



State of PR in Kenya Report November 2019

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This seminal survey provides insights into the various sectors of the public relations industry in Kenya, including its structure. This is in line with one of the strategies in the 2018-2022 strategic plan that purposed to make the Public Relations Society of Kenya (PRSK) the dominant, credible and timely voice in relevant industry matters.

This report comes 8 years after the last report on the state of the PR industry in Kenya was released. A lot has changed since then. Therefore, the respondents to the survey were broader and diverse to reflect the changing times. The findings are interesting as they are shocking! They challenge the long-held assumptions on the industry and profession. This report reveals perceptions on what the industry is doing, a judgement on the value of what is being done, areas where improvement is required and the future industry needs.

Filtering this report will help identify knowledge areas, technical skills and other capabilities that must be nurtured for the practitioners to excel in an environment that is volatile, unpredictable, complex and ambiguous. So what happen to these results? The society intends to tailor its training programmes, and encourage members and the industry to initiate conversations on the state of the industry with a view to acting on shortcomings and exploiting opportunities.

Due to the importance attached to this survey, the Council has purposed to release a state of the PR industry in Kenya report annually, each November.

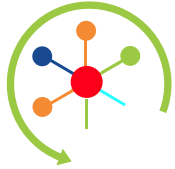
Finally, this is a big thank you to our partner TIFA Research Ltd for their technical expertise and dedication to ensure that the partnership in carrying out industry surveys is a success.

Dr. Wilfred Marube
President, PRSK



Executive Summary

Key Insights on Kenya State of PR Report



Structure of PR

In in-house practitioners organisation, PR is predominantly a stand alone department or under the marketing department. In terms of perceived importance, PR in the private sector considered ranked lower than the finance department and at par with marketing. In the public PR is ranked lower than finance, procurement and HR departments. Most in-house practitioners organisation employ less than 5 staff whilst agency staff employ 5+ staff.



PR Budgets

At least 60% of agencies and in-house practitioners have an annual budget or billing of less than KES 10m. The study also shows that the PR budget is less than 5% of annual turnover of both agencies and in-house practitioner organisations.



PR function activities

The main function of PR professionals whether at the agency or in-house practitioner entails media relations, stakeholder engagement, internal communication and advisory. A negligible number of organisations mention crisis communication and these are mainly from agencies and the private sector.



Channels for PR

There is high usage and preference for digital and mainstream media by both agencies and in-house practitioners. The study also shows the emergence of own-media as a key channel for communication



Outsourcing PR by in-house practitioners

The practice of outsourcing PR is more prevalent amongst the private sector. The public sector and NGOs prefer to use in-house staff. Those outsourcing are motivated by the prospects of getting access to wider network of contacts and also in search for a skill that they do not possess internally. Those not outsourcing are constrained mainly by budgets.



Learning and Professional Development

At least 60% of agencies and in-house practitioners have an annual budget or billing of less than KES 10m. The study also shows that the PR budget is less than 5% of annual turnover of both agencies and in-house practitioner organisations.



Challenges Facing PR

The main challenge facing the PR industry is unqualified practitioners. This issue has the highest mention amongst respondents from the public sector. The second pressing issue is the need for regulation of the PR profession in order to safeguard professional standards.



Future Outlook for the PR Industry

There is optimism for the future of the industry. Over 70% expect the PR industry will be substantially or moderately better in the next one year. In terms of hiring, at least one-third of the respondents will hire more staff whilst between 30%-50% will retain their current staff numbers.



Membership to Professional Associations

Majority of PR professionals are not members of other professional associations.

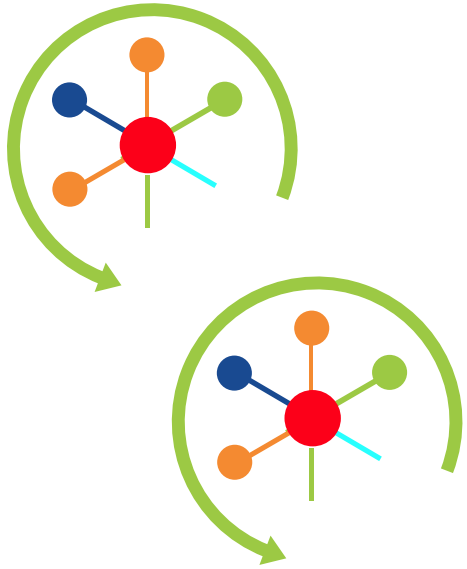
Rating of PRSK's Products and Services

There is lukewarm rating of PRSKs products and services. However, PRSK corporate reputation rating is above 60%

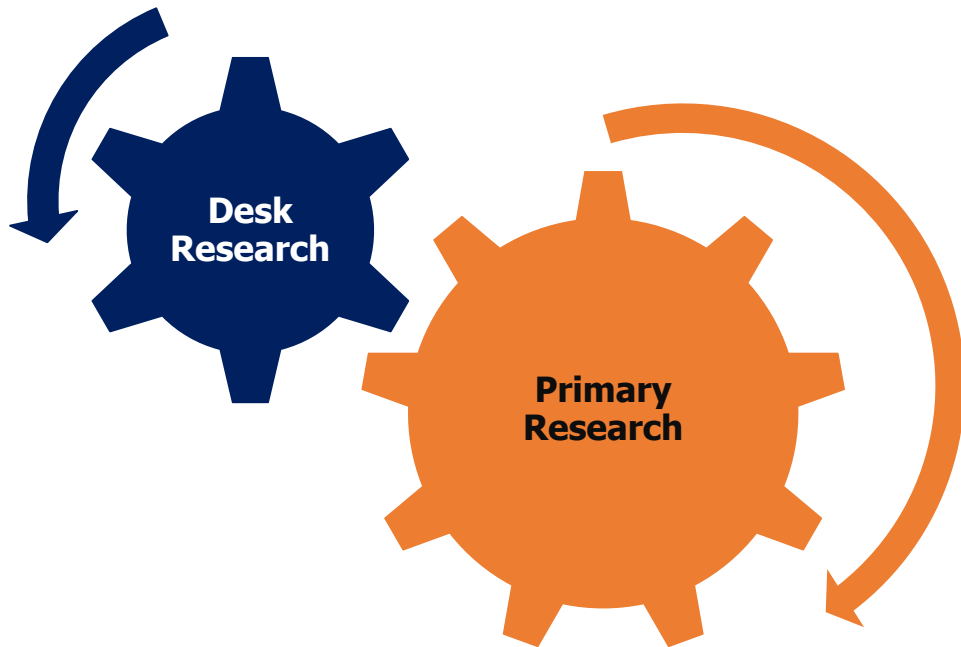


Introduction

This provides background information on the study, the methodology and profile of respondents who participated in the survey



- ❑ Kenya has a vibrant public relations and communication management industry. The Public Relations Society of Kenya (PRSK) has almost 3,000 registered members with an active membership.
- ❑ The decision to conduct this survey is timely as it is done against the backdrop of limited data on the industry. This report provides an overview of the state of PR in the country. This report explores the trends, opportunities and challenges facing public relations. It is therefore the most robust investigation of its kind.



Primary Research Overview

Theme	Details
Data Collection Dates	13 th September to 15 th October 2019
Data Collection Methodology	Purposive sampling Online Survey link sent to PR professionals
Target Respondents	Public relations professionals – both PRSK members and non-members
Achieved Sample	A total of 108 respondents broken down as follows; <ul style="list-style-type: none"><input type="checkbox"/> Agency (n=28)<input type="checkbox"/> In-house practitioners<ul style="list-style-type: none"><input type="checkbox"/> Private Sector (n=19)<input type="checkbox"/> Public sector (n=42)<input type="checkbox"/> NGOs (n=10)*<input type="checkbox"/> Academia (n=9)* <p><i>*sample base is low</i></p>



Respondent categories

- Agency:** These are present agencies and external consultants to whom PR work is outsourced to.
- In-house practitioners:** These are PR professionals who are working public or private organizations, public institutions and NGOs.

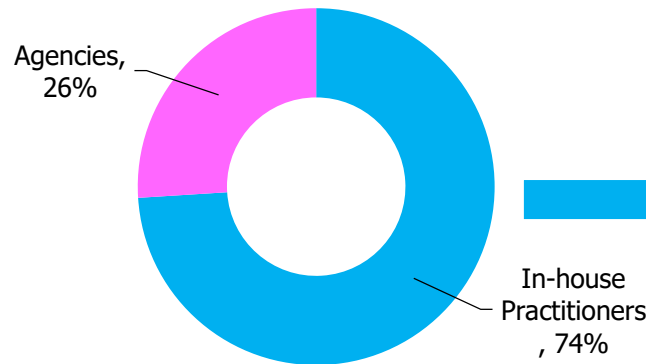
Respondents sub-categories

- Private sector:** Includes companies and academic institutions that are profit oriented.
- Public sector:** Includes central government, SAGAs (Semi Autonomous Government Agencies), MDAs (Ministries Departments and Agencies) and academic institutions.
- NGOs:** includes non-profit organisations many of which are active in humanitarian or social areas.

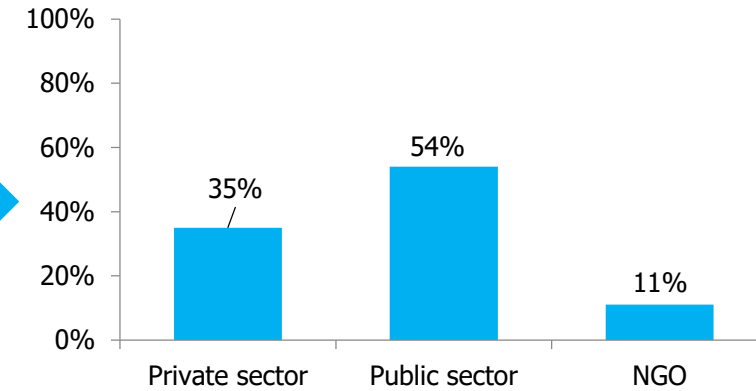
Respondents' Categories and Annual Turnover

- Majority of the respondents that participated in the survey were in-house practitioners (74%)
- In terms of sub-category, most the respondents were from the public sector (54%).
- In-house practitioners who participated have an annual turnover of over KES 1 billion participated whilst most PR agencies' turnover is less than KES 100million.

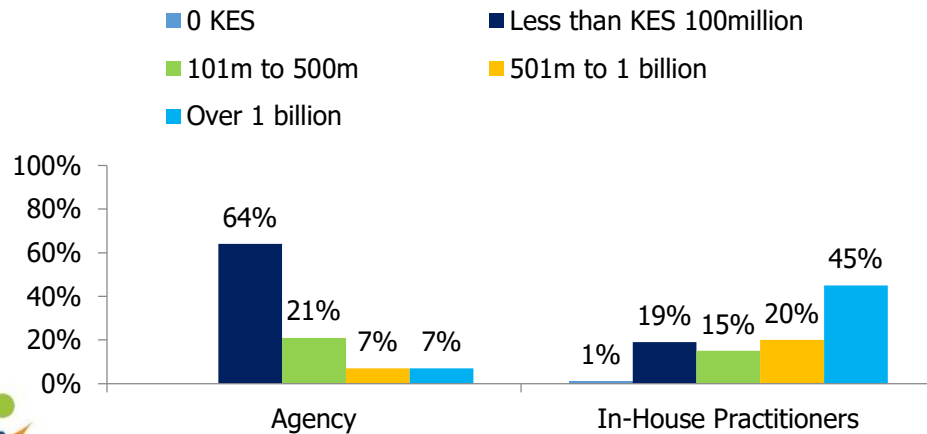
Respondent Category



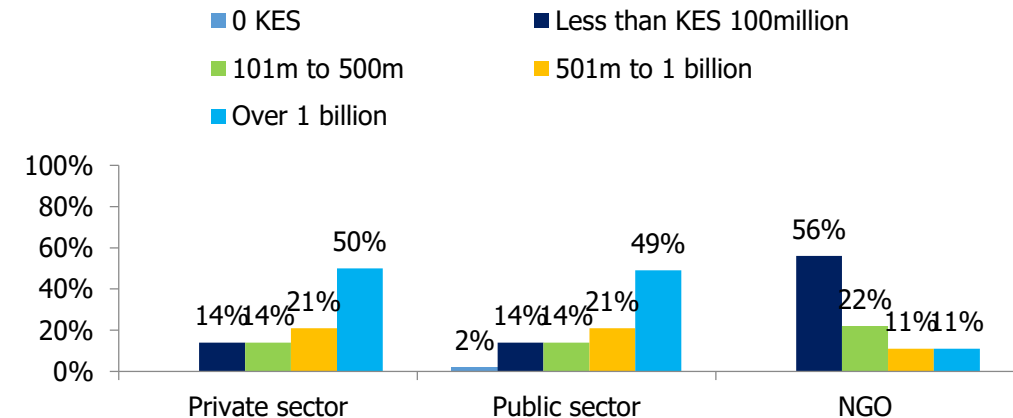
Sub-Category for In-House Practitioners



Annual turnover by category respondents



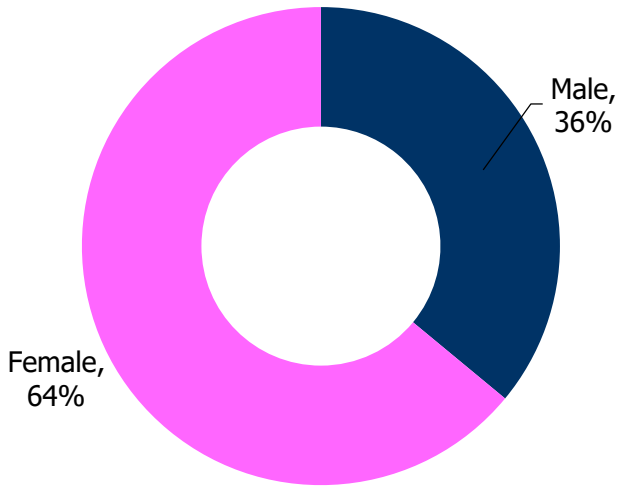
Annual turnover by sub-category



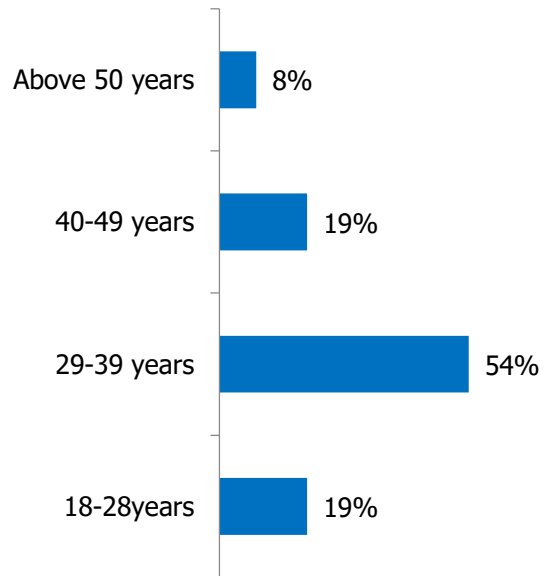
Respondent's Demographics

- ❑ Majority of those that participated were female and this is an indication that the PR industry is dominated by women.
- ❑ The predominant age group is 29-39 years whilst most having masters as their highest level of education.
- ❑ The senior management members participated highly, closely followed by middle management.

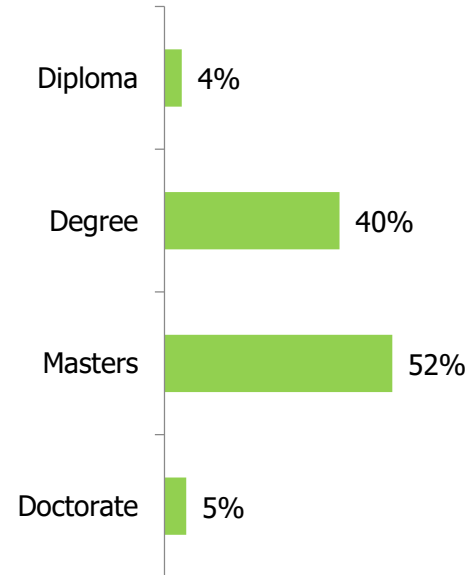
Gender



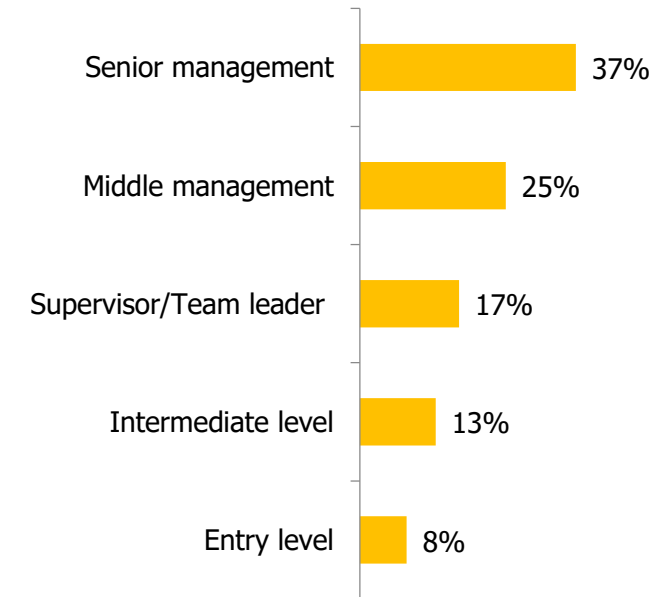
Age



Highest Level of Education



Job Level

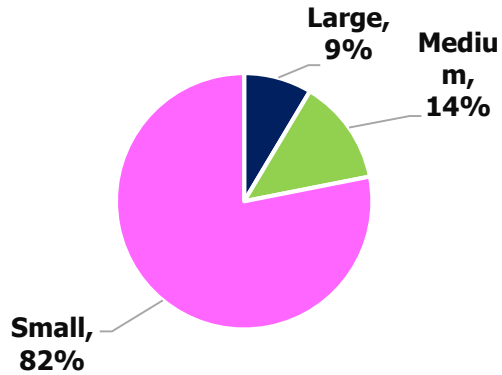


Base = all respondents



Size of Industry

This section explores the size of the PR industry in terms of number of companies and staff/professionals. This information has been obtained from desk research.

