

FROM  
THE PRESIDENT'S  
DESK 



## THE YEAR IT ALL STARTED

1971

### Colleagues,

Fifty years ago, at a time like today, PRSK was born. Our Founders felt the need to establish a professional body to guide and bring together PR practitioners in Kenya. The objective was to advance excellence in Public Relations and Communication Management in Kenya, and to ensure that the practice continues to thrive within an ethical framework defined by the profession.

Fifty years later, PRSK has been through many changes, and achieved several milestones. We have established a strong network of professionals across the country; created student-focused programs; established a Code of Ethics; and created a certification program – a first in Africa! We have been the trailblazers, always leading the way. Therefore, we cannot celebrate 50 years of PRSK's history without reflecting on the meaningful moments in our profession.

### Let the Celebrations Begin!

Turning 50 is no mean fete, and we owe the progress achieved over the years to you, our members. None of this would have been possible without you. From our founders, who had a vision and moved it forward, to the champions and exemplary practitioners who have influenced and led the most compelling conversations along the years which changed the way we do business; you represent the very best in our practice. To celebrate this milestone, we have organized an array of activities.

HAPPY  
WORLD  
PR DAY  
16.7.2022

# UPCOMING EVENTS

## Inaugural Programs for Students and New Professionals

We are pleased to announce that two new programs have come to life in celebration of 50 years of history. One program will be focused on mentoring students and new professionals of diverse backgrounds, while the second will focus on developing leaders from diverse backgrounds. These programs are My Career Story and the Brown Bag Lunch (BBL) Series. Moving forward, supporting mentorship programs will be at the core of PRSK's strategy as we help our Membership to progress in various careers.

## Hello 50! Publication

To mark PRSK's Golden Jubilee, the Society will publish a coffee table book on the moments that stood out in the history of PRSK. We have a team of writers who will be reaching out to most of you in the next coming weeks; please accord them the necessary support and the content they require to make this publication a success.

## President's Mbuzi and Penta Challenge

To unwind from the formal engagement our members have on a daily basis, the Penta challenge will involve five-in-one fun activities that will serve as a networking platform, and at the same time celebrate our 50 years of excellence. So bring out your competitive mojo, you will definitely need it!

## Launch of the State of PR Report

We have scheduled an event to launch the research findings of the state of PR 2021/2022 trends and insights into our profession. This research is currently being conducted in partnership with TIFA.

## PRSK@50 Fundraising Gala

PRSK will host a celebratory event in recognition of 50 years of advancing excellence in Public Relations. During the event, there will be recognition of 50 phenomenal PR professionals.

The Membership and Professional Development Committee is currently working on the nomination and selection criteria for selecting the candidates and the same will be circulated in due course.

## Launch of the Certification Program

An event to launch the premier certification course by PRSK in partnership with Daystar University will be happening in the next quarter. This course will equip professionals with the necessary skills to excel in the ever-changing PR world.

## PRSK@50 Students' Fora

Mentoring the next generation of PR professionals is at the core of our business. These will be interactive mentorship sessions aimed at bridging the gap between academia and the industry by exposing students from various universities in Kenya to real-life experiences from our pool of mentors. We'll have three sessions in Nairobi, Limuru and the Western region. More details on this to follow.

## Sustainability Conference

A gathering of renowned development, sustainability and corporate affairs experts aimed at demystifying corporate sustainability and ESG (Environmental, Social and Governance) initiatives will be taking place later this year. The event aims at building PR practitioners' capacities to effectively manage and communicate the impact of their climate smart and ESG practices to various audiences.



## HOW CAN YOU BE PART OF THE CELEBRATIONS?

**1** Provide technical support on any of the upcoming events.

**2** Mobilize attendance for the events.

**3** Contribute towards the PRSK Wall of Fame - Celebrating 50 Years of Advancing Excellence in Public Relations.

**4** Become a corporate sponsor for any of the events.

If you would like to sponsor any of the listed activities, we kindly request that you reach out to Maureen Koech on [maureen@prsk.co.ke](mailto:maureen@prsk.co.ke)

## LISTENING SESSIONS

On the listening sessions, I wanted to update you that they will be wrapping up next week with final meetings that will take place with APRECOM, and our Fellows. After the wrap up, Council will proceed on a three-day retreat to discuss the findings and the way forward.

In the month of August, Council will release the Listening Session Report, and host a town hall to discuss implementation of the recommendations from the listening sessions.

