



PUBLIC RELATIONS SOCIETY
OF KENYA

PRSK ————— COLLEGE OF FELLOWS NOMINATION GUIDELINES

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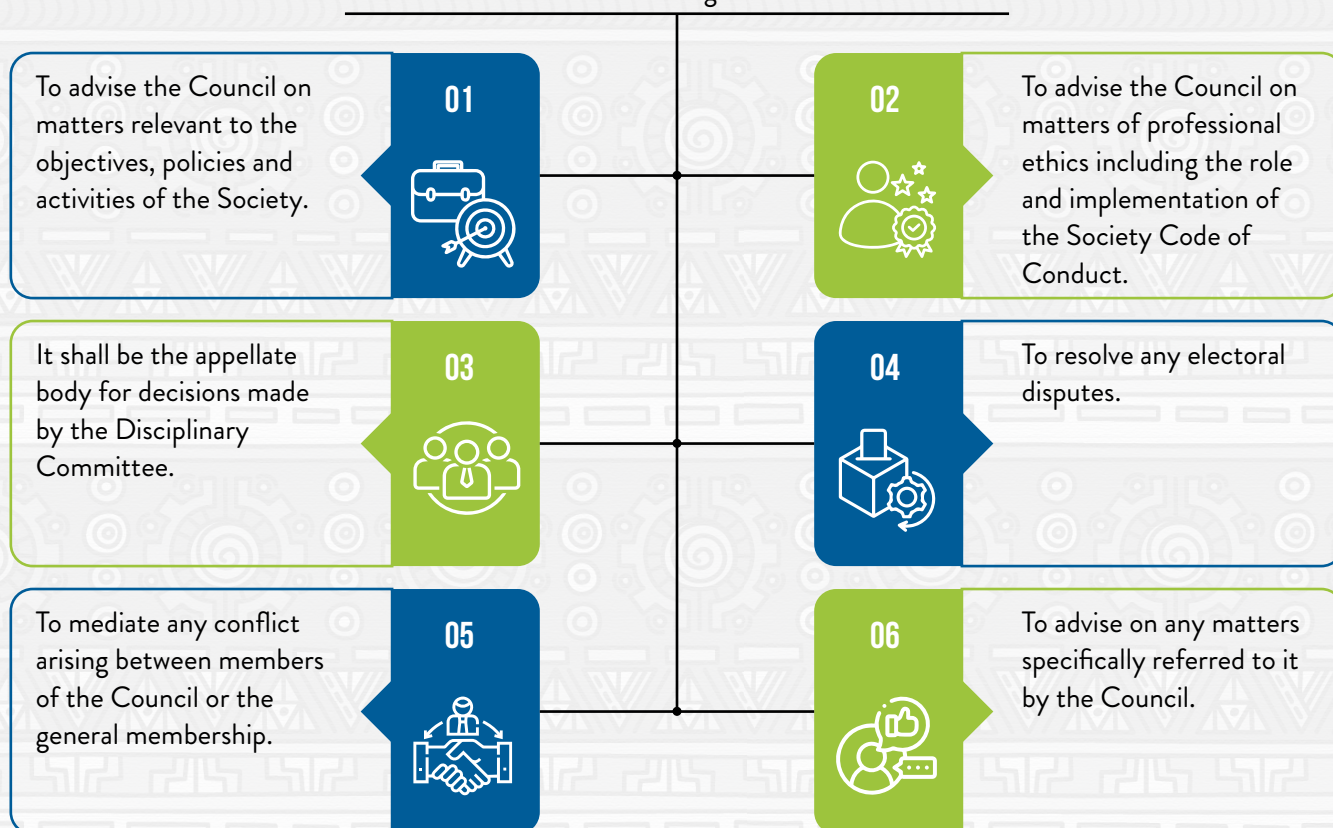
Introduction

Public Relations Society of Kenya (PRSK) is the umbrella body for all Public Relations and Communication Management professionals in Kenya with a membership of over 14,000 professionals drawn from public and private sectors, NGOs, learning institutions, public relations firms and consultancies. The Society's broad objective is to advance excellence in public relations and communication management and to ensure that the practice continues to thrive within the ethical framework defined by the profession.

PRSK College of Fellows are Kenya's foremost leaders in Public Relations and Communication Management, having made outstanding contributions to the industry and Society. Fellows are custodians and promoters of professional standards, the code of ethics and excellence in our profession. They are the face of both the profession and our Society's membership. Their experience, insights and set of skills set them apart from other professionals in the industry. This enables them to provide unique and impactful interventions on issues and developments facing the profession.

Role Of Fellows

The functions of the College of Fellows include:



Fellowship is a prestigious professional honor awarded through a **competitive process** every two years. Admission to the College of Fellows shall be based on the nominee's fulfillment of the criteria below and subject to the approval of the PRSK Council. Fellows shall:

01

Be entitled to a fellowship certificate, to use the FPRSK after their names and to exercise full voting rights in the affairs of the Society.

02

Not be required to pay annual subscription fees or meet annual Continuous Professional Development (CPD) points.

Eligibility Requirements

As per Article 6(3) of the PRSK Constitution, to be eligible for nomination, a candidate must meet the following minimum requirements:

1. The nominee **must** have held Full Membership status with PRSK for not less than ten (10) consecutive years.
2. The nominee **must** be a member in good standing, with all dues, subscriptions and financial obligations to the Society fully settled at the time of nomination.
3. Must have consistently adhered to PRSK's professional standards and Code of Ethics, with no record of disciplinary action or breach in the last ten (10) years.

Other desirable qualities include:

01

Demonstrated exceptional skill, thought leadership, or innovation in the public relations and communication management profession for a minimum of ten (10) years. *Supporting evidence:* Portfolio, work samples, case studies, testimonials, awards.

02

Clear evidence of consistent ethical conduct and commitment to PRSK's Code of Ethics. *Supporting evidence:* Testimonials, ethics clearance, endorsement letters.

03

Provided **exemplary service** to PRSK through active participation in committees, programs, mentorship, advocacy, legal or policy development. *Supporting evidence:* Appointment letters, service appreciation letters etc.

04

Actively promoted and strengthened the public relations profession at national or international level through campaigns, speaking engagements, mentorship, or capacity building. *Supporting evidence:* Media appearances, training records, speaking invitations, project reports.

05

Demonstrated leadership in the profession and contributed to the development of upcoming professionals through structured mentoring, coaching, or training. *Supporting evidence:* Mentorship records, training schedules, mentee testimonials.

06

(If applicable) Scholars who have made a measurable contribution to the PR and Communication Management body of knowledge through teaching, peer-reviewed publications, research, or academic leadership within the past ten (10) years. *Supporting evidence:* Published articles/books, university appointment letters, citations.

07

Led or contributed to high-impact communication initiatives that influenced public policy, societal behavior, institutional growth, or crisis management. *Supporting evidence:* Campaign documentation, letters of recognition, outcome reports.

08

Received recognition for excellence in PR from reputable institutions, nationally or internationally. *Evidence:* Award certificates, citations, honors.

Nomination and Review Process

1. The PRSK Council will advertise for expression of interest for members to be considered for Fellowship.
2. Nominations for fellowship shall be considered provided they are made by at least two fellows or members one of whom shall be a member of the Council.
3. The Council will evaluate the candidates for Fellowship and where appropriate, approve the successful members.
4. The final list of Fellows will be:
 - a. Communicated to all members;
 - b. Published on the PRSK website, and;
 - c. Officially conferred on 19th September 2025 in the year of conferment.



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FOR MORE INFORMATION CONTACT



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