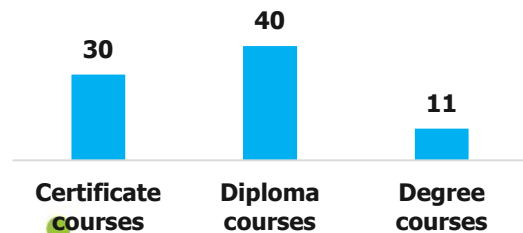


❑ **Agencies business:** the study shows high competition in the PR agency business. Desk research estimates that there are at least **105 PR agencies** in Kenya with 9% being large, 14% medium sized and 82% being small. The proliferation of agencies and consultants in the sector implies the need for differentiation for survival.



❑ **In-house practitioners:** Desk research estimates that there are at least 8,000+ in-house practitioners in Kenya employed in the private, public and NGO sectors. It is also estimated the size of the PR in the country are **KES 2.42 billion** and this is computed from budgetary allocations and income of PR agencies.

No. of institutions offering PR courses



❑ **Supply of PR:** there are many of colleges and universities offering certificate and diploma courses in Kenya. However, a fewer number of institutions are offering PR degree courses.



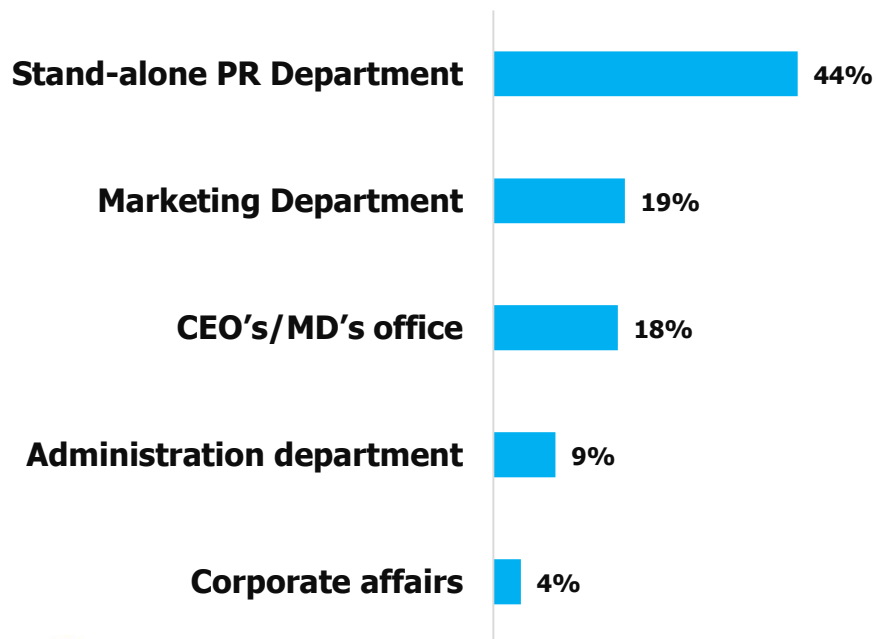
Structure of PR in the organization

This section explores the structure of PR within the in house practitioner organisation. In addition, it examines the size of the PR department, and the various reporting lines. It also seeks to understand the perceived importance of the PR department relative to other departments and the different roles that PR is responsible for.

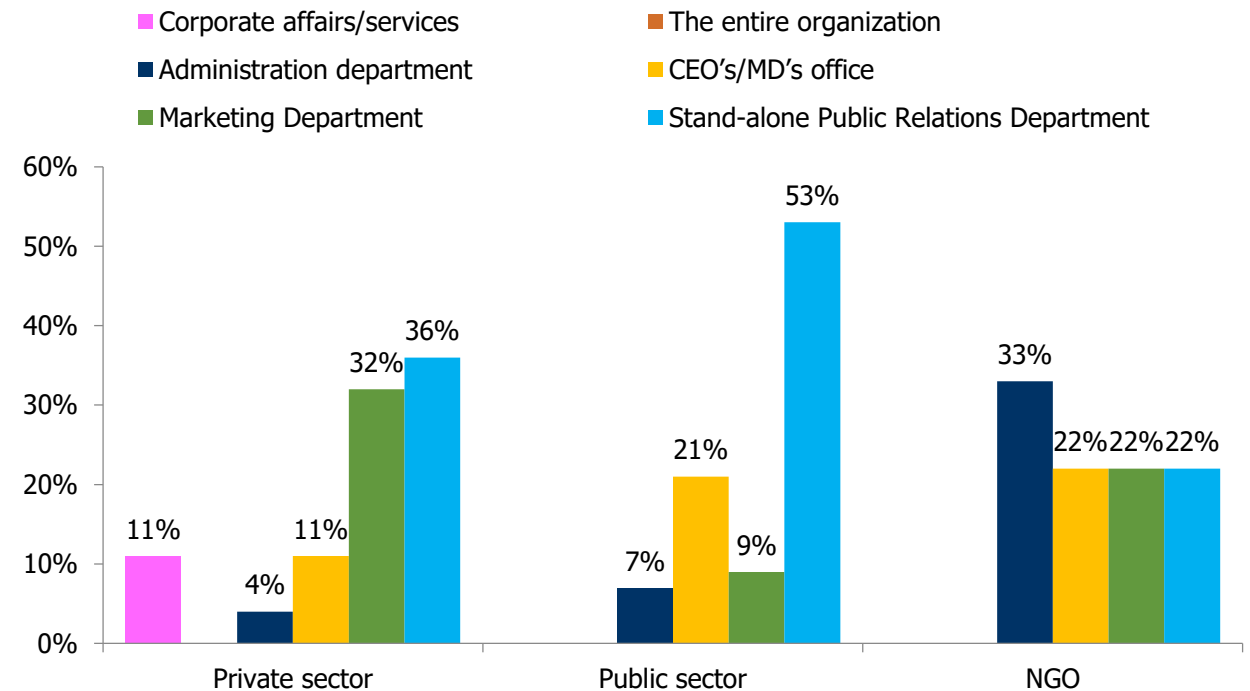
Structure of PR Department

- ❑ For in-house practitioners, the PR is more of a standalone department. PR to a lesser extent is under the marketing department or the CEO's office.
- ❑ In the private the PR function is either a stand-alone department or under marketing. In the public sector, the function is mainly a stand alone department or under the CEOs office.

% indicating department the PR function falls under (all in-house practitioners)



% indicating department the PR function falls under (all in-house practitioners)

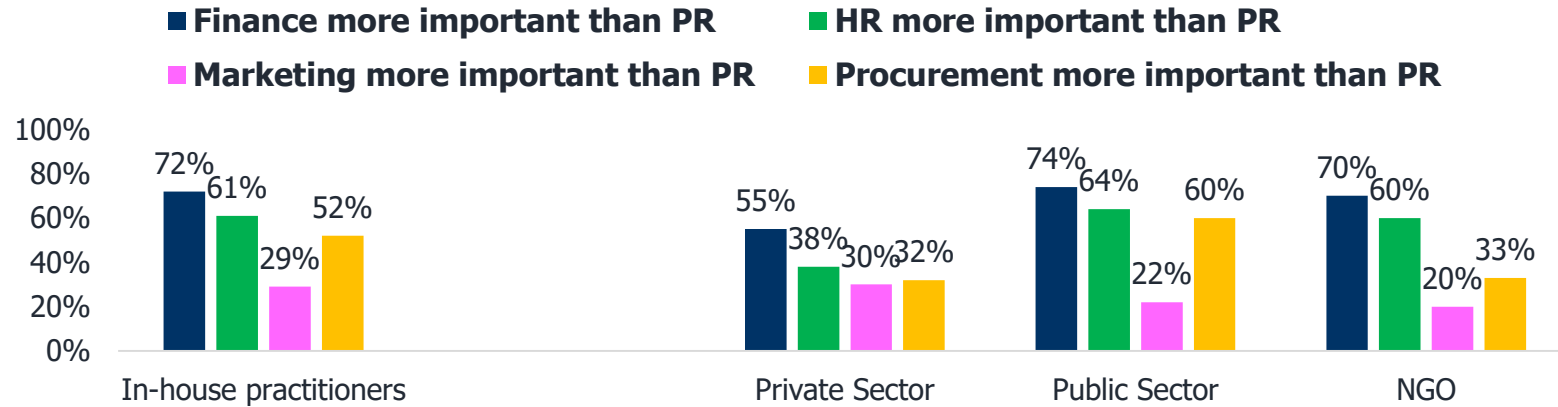


Q. What department in your organization does the PR Function fall under?

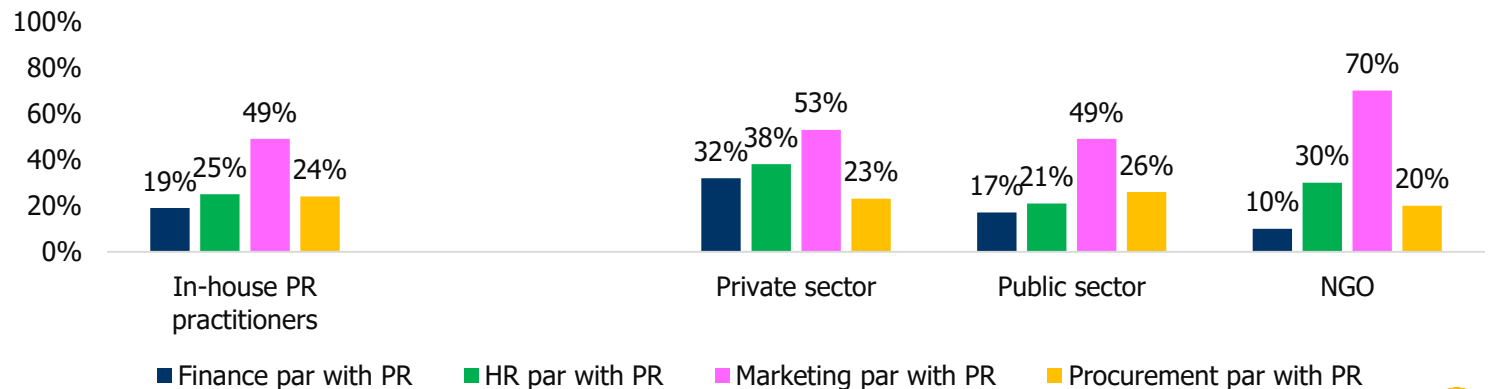
PR Function Importance vs Other Functions

- Looking at all in-house practitioners, finance (72%), HR (61%) and procurement (52%) are ranked as most important than the PR department.
- Only 29% indicate that marketing is ranked more important than PR.
- There are significant differences between the sectors. In the private sector, it is only finance that is ranked more important than PR.
- Most respondents feel that PR is as important as marketing.

Comparison of PR to Other Departments
 % saying another dept is ranked more important than PR
 (in-house practitioners only)



% saying PR at par with department



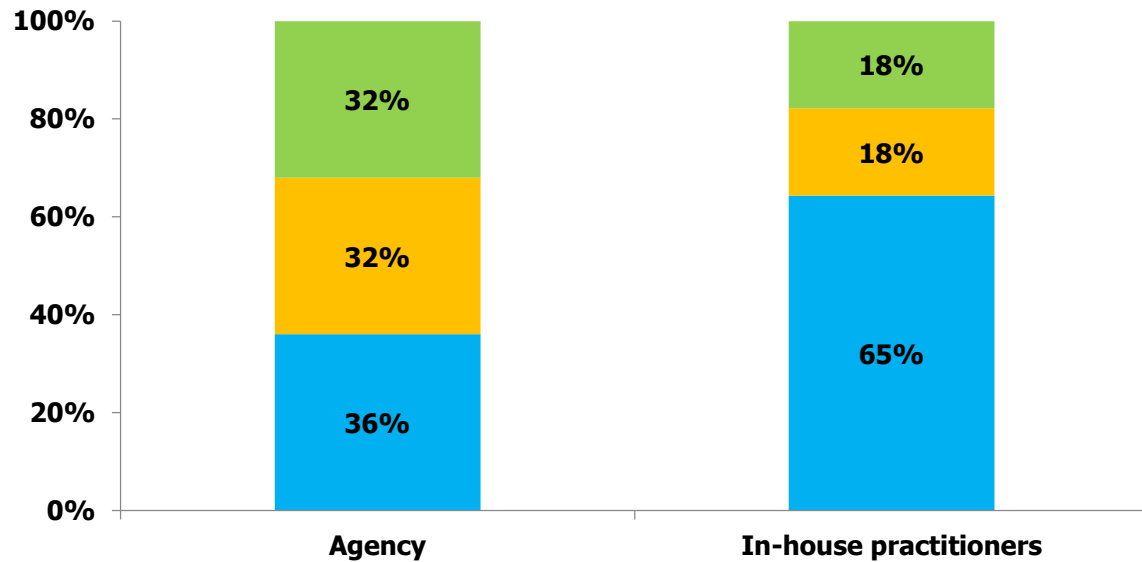
Q. In your opinion, how is the PR department ranked relative to other departments in your organization?

Size of PR Departments : Staff Numbers

- The number of staff working in agencies varies. However, majority of the in-house practitioners have less than 5 staff in the department. There are no major variations in the number of staff working in the in-house practitioners sub-categories of private, public and NGOs sectors.

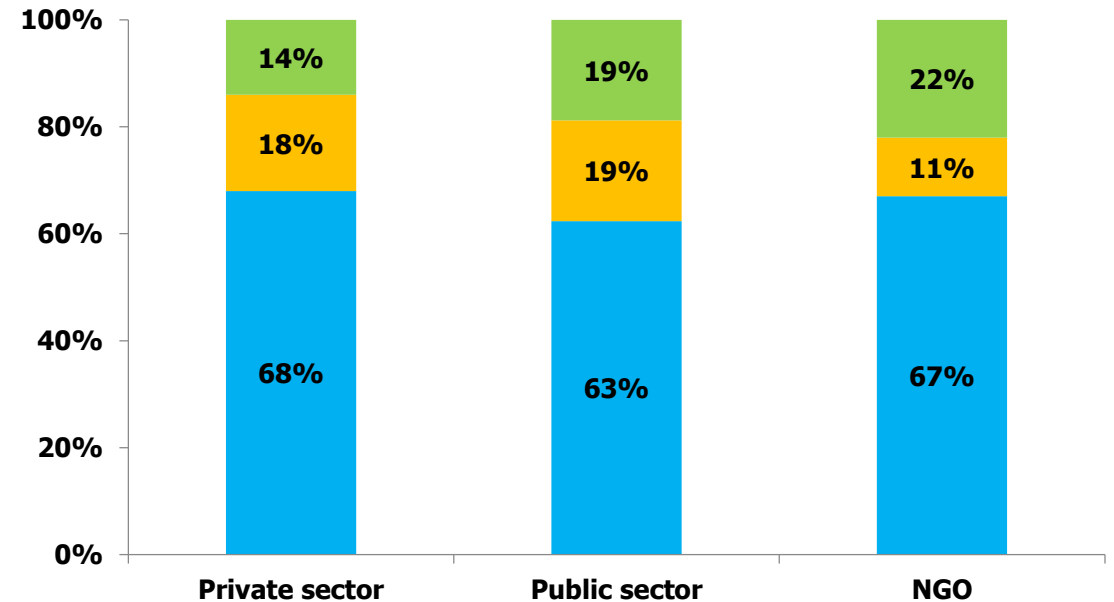
**No. of Staff in the PR Department
(all respondents by category)**

■ <5 staff ■ 6-10 staff ■ 10+ staff



**No. of Staff in the PR Department
(in-house practitioners by sub-category)**

■ <5 staff ■ 6-10 staff ■ 10+ staff

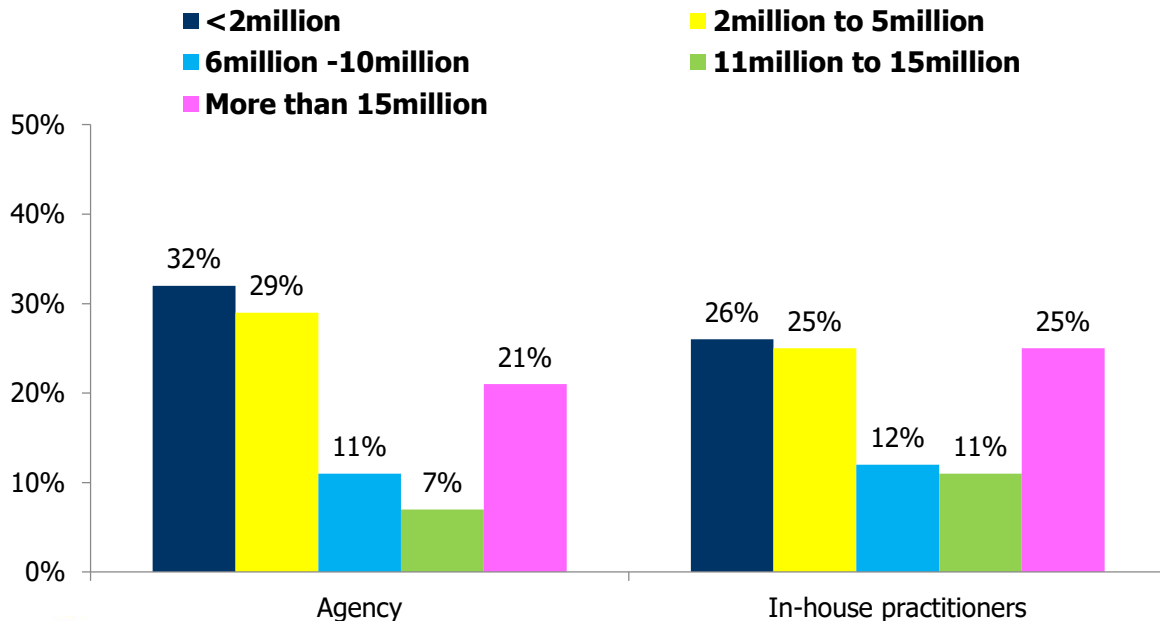


Q. What is the size of the PR department/team in terms of number of staff?

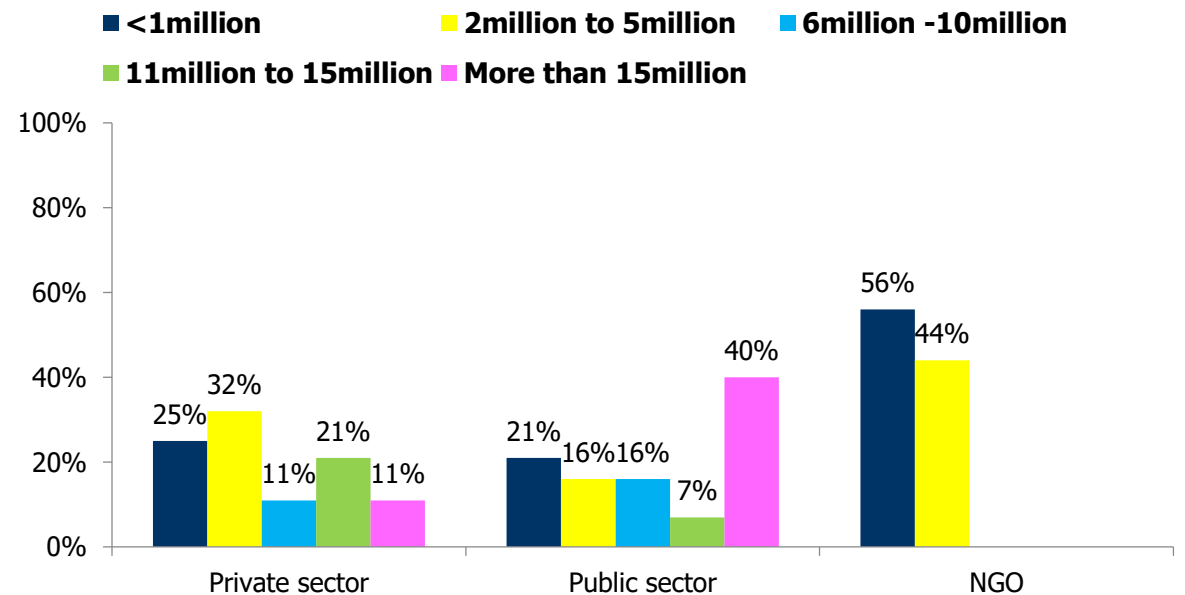
Size of PR Budgets

- ❑ There is a correlation between the PR budget managed by agencies on behalf of clients and budgets for in-house practitioners. Over 50% of the agencies and practitioners have budgets less than KES 5 million.
- ❑ The sub-sector analysis shows that the public sector organizations have higher budgets than private sector and NGOs.