## ISSUES AND TRENDS

Allow me to share with you some global issues and trends that are making waves.

### 20 Social Media Mistakes to Avoid in 2022

We often talk about the best strategies to use on social media, but do you ever wonder about the top mistakes to avoid? Read this article by Hubspot to uncover the top 20 issues categorized by platforms.

[Read more](#)

### Have you registered your trademark?

[Registration of a trademark](#) is direct evidence of exclusive ownership in Kenya and helps keep off potential infringers who would be attempted to ride on the goodwill of your mark. Read this insightful book by KIPI on protecting your Trademarks, types of Trademarks, using your Trademark, and enforcing your Trademark.

[Read more](#)

### Facebook's futuristic plans for the metaverse

The metaverse — a concept pulled from [science fiction](#) — is a simulated virtual world where people can socialize, work, and play via digital avatars of themselves rather than with their actual physical bodies. Read this article by Vox to find out Facebook's future.

[Read more](#)

### Ransomware is still cybersecurity's biggest challenge

Did you know that Sixty percent of organizations were hit with ransomware last year? Read this article by VentureBeat to find out what is needed to maintain a cyberspace which is a safe and prosperous for everyone.

[Read more](#)

### Kate Bedingfield is leaving the White House

In the US, Democrats have grown openly critical of the Biden team's communications strategy in recent weeks, and months. Now, POLITICO is writing that Biden's Communications Director is departing from the White House, the latest shakeup in the administration's press operations.

[Read more](#)

### Introducing the Twitter Connect Playbook

Did you know that Twitter has published a new, 45-page 'Twitter Connect Playbook', which is essentially a guide on how to utilize Twitter's various ad formats and tools, including notes on the platform's audience, key best practices, and case study examples? Download the book here:

[Download](#)

## The Uber Files Investigation

The Uber Files project by 'The International Consortium of Investigative Journalists', reveals how Uber stormed into markets around the world, how it used technology and evasive practices to thwart regulators and law enforcement in at least six countries, and how it deployed lobbyists to prominent world leaders to influence legislation thereby avoiding taxes. The investigation is based on a leak of sensitive texts, emails, invoices, briefing notes, presentations, and other documents exchanged by top Uber executives, government bureaucrats and world leaders in nearly 30 countries. It provides an unprecedented look into the ways Uber defied taxi laws and upended workers' rights.

[Read more](#)

## A court in Delaware will decide if Elon Musk must buy Twitter

The battle over Twitter's future is moving into a courtroom — not in California, where it is headquartered, but in Delaware, where [the social media company was incorporated in 2007](#). On Tuesday (12th July), [Twitter sued billionaire Elon Musk](#).

In [a 62-page lawsuit](#), the company asked the court to order the world's richest man to complete a \$44 billion takeover deal he has been trying to back out of. Read this CNN report on where things stand.

[Read more](#)



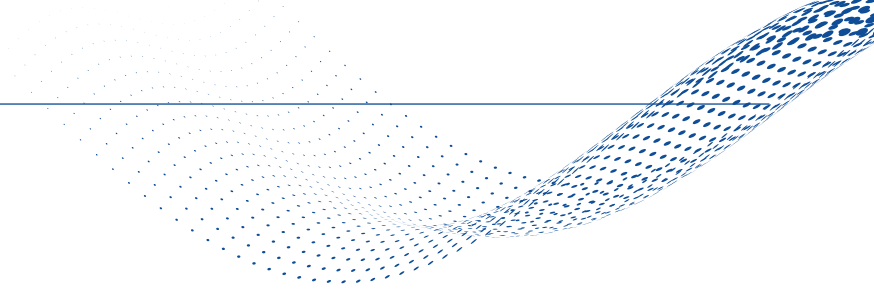
A high-angle photograph of a man with dark hair, wearing a blue t-shirt and light-colored pants, sitting on a light-colored modular sofa. He is leaning forward, focused on a laptop computer placed on a small, round, white coffee table. His hands are on the keyboard. To his right, a smartphone lies on the sofa. In the background, a black backpack with orange accents is on the floor next to a patterned cushion. The floor is made of light-colored wood. The overall scene is brightly lit, suggesting an indoor setting like a lounge or office break area.

# JOBS OF THE MONTH

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I yearn for all of us to pursue career growth in the country, and globally. Towards this, I have created a section in my Presidential letter to handpick top jobs in our industry, which all of us can bid for.

