recently concluded elections, and electing me as your President. The aspirations and dreams of over 3000 registered members are anchored on the shoulders of this Council, and I would like to assure you that your support will not be in vain.

Join me as we welcome onboard two new Council members; Mbugua Njoroge, the Vice President and Vivienne Atieno, the Assistant Secretary. Arik Karani also re-joins the team following his re-election as Treasurer. This team joins other Council members comprising of Lilian Nganda (Secretary), Michelle Anekeya (Assistant Treasurer), and Council Members Alfred Nganga, Dr Haron Mwangi and Tim Kamuzu Banda.

For the past four years the able and steady leadership of Jane Gitau has breathed back life into the Society. Her contribution to making PRSK an institution is engraved as a footnote when our history is read. We wish her well as she pursues other interests.

I salute, the outgoing Assistant Secretary Beatrice Kungu for her long and outstanding service at the Council. She is the longest serving Council member having dedicated her time and energy to Council affairs and members welfare for the last eight years. I wish her well as she keeps the fire burning in the industry.

I start my tenure fully aware that PRSK has a strategic plan in place, running from 2018 to 2022. I am also aware that this plan needs full implementation. From the Strategic Plan, I have singled out two areas which will require my full commitment and that of the entire Council. These include:

### 1. Safeguarding the Professional Standards

The low entry barrier to the practice of Public Relations and Communication Management has seen the industry get infiltrated by people who masquerade as professionals, but lack the requisite training and experience.

The task of this Council from now till 2021 is clearly spelt out. We must professionalise and improve standards of practice in the industry. This will be done concurrently in two ways:

a) **Lobbying for the Institute of Public Relations and Communication Management (IPRAC) Bill**

This team, with your support shall agitate for the passage of the Institute of Public Relations and Communication Management Bill. The IPRAC Bill is one the critical tools that will give the Society power to regulate and promote standards of competence and practice among PR practitioners.

For years, PRSK hasn't operated in the same legal space as its peers in the professional sphere. The Institute of Certified Public Accountants of Kenya, Institute of Human Resource Management and Law Society of Kenya among others have been able to enforce stringent measures to ensure discipline and professional conduct of its registered members. We will work round the clock to lobby for the Bill and ensure its onward passing into law.

b) **Certification and accreditation of members**

We cannot compromise on the quality of professional standards. This Council will, through a Working Group, develop a curriculum and outline a stringent but inclusive certification process to enable accreditation of deserving members. We await your favourable response to form part of this technical group.

In the next one year, we are optimistic to celebrate our first graduates of our ingrown curriculum developed and managed by our highly experienced practitioners. I look forward to your support in this initiative.

**2. Innovative Programmes and Products for Members**

We care about the comfort and success of our members, this being a membership organisation.

As the Society emerges stronger in this transformational journey, we purpose to come up with programmes and products that provide professional, social and personal benefits to members.

The provision of these programmes and products will definitely attract the 2400 members who are inactive, and those not registered with us.

However, members can only take out as much as they give in. Therefore, my appeal is to all members, especially those younger in the profession to volunteer to various committees and panels, when the call for expression of interest is made.

We have recruited Ms. Mercy Mueni as our membership manager to develop and manage members' needs and address their immediate concerns. She will be reaching out to you individually in the next one month. Ms. Mueni is supported closely by the Professional Development and Membership Committee. In the event you feel that your concerns are not adequately addressed, I am available to make a follow up on the same.

I trust that PRSK will continue to provide the right avenue for you to network, share thoughts and ideas, learn and most importantly, celebrate the great work we all do. We welcome new members and always welcome feedback on how we're doing and what we can do better!

Look out for updates on safeguarding professional standards, accreditation and certification of members, and innovate programmes and products for members.

I'm excited about the road ahead!

**With Regards,**



**Dr Wilfred Marube, MPRSK  
PRSK President**