**Estimated Annual Budgets/Revenues
(all respondents by category)**



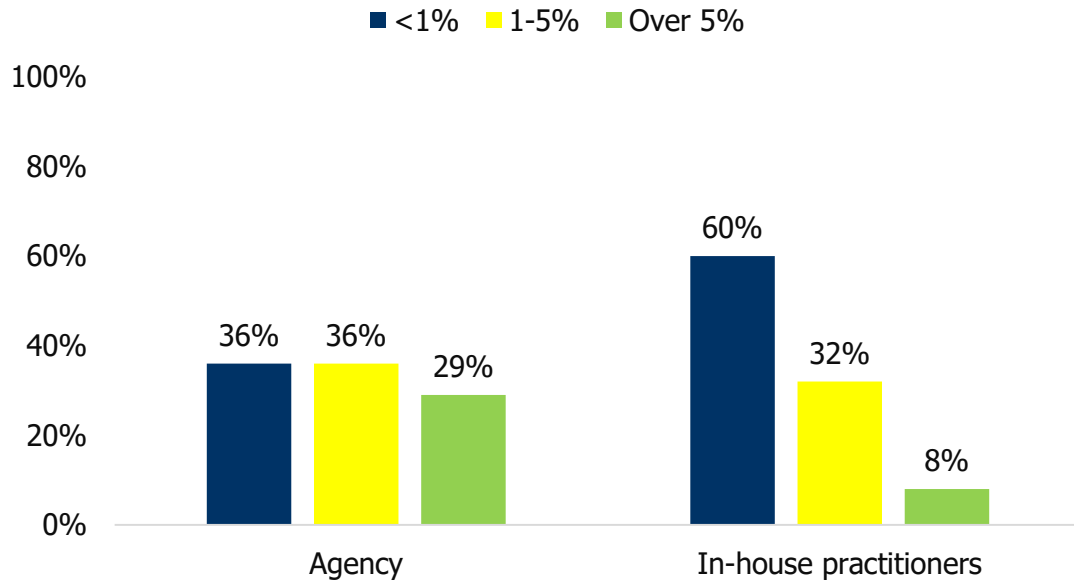
**Estimated Annual Budget
(in-house practitioners by sub-category)**



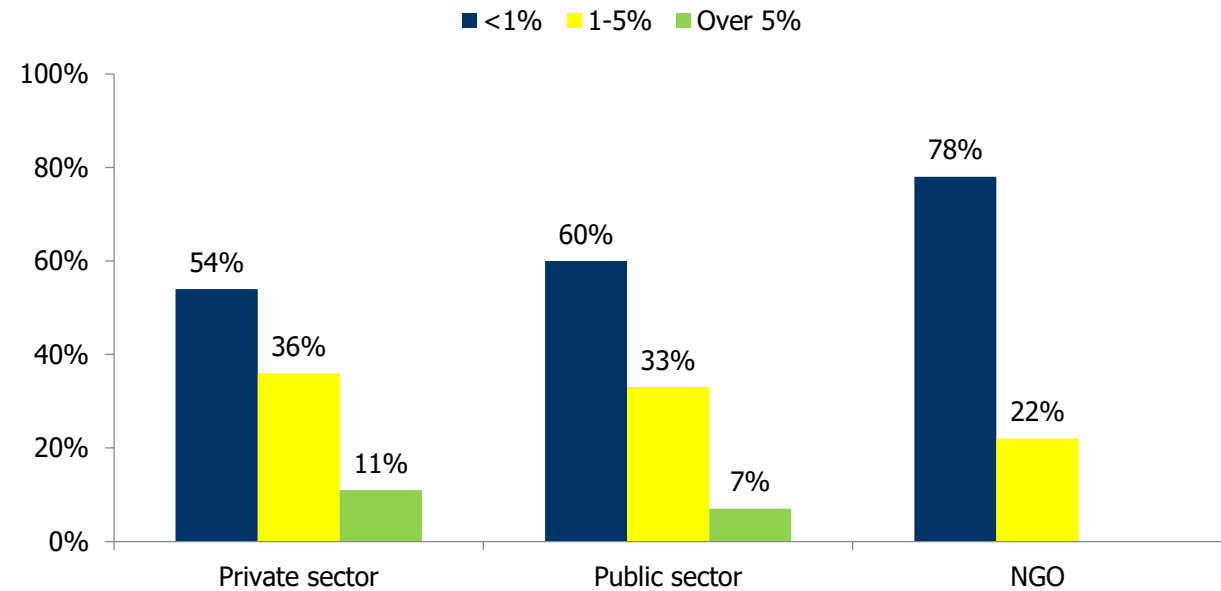
PR Budgets in Relation to Annual Budgets

- ❑ The size of the annual budget for PR relative to the organization's turnover is majorly less than 1%, especially for the in-house practitioners.

% size of the annual revenue/budget for PR relative to the organization's turnover (in-house practitioners by category)



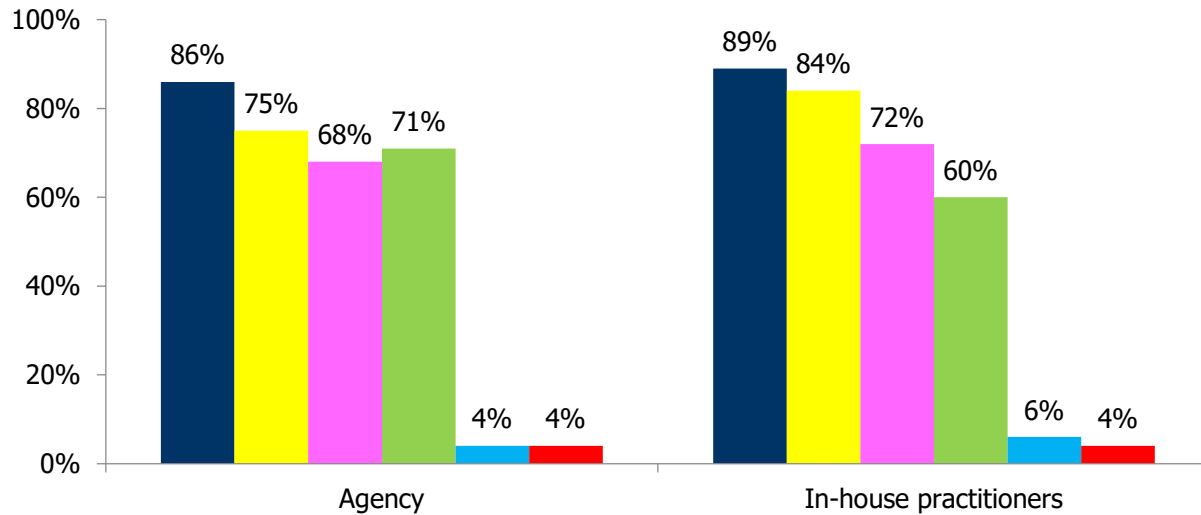
% size of the annual budget for PR relative to the organization's turnover (in-house practitioners by sub-category)



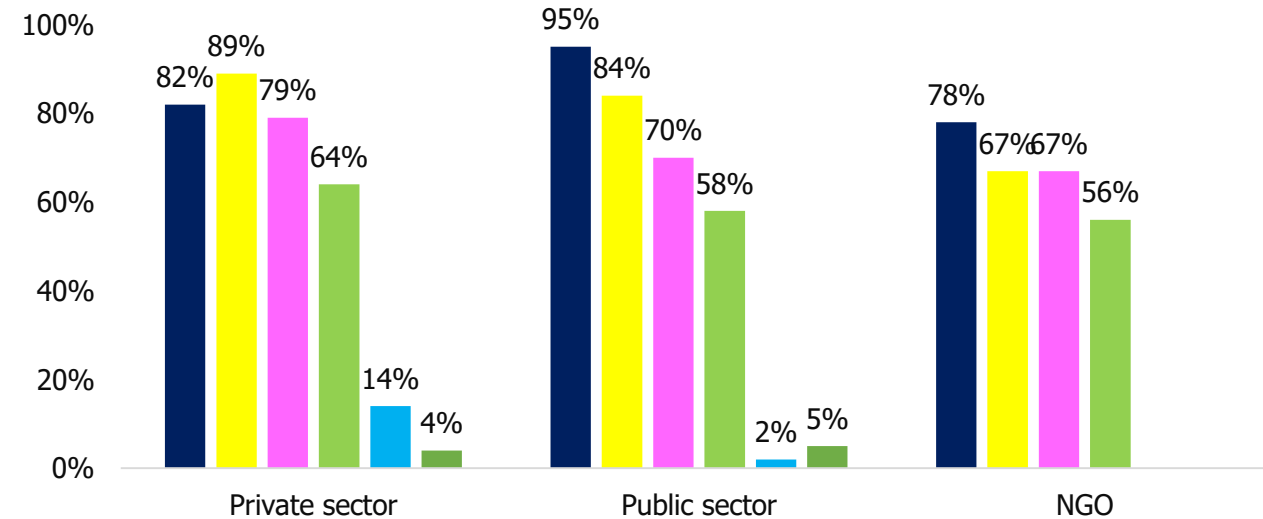
Q. What is % size of the annual budget for PR relative to the organization's turnover?

- ❑ The PR function in both agency and in-house practitioners mostly engage in media relations, closely followed by stakeholder releases, with public sector.
- ❑ There are few respondents who mention crisis communication. It also appears that this activity is done more by private sector.

**Activities engaged by the PR Function
(all respondents by category)**



**Activities engaged in by the PR function
(in-house practitioners by sub-category)**



Q. Which of the following activities in your organisation does the PR function engage in?



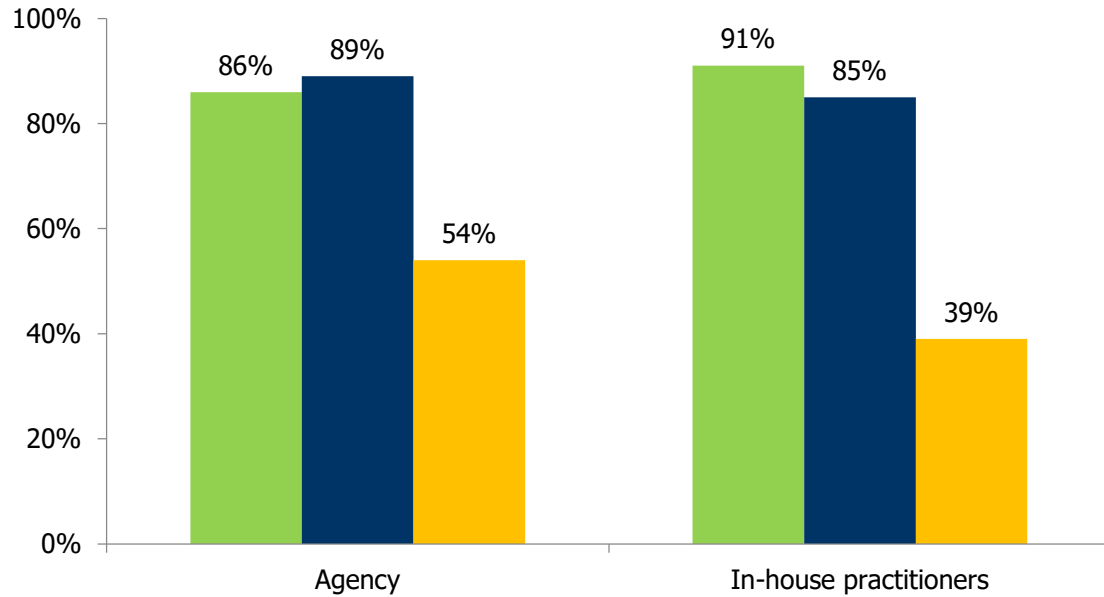
PR Channels Used & Preference

This section describes the different channels used and the most preferred channels for PR communication. It explores the different channels which includes media, controlled/own-media and social and digital media.

- ❑ Across agencies and in-house practitioners, digital media is mostly used, closely followed by mainstream media.
- ❑ There is also significant use of own media and higher mentions of this by agency when compared to in-house practitioners.
- ❑ The NGOs use social and digital media the most, compared to the private and public sector.

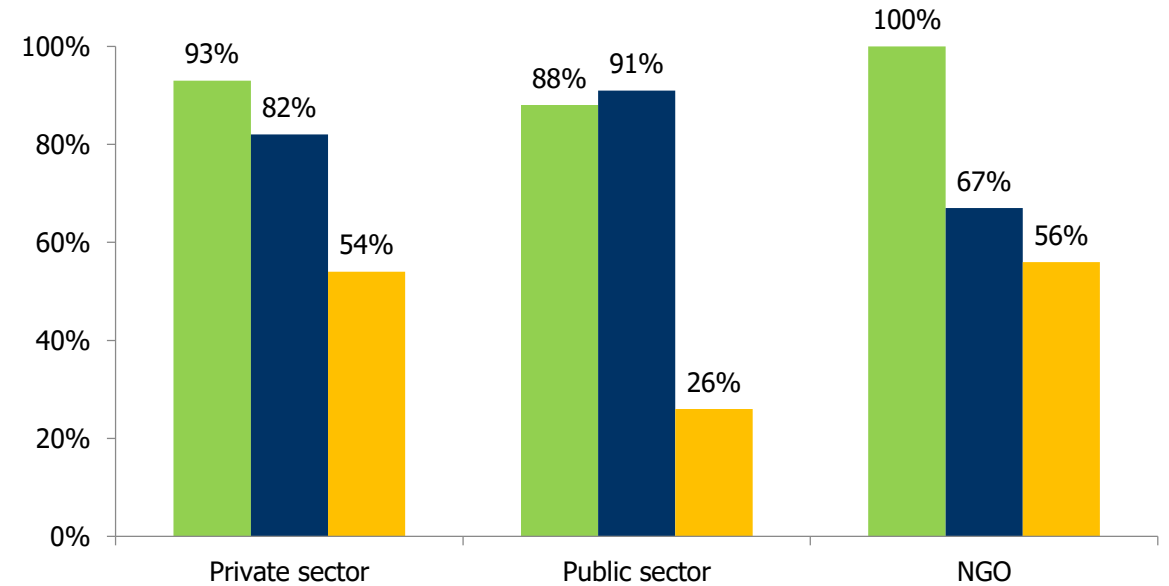
**Channels Used for PR
(all respondents – by category)**