Some of these are regional jobs which provide a different perspective and exciting challenge for go-getters. Here are my top picks for the month of July:



### **Communications Manager (Tax Justice Network-Africa)**

As Communications Manager, you will lead Tax Justice Network Africa's (TJNA) newly designed Communications Department to oversee the implementation of their Communications strategy.

[APPLY HERE](#)

### **Programme Manager: Feminist Opportunities Now (International Planned Parenthood Federation - IPPF)**

The International Planned Parenthood Federation (IPPF) is a global sexual and reproductive health (SRH) service provider and one of the leading advocates for universal access to sexual and reproductive health and rights (SRHR) for all. They are searching for a Programme Manager.

[APPLY HERE](#)

### **Advocacy Officer (Options Consultancy Services)**

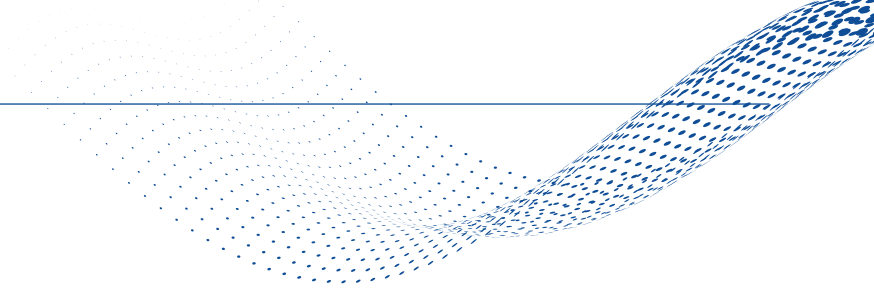
Options Consultancy Services is seeking an Advocacy Officer to support The Girl Generation's advocacy team. This role will support TGG's expanded advocacy and policy work within the framework of the Africa-led movement to End FGM/C. The holder of this role will also work along TGG communications team to ensure advocacy and communications messages are aligned at all times, across countries and partners, and supports with identifying and implementing external opportunities for advocacy & campaigning at the global and regional level.

[APPLY HERE](#)

### **County Partnership Manager (USAID Nuru Ya Mtoto Project)**

PATH is implementing a 5-year USAID Nuru Ya Mtoto (NYM) project, a United States Agency for International Development (USAID) project and they are looking for a County Partnership Manager. The County Partnership Manager will manage, oversee, and monitor activities and targets associated with strengthening the organizational capacity of County governments of Homa Bay, Kisii and Migori. He/She will facilitate relationships with local implementing partners, and Department of Children Services (DCS) which is yet to be devolved hence engagement will be with the National government.

[APPLY HERE](#)



### **Communications & Sustainability Manager, Middle Africa (Novo Nordisk)**

As Communications and Sustainability Manager, you will be responsible for development and implementation of internal communication strategies for the organization to ensure that unified, consistent, and positive messages define and promote the corporate identity and mission of the affiliate and Novo Nordisk as a whole.

[APPLY HERE](#)

### **Communications Manager (International Rescue Committee)**

The Communications Manager will support the Global Crisis and Response Communications (GCRC) team to raise the profile, income, and influence of the IRC and their response to humanitarian crises to the global target markets as well as within the regions they work.

[APPLY HERE](#)

### **Advocacy Officer (Pan African Climate Justice Alliance)**

The Advocacy Officer will be in charge of contributing to the achievement of AACJ's mission to promote climate justice regionally, and globally by influencing policies, systems, structures, and practices of the Governments, and actors through lobbying and advocacy.

[APPLY HERE](#)

### **Manager Corporate Affairs and Investor Relations (Trade and Development Bank – TDB)**

Reporting to the Group Executive, Corporate Affairs and Investor Relations, the Manager, Corporate Affairs and Investor Relations, is primarily responsible for the operations of the CAIR Department. The position is key in creating processes and practices to improve the day-to-day efficiency and effectiveness of the CAIR Department, facilitate change, and control costs.