■ Digital Media ■ Mainstream IMedia ■ Own-Media



**Channels Used for PR
(in-house practitioners - by sub-category)**

■ Digital Media ■ Media ■ Own-Media

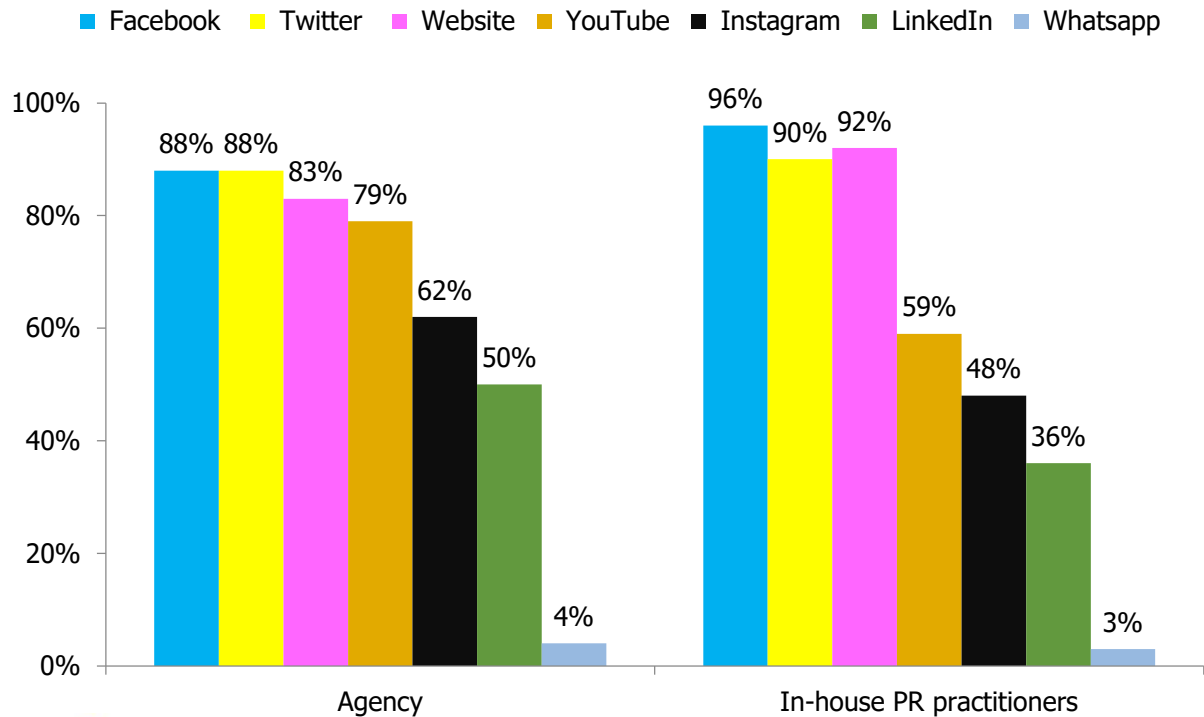


Q. Which channels do you use for PR?

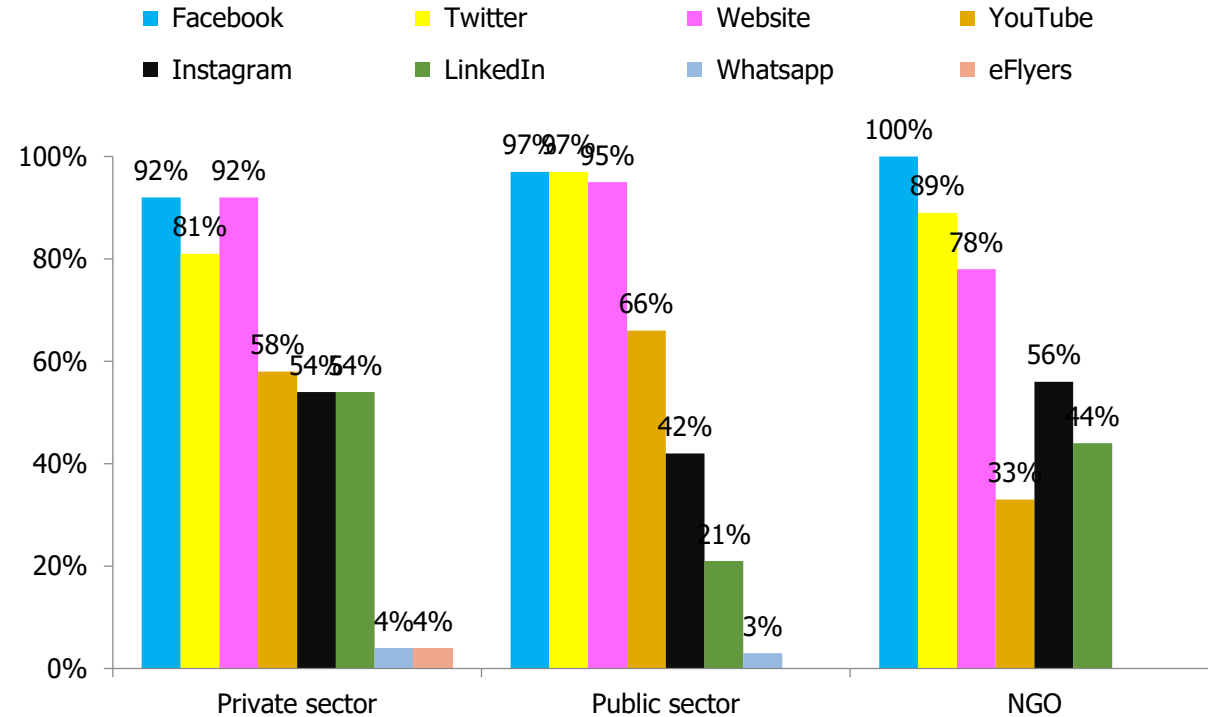
Digital Media Platforms Currently Used

Facebook, Twitter and Websites are the most used platforms. In-house practitioners tend to use these platforms more than PR agencies.

Digital Media Platforms Used
(respondents using social media platforms by category)



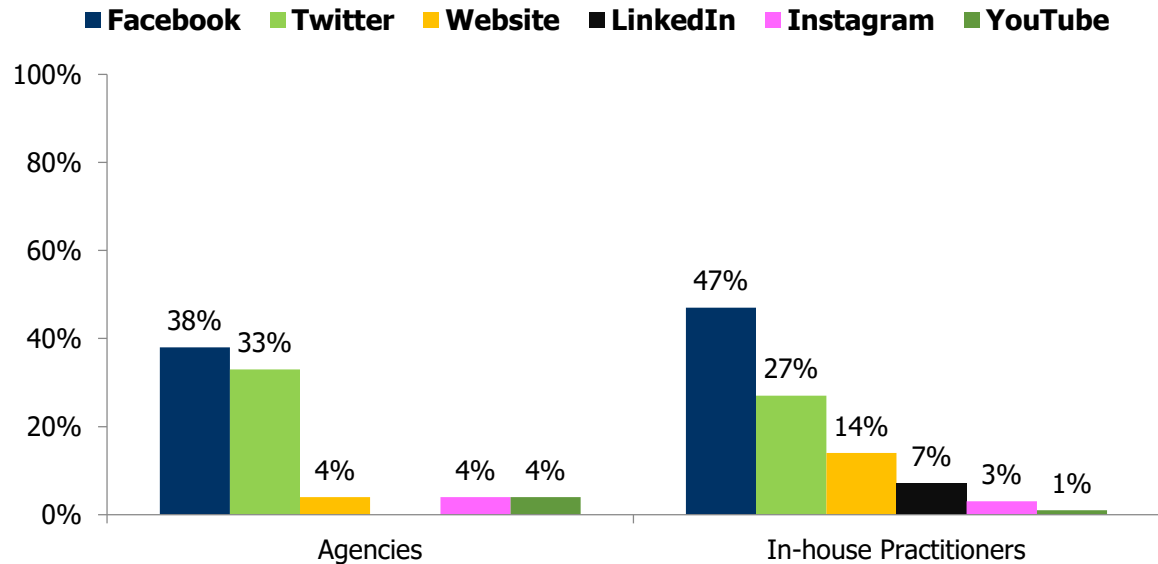
Digital Media Platforms Used
(in-house practitioners using social media by sub-category)



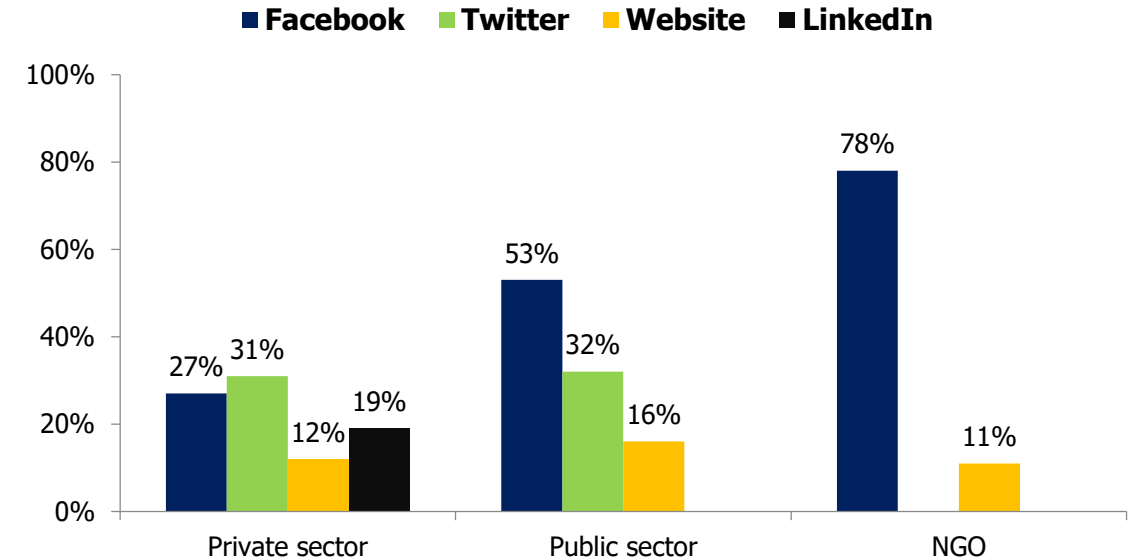
Preferred Digital Media Platforms

- ❑ Almost half of the respondents prefer Facebook as their social and digital media platforms. NGOs tend to use it more (78%) than other sectors.

**MOST Preferred Social and Digital Media Channel
(respondents using social media platforms by category)**



**MOST Preferred Social and Digital Media Channel
(in-house practitioners using social media by sub-category)**

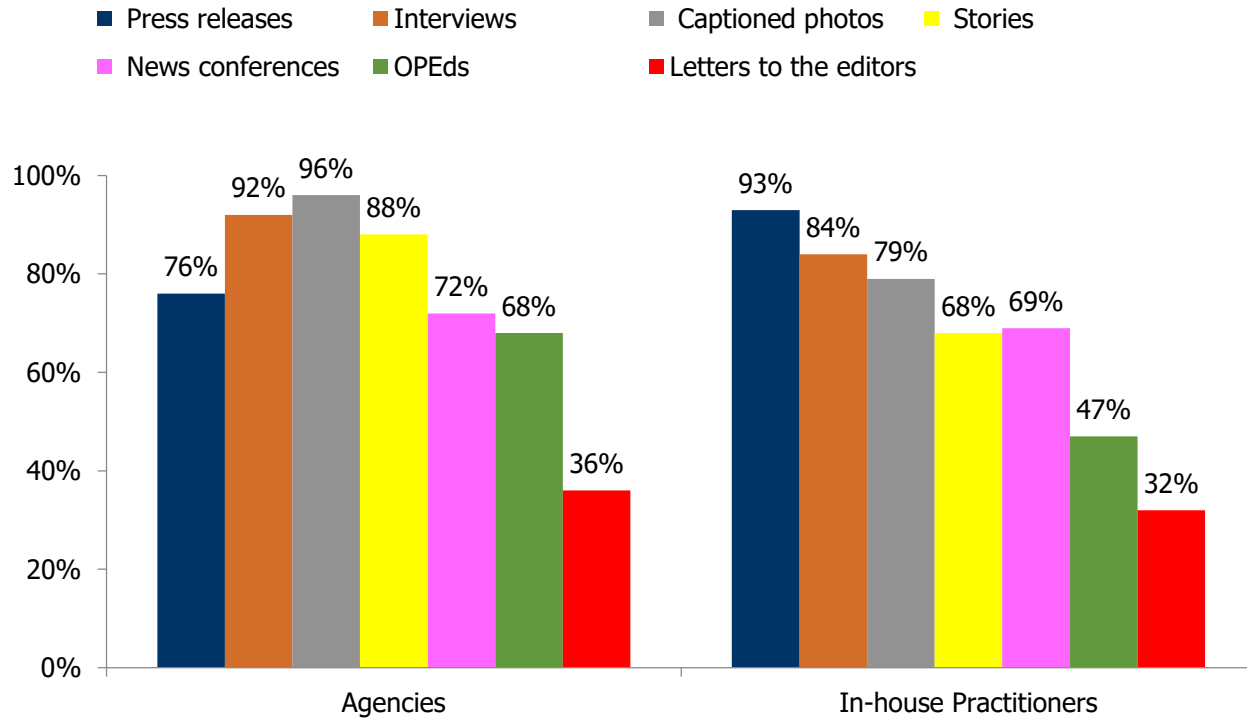


Q. Which is the MOST preferred Social and Digital Media channel?

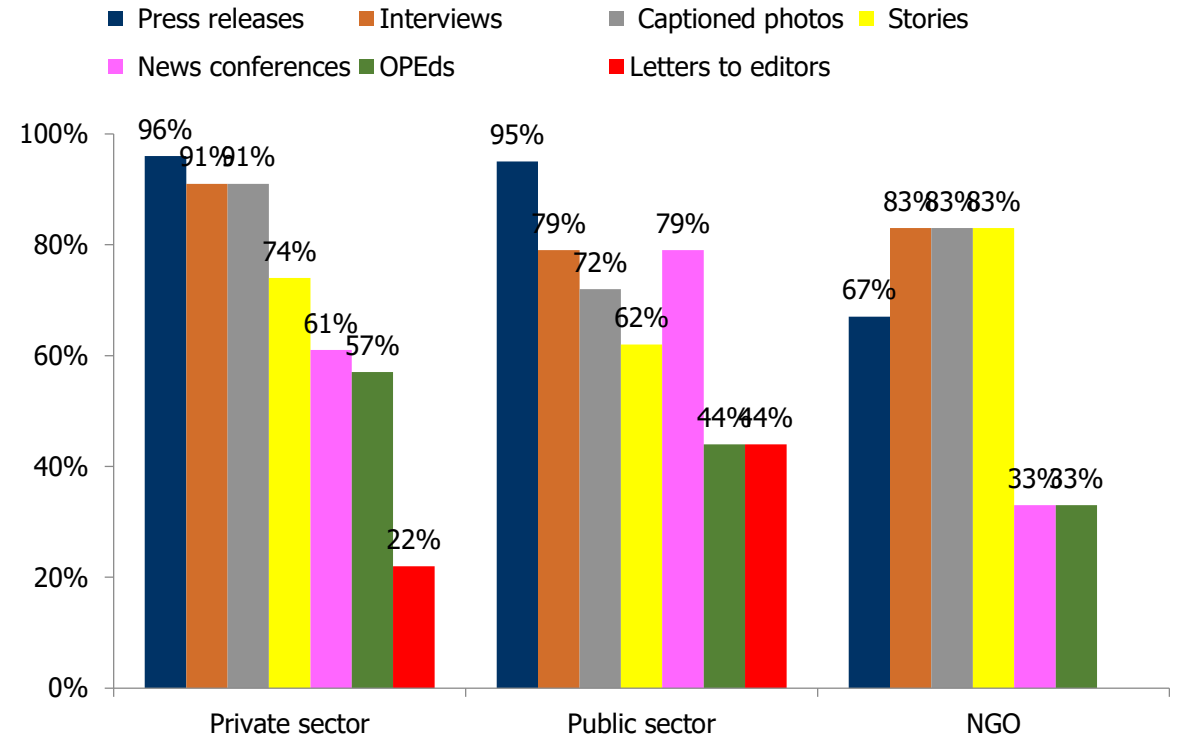
Mainstream Media Platforms Used

- Press releases, interviews and captioned photos are the most used media platforms cross cutting both PR agencies and client.
- Nevertheless, in-house practitioner tend to use press releases more than PR agencies.

**Media Platforms Used
(all respondents – by category)**



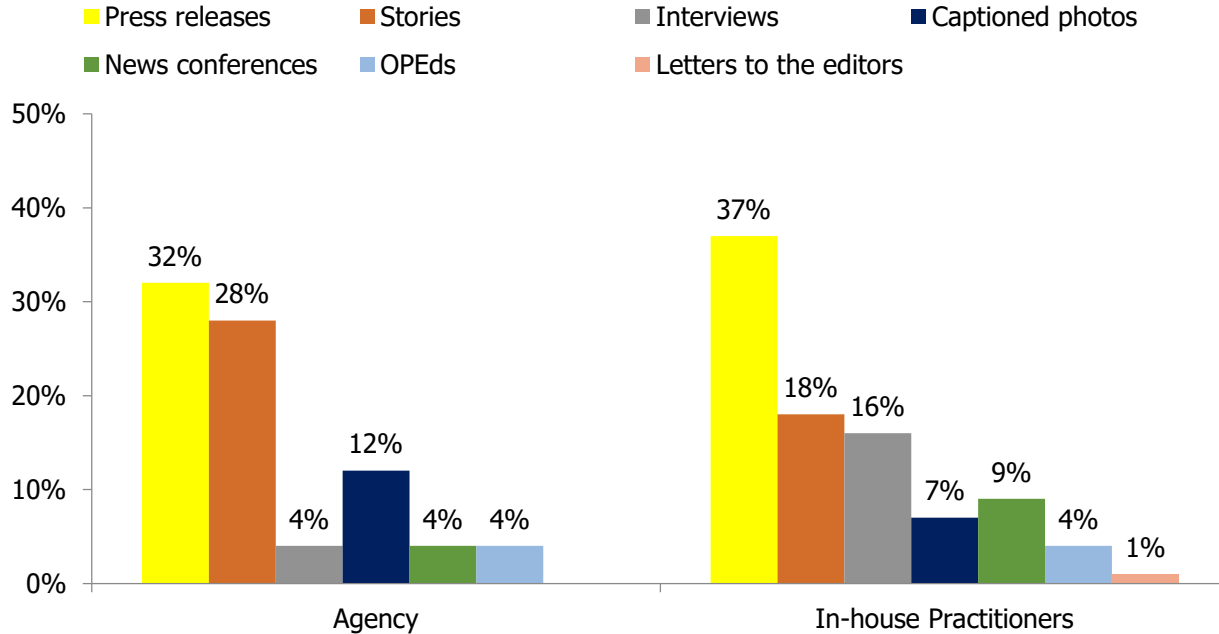
**Media Platforms Used
(in-house practitioner – by sub-category)**



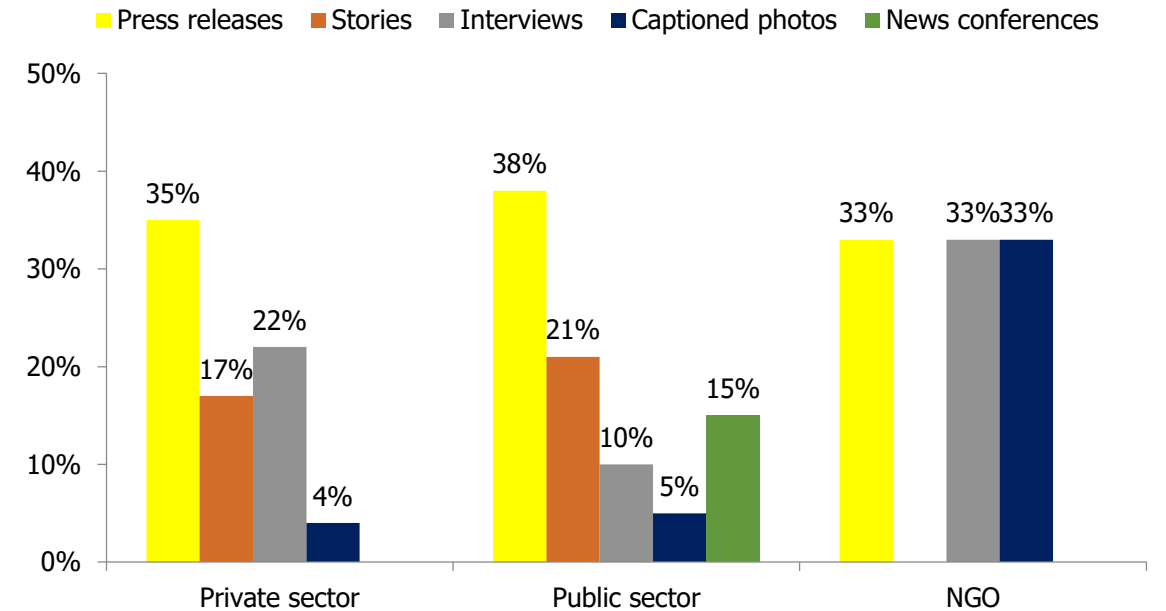
Most Preferred Mainstream Media Channels

☐ Press releases are the most preferred media channel by both in-house practitioners and agencies.

**MOST Preferred Media Channels
(all respondents by category)**



**MOST Preferred Media Channels
(in-house practitioners by sub-category)**



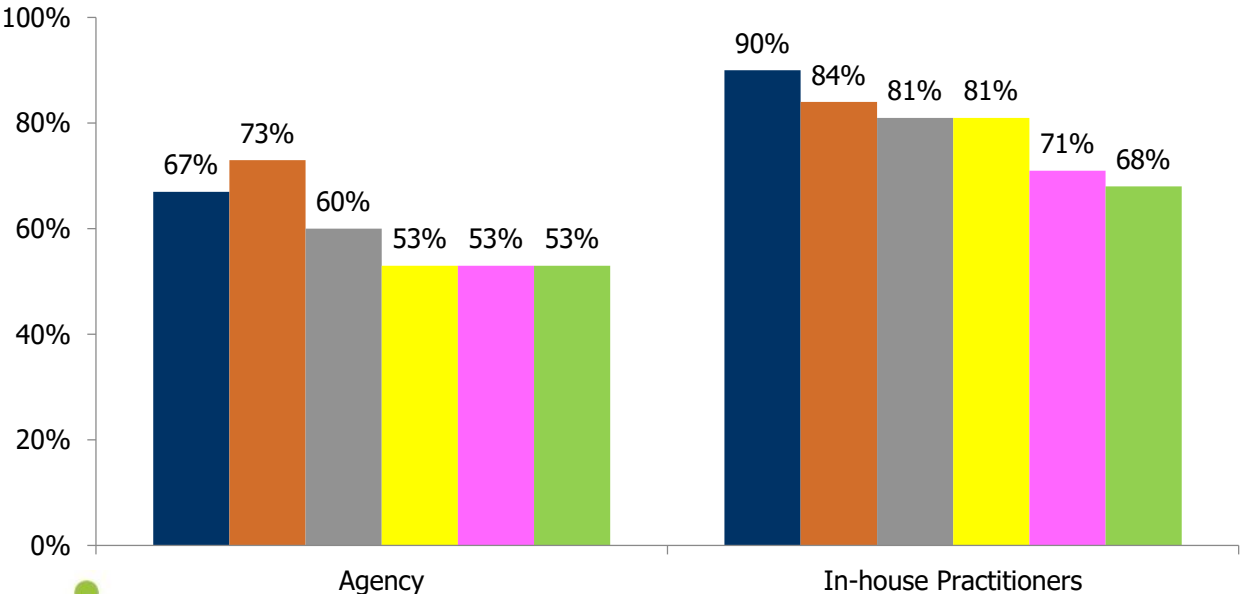
Q. Which is the MOST preferred Media channel?

Own-Media Platforms Currently Used

Most of the PR agencies use websites and brochures. The private sector uses websites most followed by letters to stakeholders, nevertheless, audio-visual information is used less.

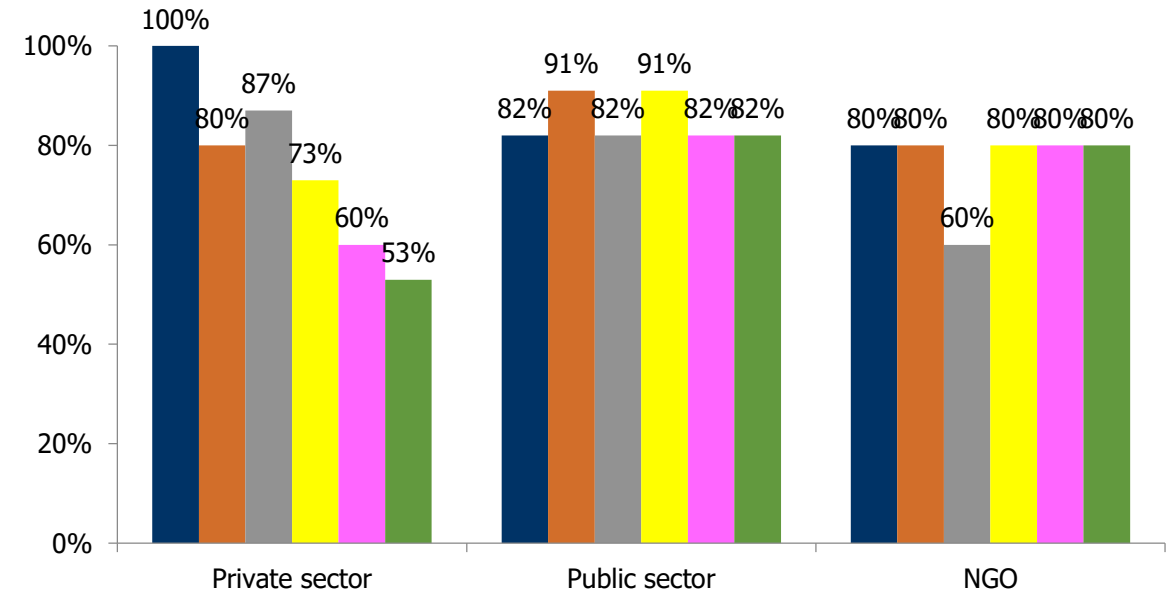
Controlled/Own-Media Platforms Used for PR (those using own-media by category)

- Website
- Brochures / Handbooks
- Letters to stakeholders
- Annual reports
- Posters / Flyers
- Audio-visual information



Controlled/Own-Media Platforms Used for PR (those using own media by sub-category)

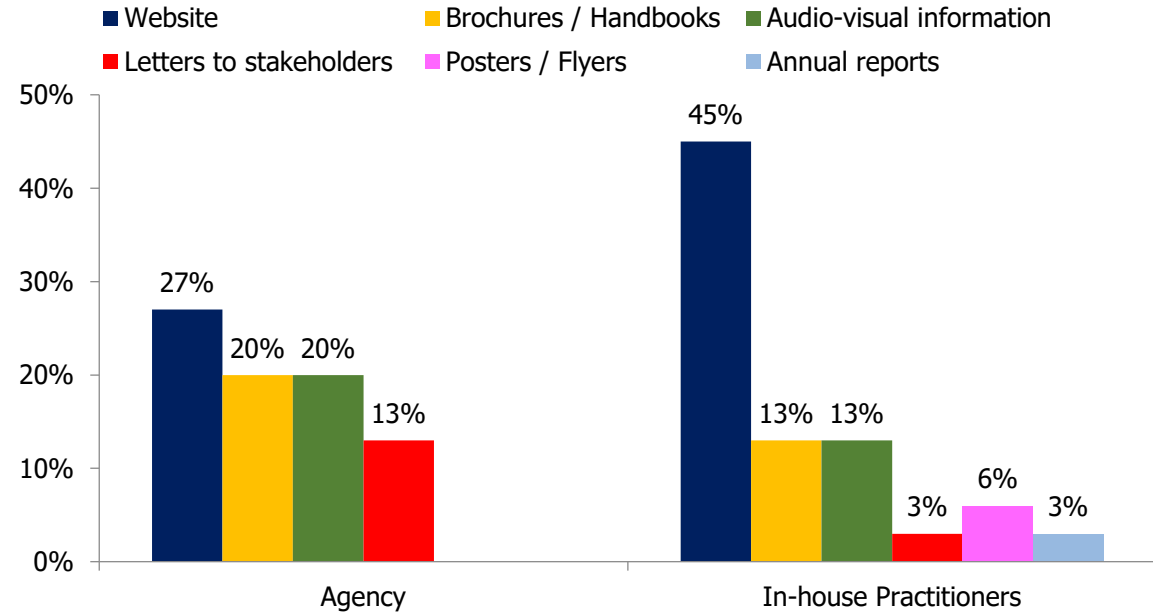
- Website
- Brochures / Handbooks
- Letters to stakeholders
- Annual reports
- Posters / Flyers
- Audio-visual information



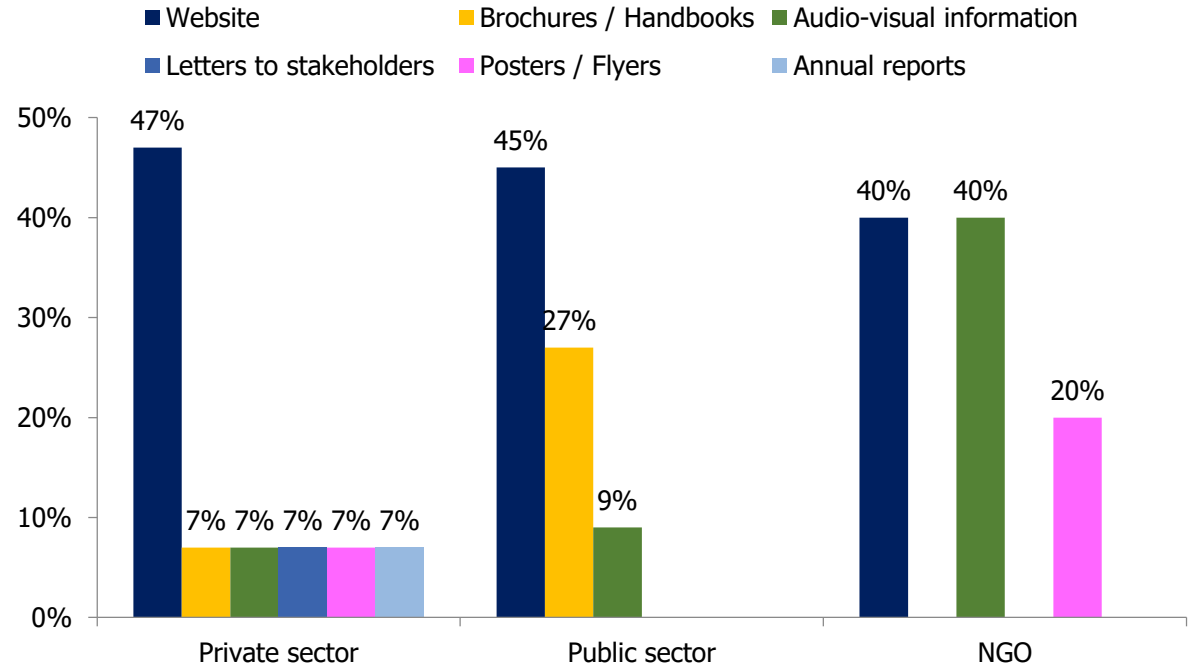
Most Preferred Own-Media Channels

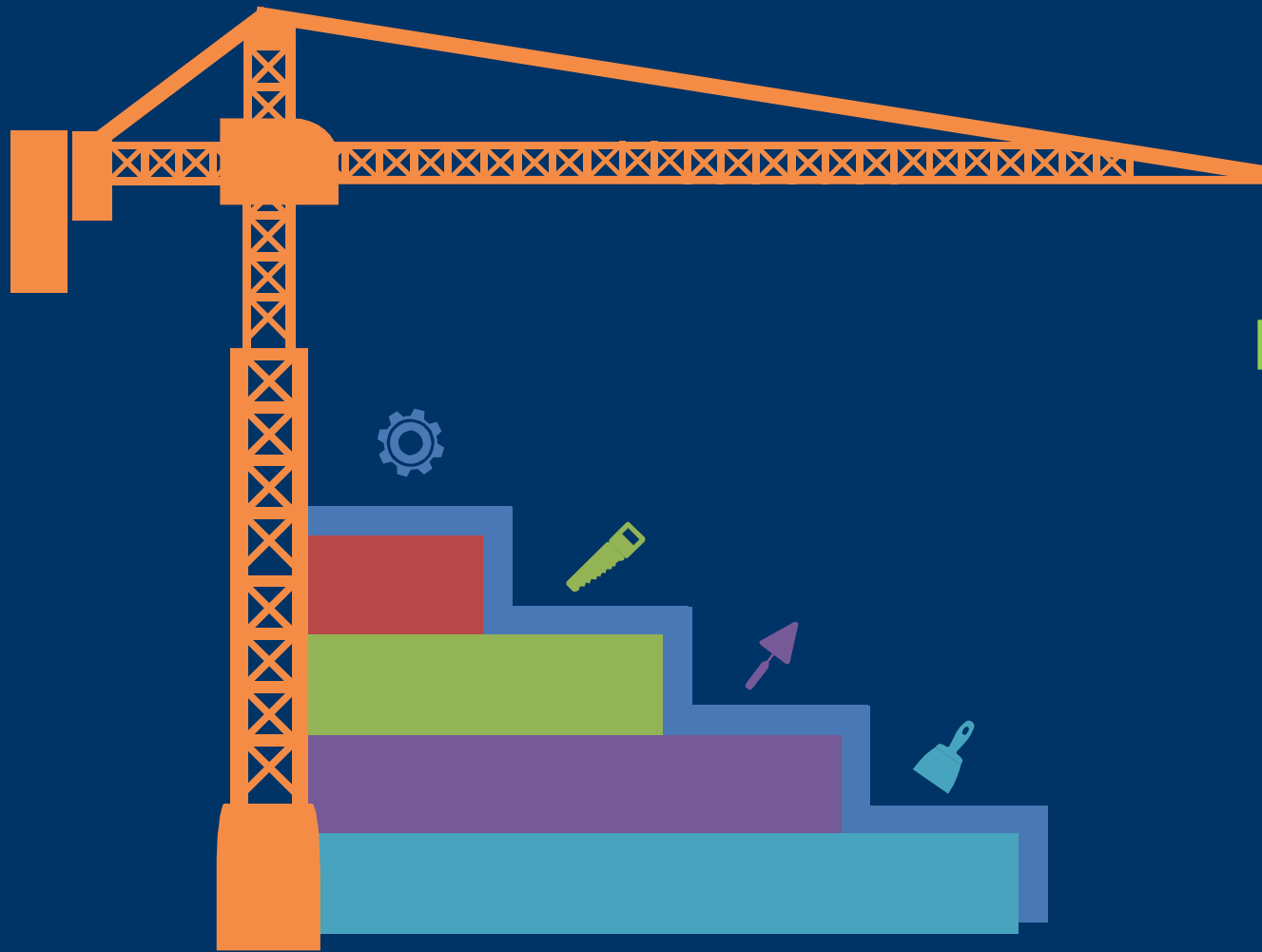
☐ Most preferred controlled channel is website by the in-house practitioners. Almost half of the private sector, public sector and NGO prefer websites. Amongst the NGOs, the most preferred platform is owned audio-visual platforms.

Most Preferred Controlled/Own-Media Channel (those using own media – by category)



Most Preferred Controlled/Own-Media Channel (in-house practitioners using own media by sub-category)





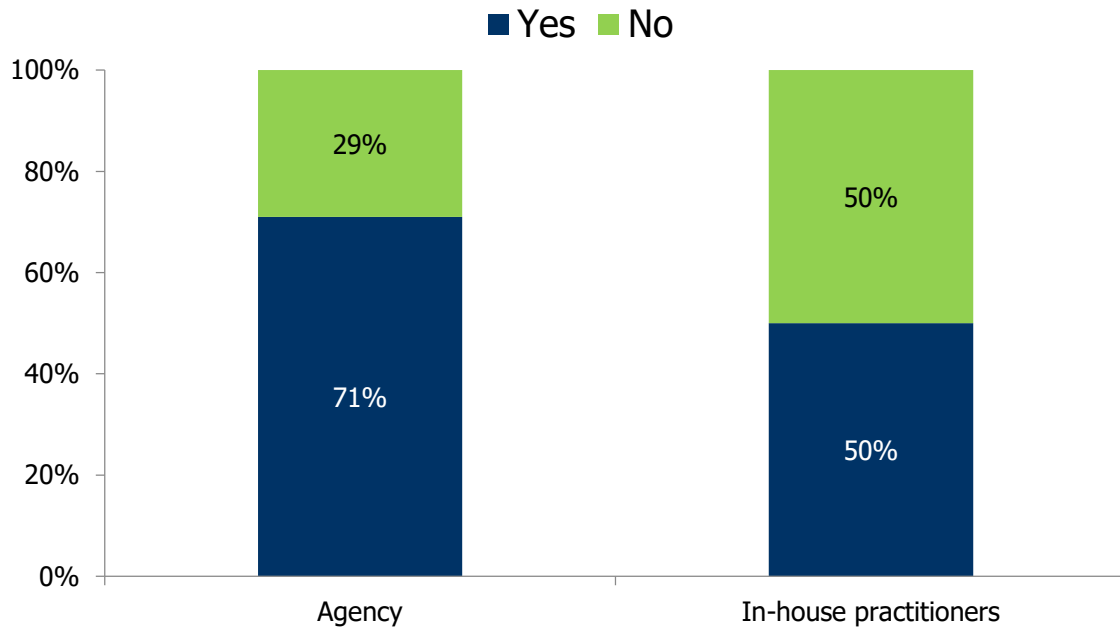
Measuring the Impact of PR

This section focuses on the different ways of measuring PR and the methods through which the organization uses for measuring performance of PR activities. It also focuses on the challenges faced in achieving the set PR objectives.