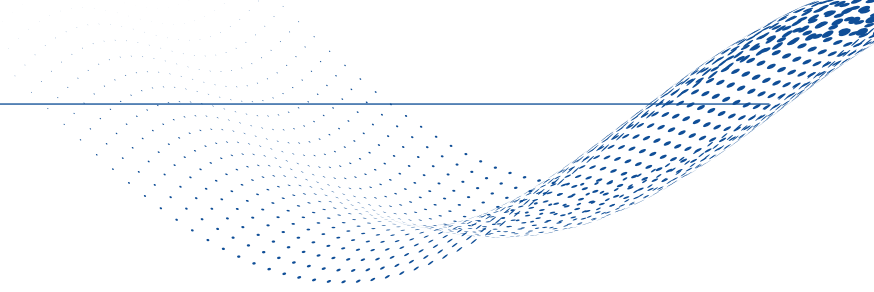
[APPLY HERE](#)

### **Head of Advocacy & Communications, Africa Region (Center for Reproductive Rights)**

The Center's Africa Program seeks to hire a highly qualified, motivated, and competent Head of Advocacy and Communications to lead the integration of advocacy and communication efforts throughout the program in accordance with the Centre's strategic plan.

[APPLY HERE](#)





### **Communication Officer-Climate Asset Management Project (World Vision)**

The purpose of this position is to provide support to the Program Management Unit (PMU) for Climate Asset Management-CAM project in Kenya in implementing its communication and visibility plan.

[APPLY HERE](#)

### **Communications & Public Engagement Manager (World Vision)**

The purpose of the position is to support and build World Vision East Africa Regional Office (WV EARO) reputation through external and internal communications, and community engagement by connecting and managing various public engagement audiences on various regional and continental platforms and channels.

[APPLY HERE](#)

### **Communications Manager II (World Vision)**

This role will be responsible for ensuring quality communications to support change initiatives, which include the implementation of global technology platforms, data services, digital innovations, and initiatives that aim to increase digital literacy and dexterity in the partnership.

[APPLY HERE](#)



# SCHOLARSHIP OPPORTUNITIES OF THE MONTH

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A job change may not be what you are seeking for at this time. If you are seeking for education opportunities, I have compiled for you some scholarship opportunities that are available for you. In this issue, I will focus on scholarship opportunities from Canada.

Annually, there are 15 Scholarships from Canada that provides over 600 opportunities for international students (BSc, MSc, PhD). Some of these scholarships are currently ongoing, so you can try them out. For those that have closed, feel free to bookmark, or diarize them for the next intake:

## (FOCUS ON CANADA)

1. Alvin & Lydia Grunert Entrance Scholarship : \$30,000 and TRU Ambassador's Entrance Scholarship: \$22,000 (BSc) <https://www.tru.ca>
2. Vanier Canada Graduate Scholarships Total Value: \$50,000 <https://vanier.gc.ca>
3. Citizens of the World Excellence scholarship -BSc - \$10,000, MSc - \$20,000, PhD - \$30,000: <https://www.bbaf.ulaval.ca>
4. Banting Postdoctoral Fellowships - \$70,000 per year (taxable) and 2 years (non-renewable): <https://banting.fellowships-bourses.gc.ca>
5. International Major Entrance Scholarship Total Value - \$40,000: <https://you.ubc.ca>
6. University of Calgary International Entrance Scholarship - \$15,000 (Renewable), BSc: <https://www.ucalgary.ca>
7. Medicine & Dentistry Schulich Scholarships Total Value -\$112,000: <https://registrar.uwo.ca>
8. Concordia International Scholarships Undergraduate: <https://www.concordia.ca> and Graduate: <https://www.concordia.ca>
9. SFU Canada Graduate and Undergraduate Entrance Scholarships. For Undergraduate High School Scholarships: <https://www.sfu.ca> . For Graduate, Internal + Donor Funded Awards: <https://www.sfu.ca>
10. Western's Admission Scholarship Program: <https://registrar.uwo.ca>
11. McCall McBain Scholarships Full Tuition fee with \$2,000 monthly stipend: <https://boursiersmccallmacbain.org>
12. University of Ottawa President's Scholarship - \$30,000: <https://uottawa.syntosolution.com>
13. Université de Montréal Exemption Scholarship Total value: \$63,000: <https://admission.umontreal.ca>
14. President's International Distinction Scholarship: Total Value: \$120,000: International Undergraduate Scholarships: <https://www.ualberta.ca>
15. Trudeau Scholarships - \$60,000: <https://www.trudeaufoundation.ca>

Allow me to stop here for now, and remind us to embrace the three Ts- Transparency, Truth and Trust as we commemorate World PR Day 2022. World Youth Skills Day was also celebrated yesterday (15 July), let us all take time to raise awareness on the importance of technical, vocational, educational, training and development of youth skills that are relevant to both local and global economies.



Arik Karani - President



**YEAR**  
**JULY 2022**

FROM THE PRESIDENT'S DESK