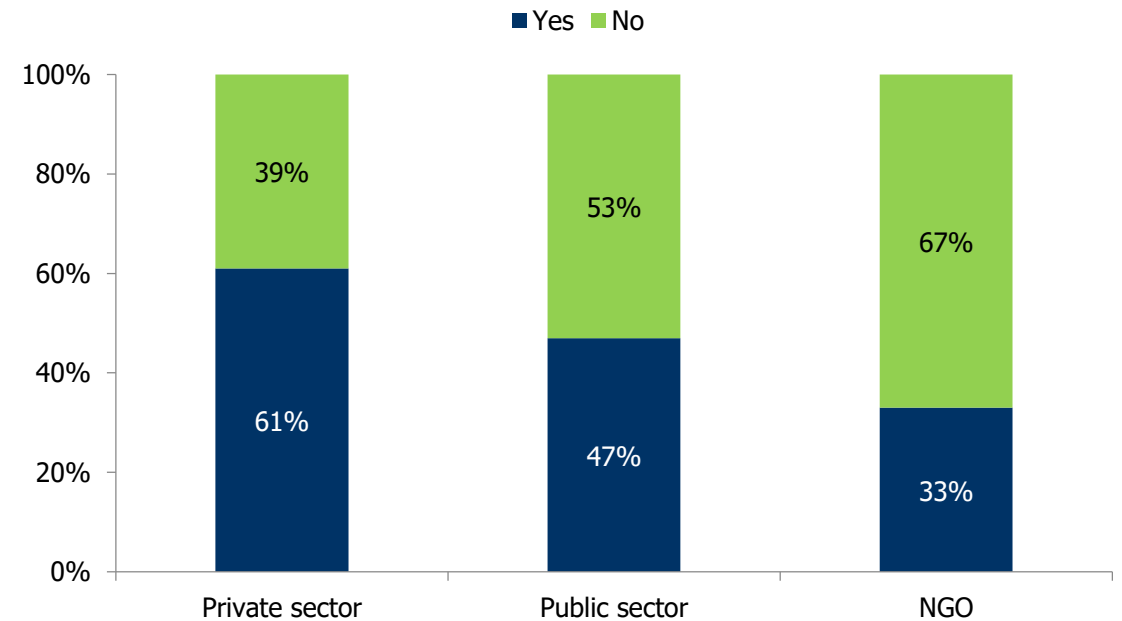
Measuring the Impact of PR Programmes

- ❑ PR agencies tend to measure the impact of PR programmes more than in-house practitioners.
- ❑ Notably, majority of organizations from the public sector and NGO's do not measure PR programmes.

% who indicate whether measuring of PR Programmes (all respondents by category)



% who indicate whether measuring of PR Programmes (in-house practitioners by sub-category)



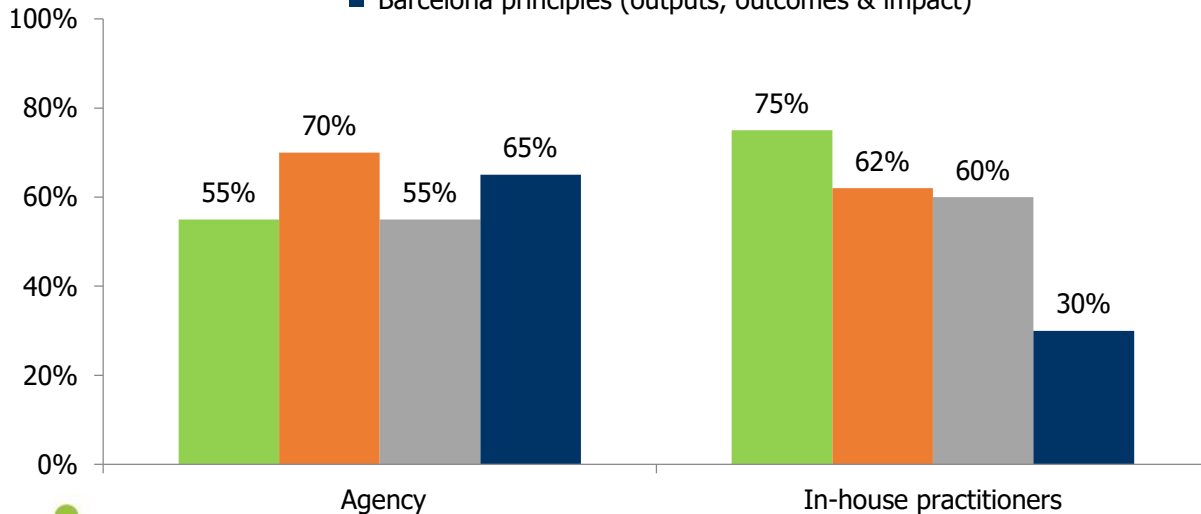
Q. Do you measure your PR programmes?

Methods Used to Measuring PR Impact

- ❑ Performance of PR is majorly measured by social media analysis (68%), traditional media analysis (65%) and surveys with stakeholders (58%).
- ❑ Social media analysis is majorly used by the in-house practitioners more than the PR agencies, with the public sector using it the most.

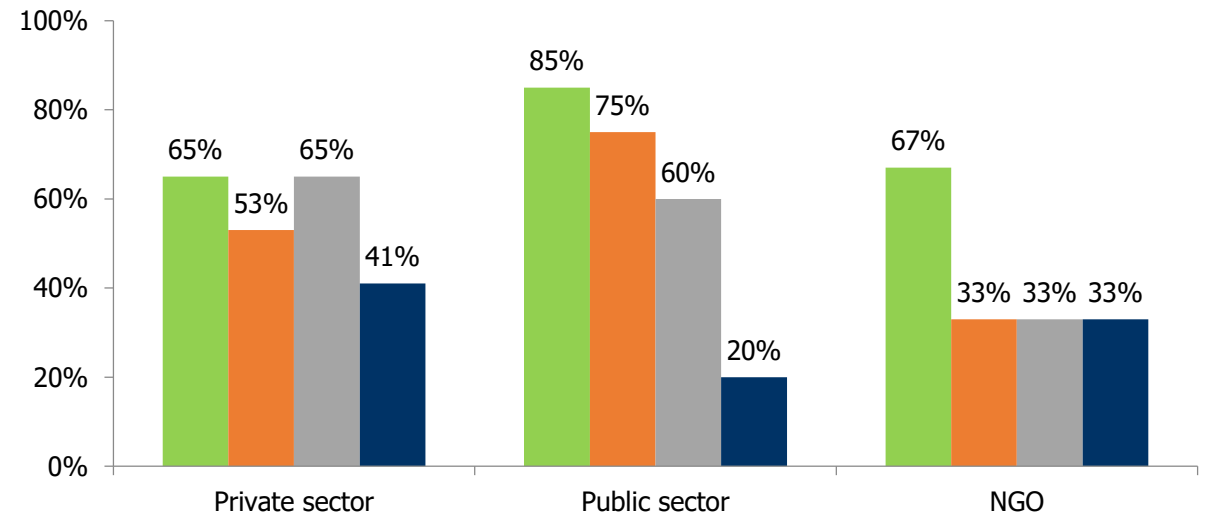
Methods of Measuring Performance of PR (all respondents by category)

- Social media analysis
- Traditional media analysis (coverage)
- Surveys with stakeholders
- Barcelona principles (outputs, outcomes & impact)



Methods of Measuring Performance of PR (in-house practitioners by sub-category)

- Social media analysis
- Traditional media analysis (coverage)
- Surveys with stakeholders
- Barcelona principles (outputs, outcomes & impact)



Q. Which methods does your organization use for measuring performance of PR activities?

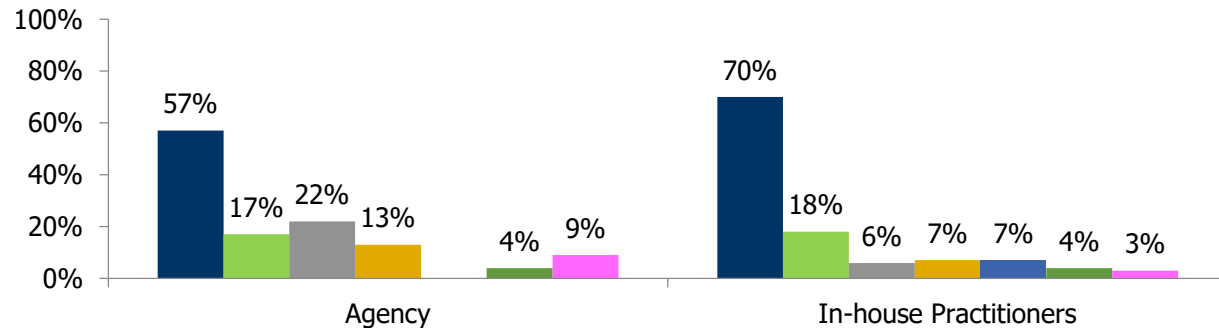
Base=60

Challenges Faced in Achieving PR Objectives

- Budgetary constraints the biggest challenge faced in achieving PR objectives, with the in-house practitioners (70%) experiencing it the most. This challenge cuts across all the sectors.

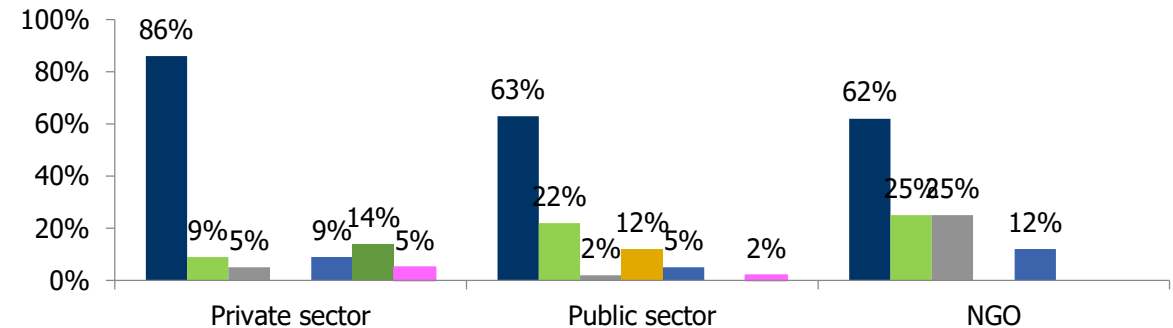
Challenges Faced in Achieving PR Objectives (all respondents by category)

- Budgetary constraints
- Inadequate personnel/understaffing
- Lack of acknowledgement/understanding of PR as important
- Inadequate resource allocation
- Inability to measurable impact of PR
- Poor usage of social media plaforms
- Low awareness of PR



Challenges Faced in Achieving PR Objectives (in-house practitioners by sub-category)

- Budgetary constraints
- Inadequate personnel/understaffing
- Lack of acknowledgement/understanding of PR as important to function
- Inadequate resource allocation to PR
- Inability to measure impact of PR
- Poor usage of social media plaforms
- Low awareness of PR



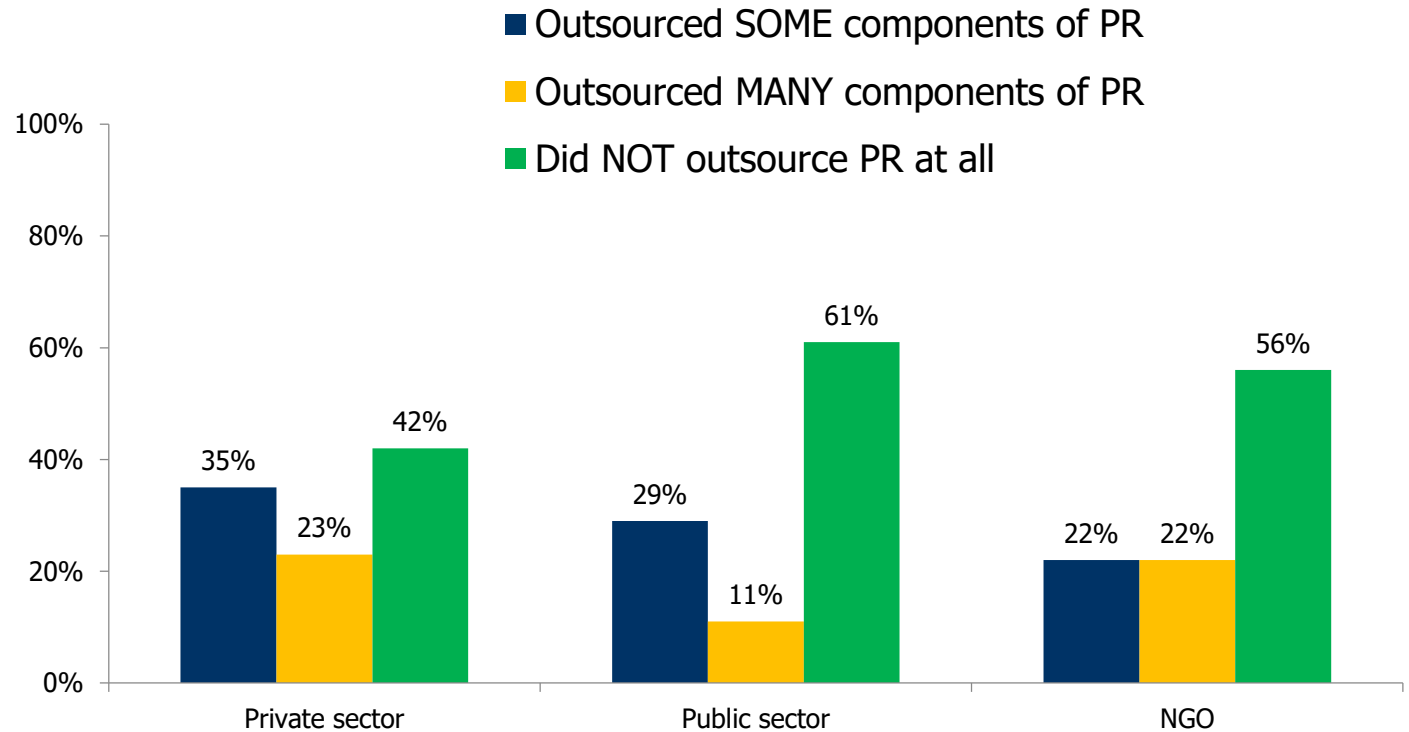


Outsourcing practice by In-house practitioners

This section examines the outsourcing practice that in-house practitioners use. It explains more on why organizations outsource for PR services and also indicates on the reasons as to why some organizations have not outsourced the services for the last 12 months. It also highlights the factors considered in selecting a PR agency.

- ❑ The practice of outsourcing PR is higher amongst private sector companies who sourced either a small or large proportion of their PR work.
- ❑ The public sector followed by NGOs have the lowest likelihood of outsourcing PR.

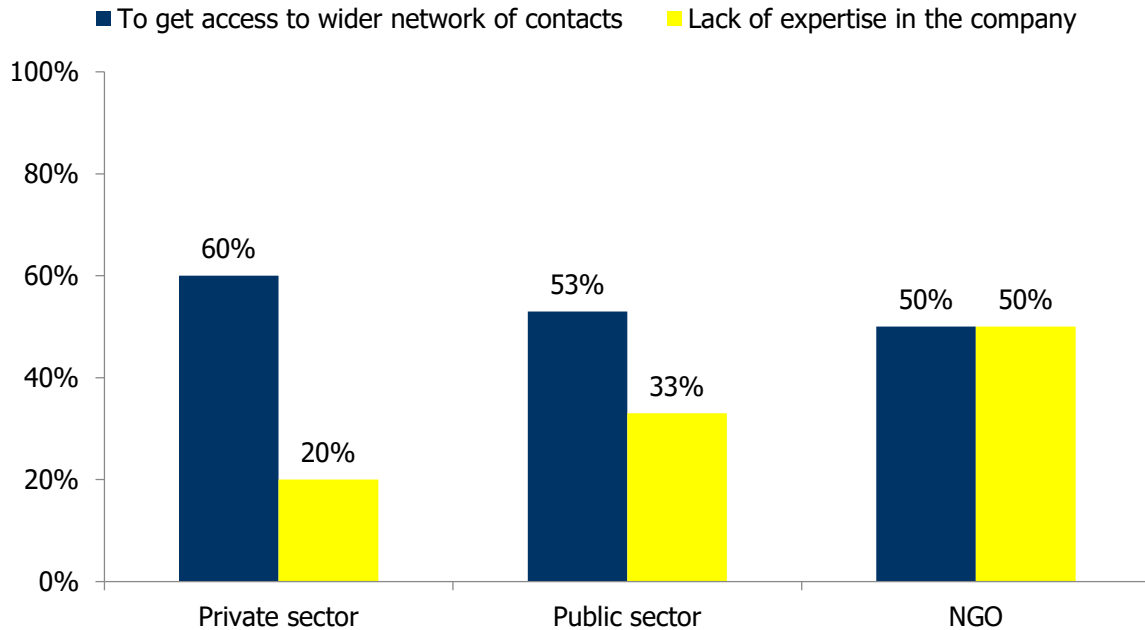
**Outsourcing PR Services
(in-house practitioners by sub-category)**



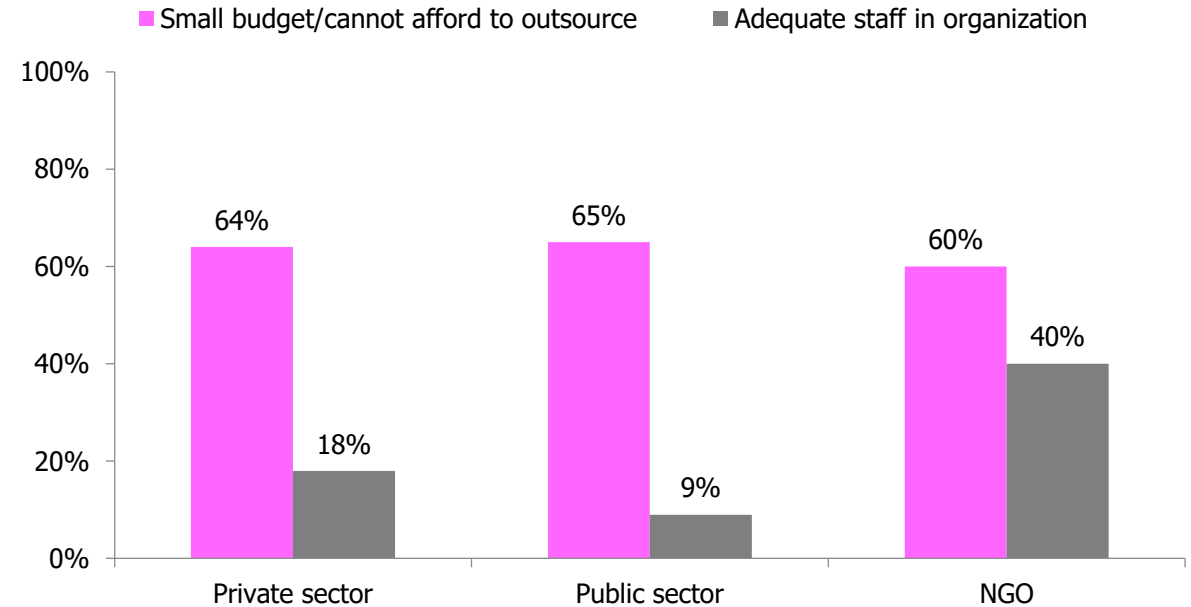
Q. Looking at the last 12 months, to what extent has your organization outsourced PR services?

- ❑ Majority of the organizations (56%) outsourced PR services to get access to wider network of contacts.
- ❑ NGOs tend to be driven by both access to wider network of contacts (50%) and lack of expertise in the company (50%).
- ❑ Small budgets (64%) is the main factor as to why the in-house practitioners do not outsource PR services

Boosters to Outsourcing of PR Services (in-house practitioners by sub-category)

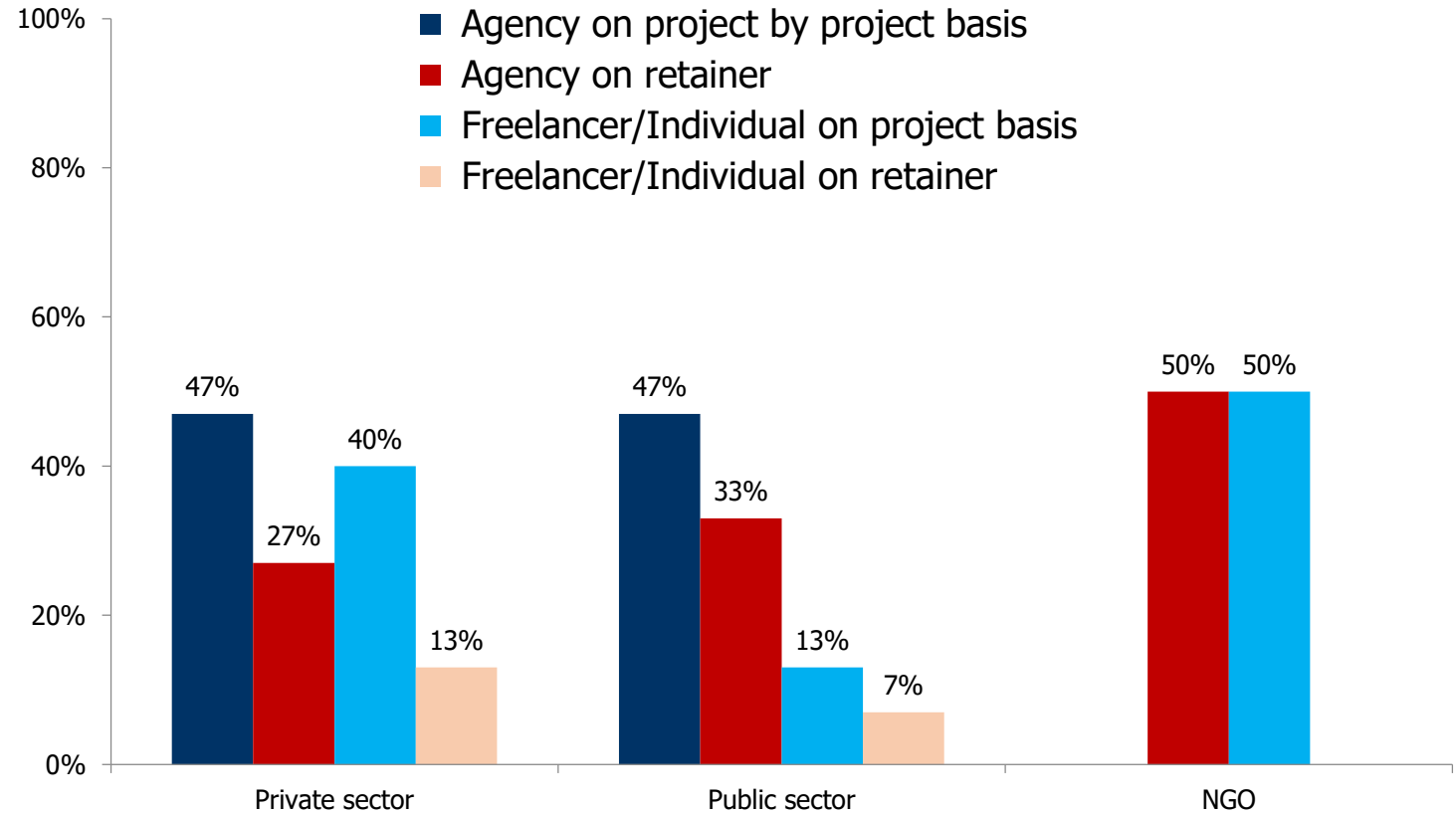


Barriers to Outsourcing PR Services (in-house practitioners by sub-category)



- In-house practitioners outsource PR services based on project by project basis, closely followed by agency on retainer.
- None of the NGOs that participated outsource on project by project basis.

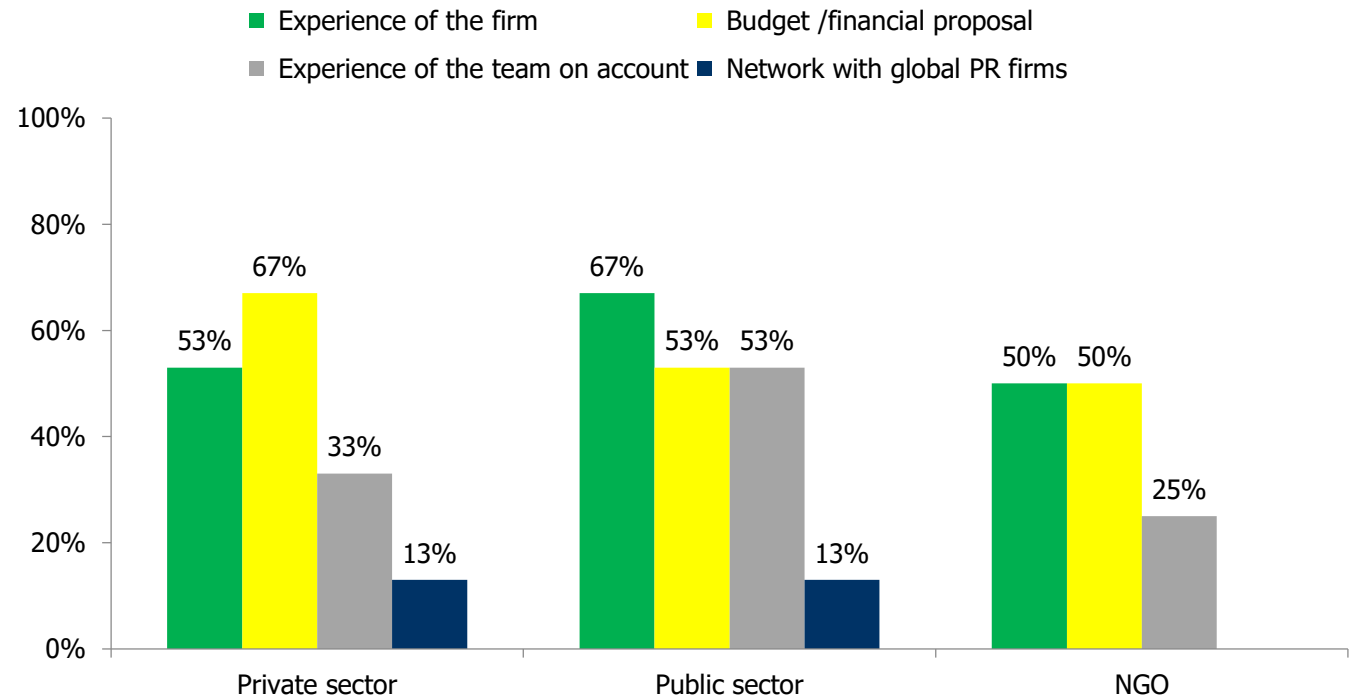
Model used for outsourcing PR services (in-house practitioners by sub-category)



Q. What model did you use outsource PR services?

- ❑ Experience of the firm (59%) and budget/financial proposal (59%) are the top factors considered in selecting a PR agency to outsource work to.
- ❑ The experience of the individual team to be assigned to the account also matters especially amongst public sector in-house practitioners.

Factors Considered in Selecting Agencies (in-house practitioners by sub-category)



Q. When selecting an agency, what factors did you consider in selecting this agency?

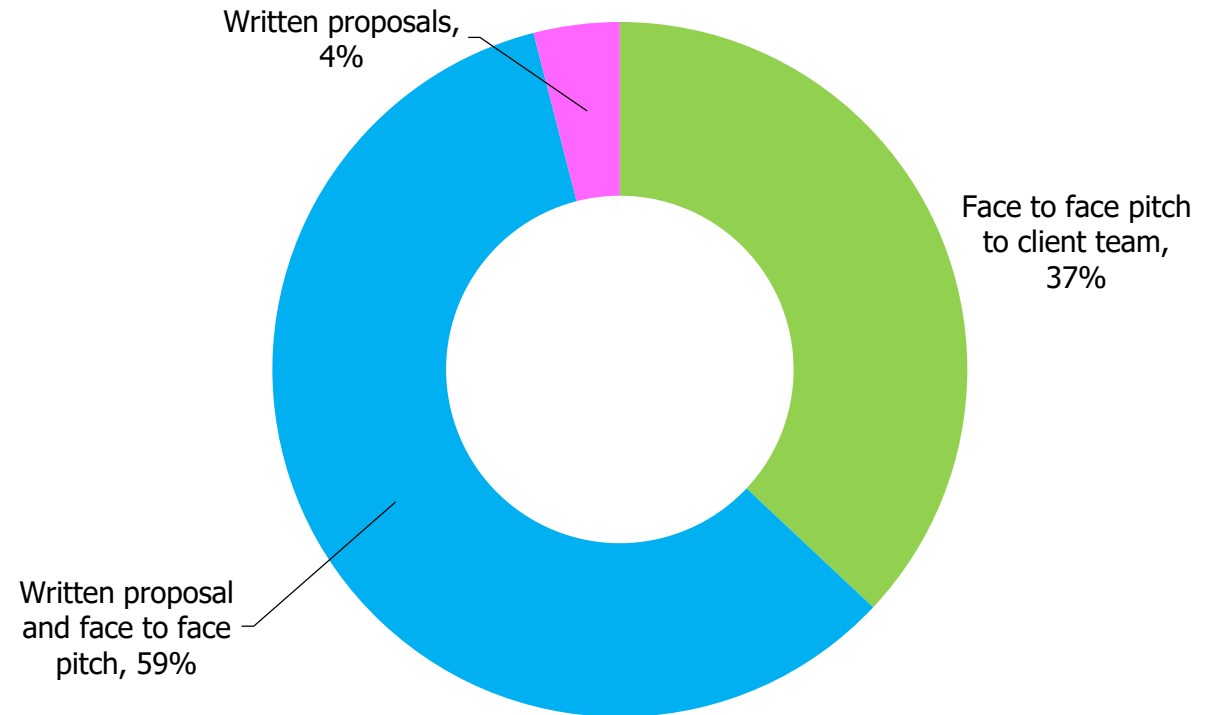


PR Agencies Pitches & Relationships with Clients

This section explores the different ways through which PR agencies are invited for pitches. It highlights the relationship between the in-house practitioners and the PR agencies and the various areas that need improvement.

- Majority of the in-house practitioners were invited to pitch through written proposals and face to face pitches (59%), followed by face to face pitch to in-house practitioner team (37%).

How pitched for PR Business

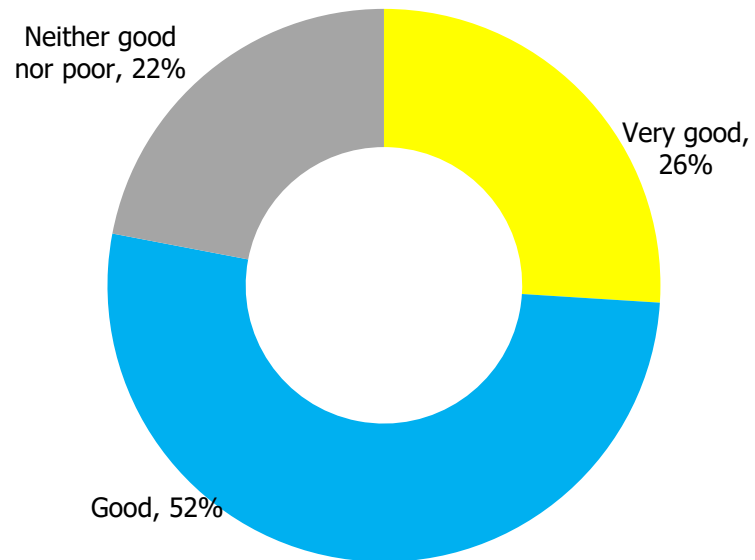


Q. Looking at the last time you were invited by a in-house practitioner to pitch for PR business, how was the pitch done? Was the pitch.....

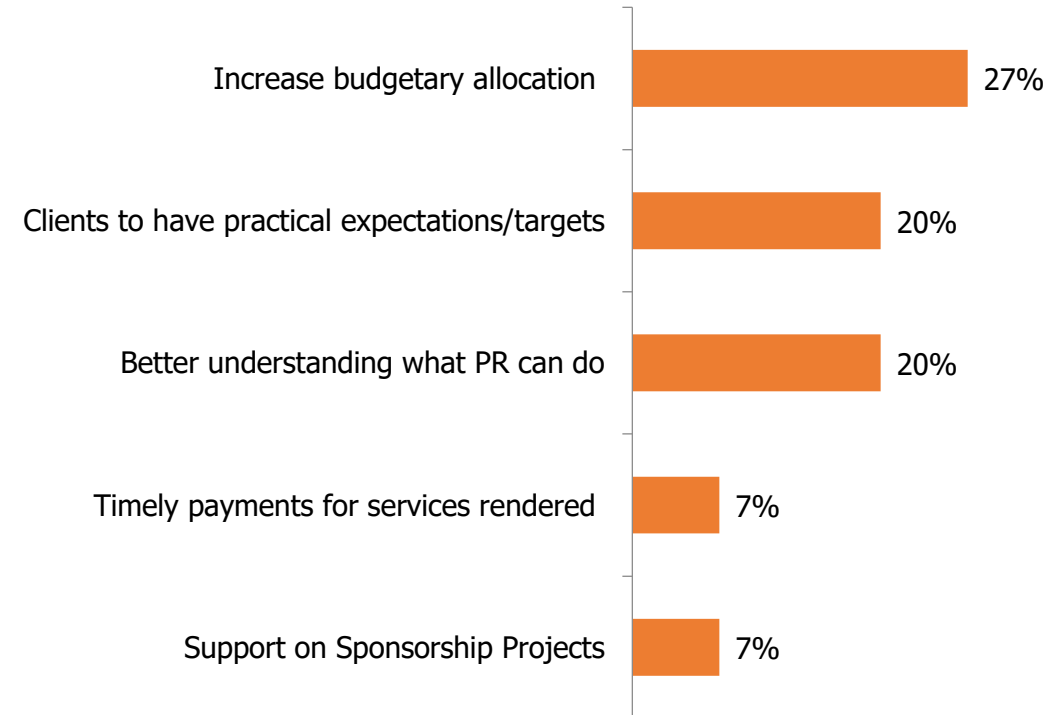
Agency Relationship with In-house Practitioners

- 78% of the organizations have a very good or good relationship with their agencies.
- In order to improve the relationship, agencies recommend increasing budgetary allocation to PR (27%), in-house practitioner practicality (20%) and understand PR roles (20%).

Agency and PR in-house practitioners Relationship



Areas of Improvement in the Relationship



Q. How would you rate the relationship with between your agency and PR in-house practitioners ?

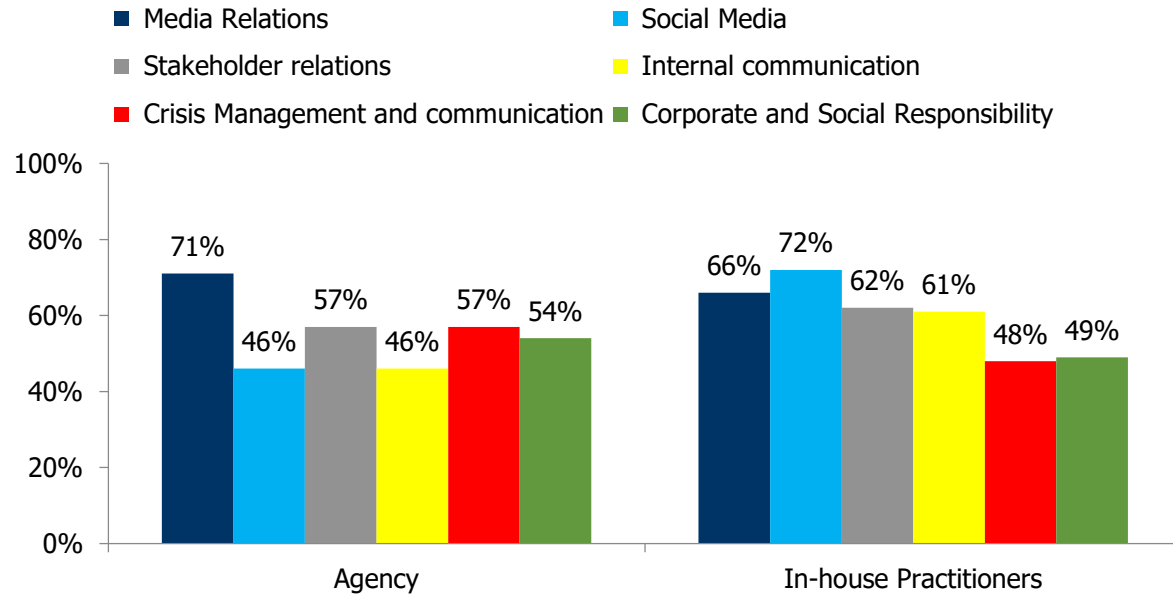


Learning and Professional Development

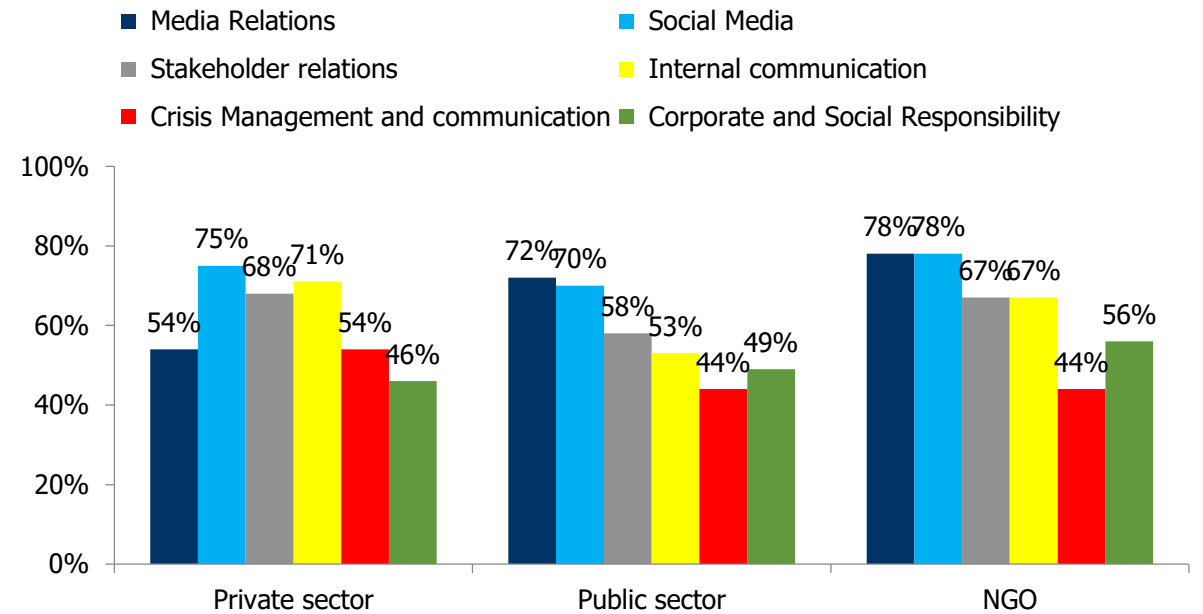
All respondents were also asked to list their strongest skills, attributes and areas of specialist knowledge, and the results compared to see where the biggest gaps are between what employers want and individuals have to offer this sections also seeks to understand the current and future skills required in the PR industry.

- PR specialization was high on media relations, stakeholder relations and crisis management and communication respectively, with the PR agencies specializing more on media relations.

**PR Specialization for PR Agencies
(all respondents by category)**



**PR Specialization
(in-house practitioners by sub-category)**

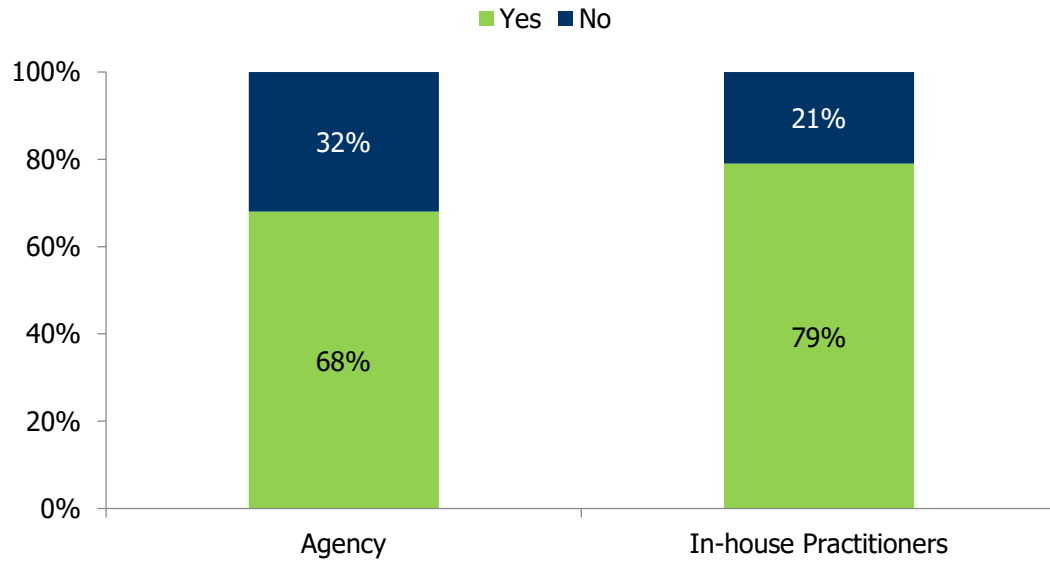


Q. What areas of PR do you personally specialize in?

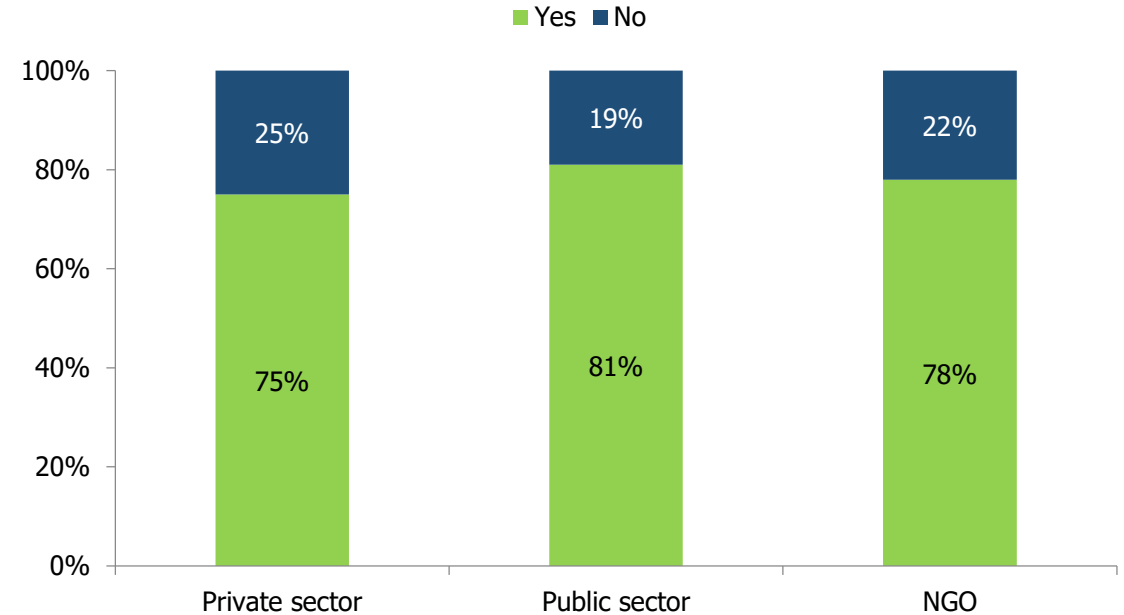
Incidence of Having Professional Qualifications in PR

- Most of the respondents have professional qualifications, with more in-house practitioners having qualifications than PR agencies.

**Professional Qualifications in PR
(all respondents by category)**



**Professional Qualifications in PR
(in-house practitioners by sub-category)**

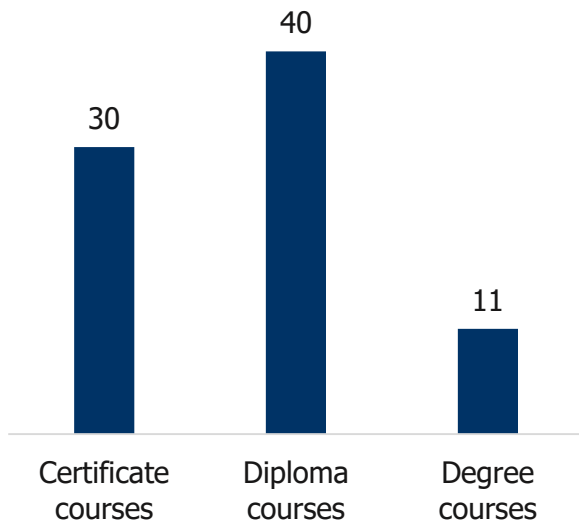


Q. Do you have any professional qualifications in PR?

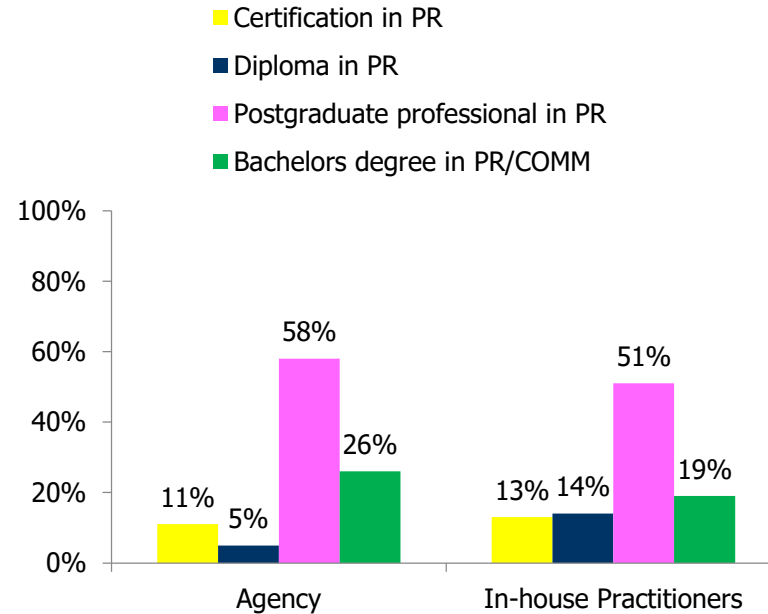
Current Professional Qualifications

- ❑ Although the supply of certificates and diploma courses are high, the number of respondents with these qualifications are low.
- ❑ Majority of the respondents have a postgraduate certification in PR, with the public sector having the highest mentions for this.

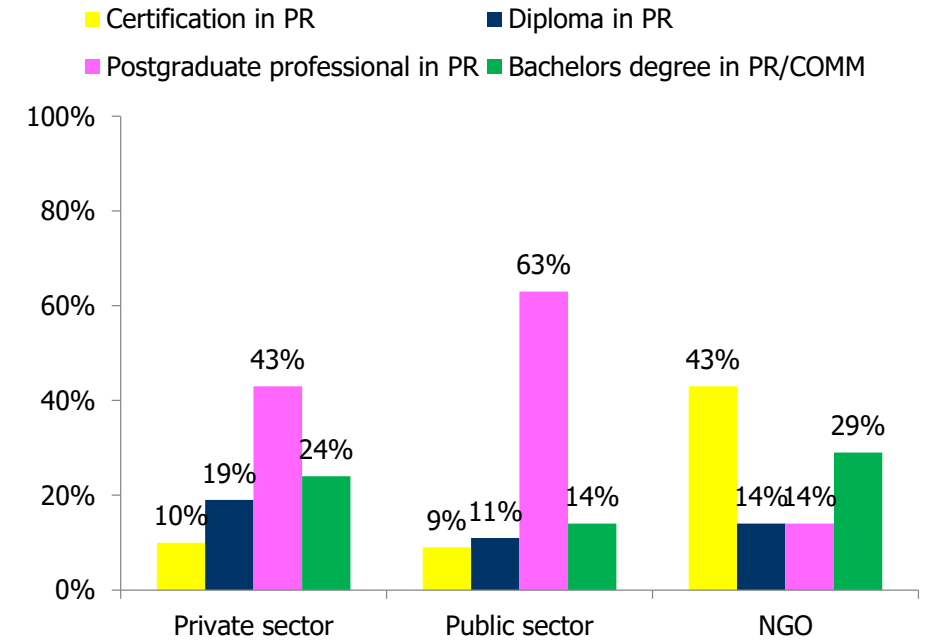
No. of institutions offering PR courses



Professional Qualifications (all respondents by category)



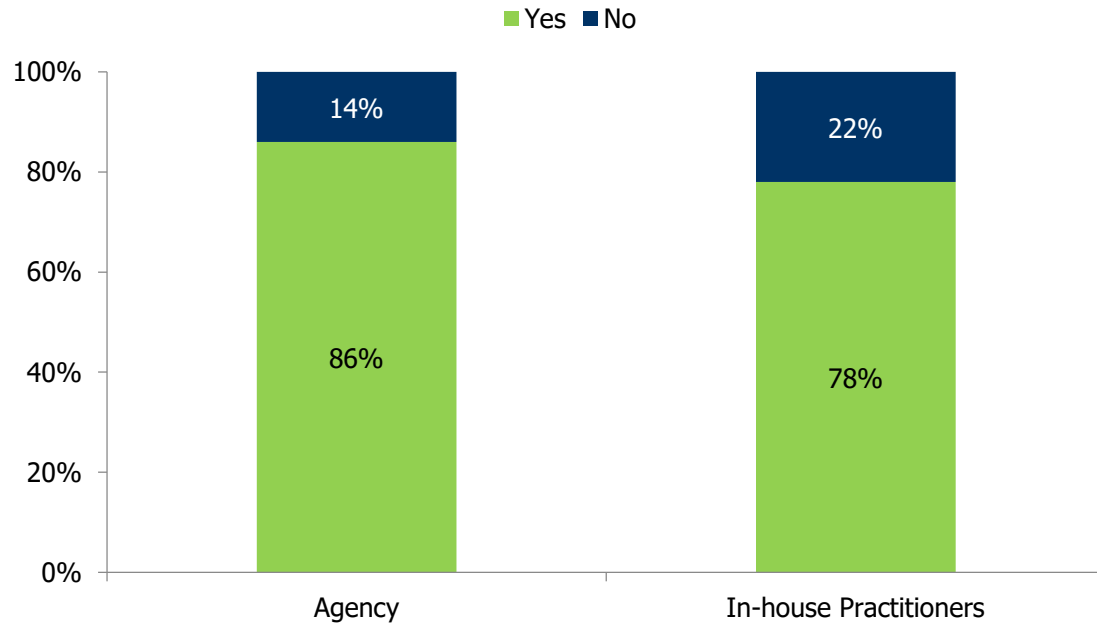
Professional Qualifications (in-house practitioners by sub-category)



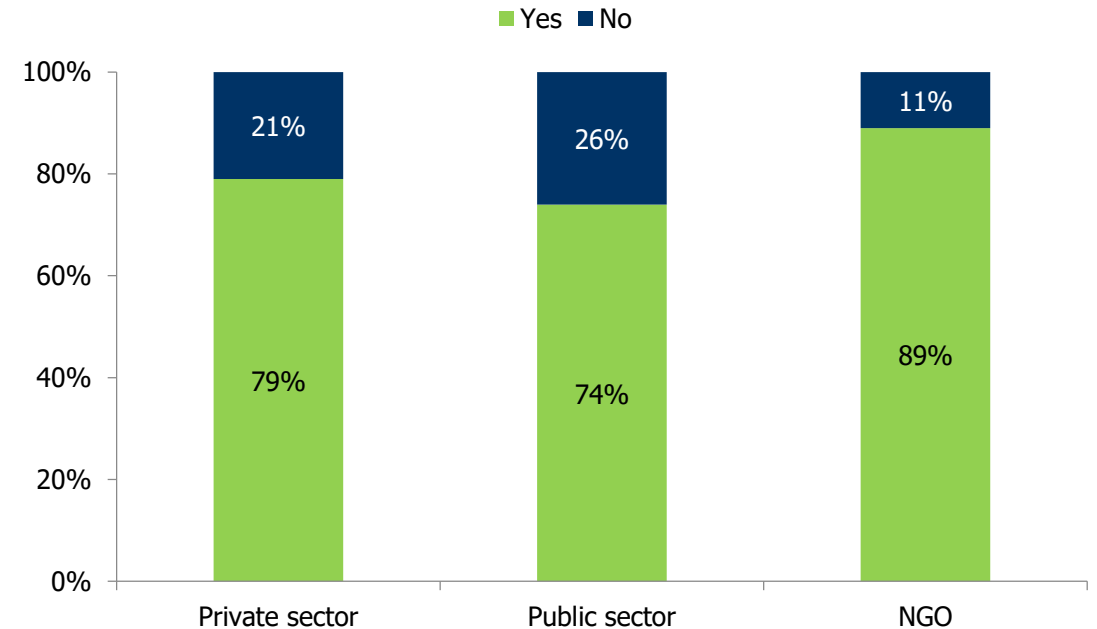
Perceived Skills Gap in the PR Industry

- ❑ Majority of the agency and in-house practitioners categories respondents feel that there is a skills gap in the industry.
- ❑ Amongst the in-house practitioners, NGOs sector records higher mentions of the skills gap challenge.

**Skills Gap in the Industry
(all respondents by category)**



**Skills Gap in the Industry
(in-house practitioners by sub-category)**

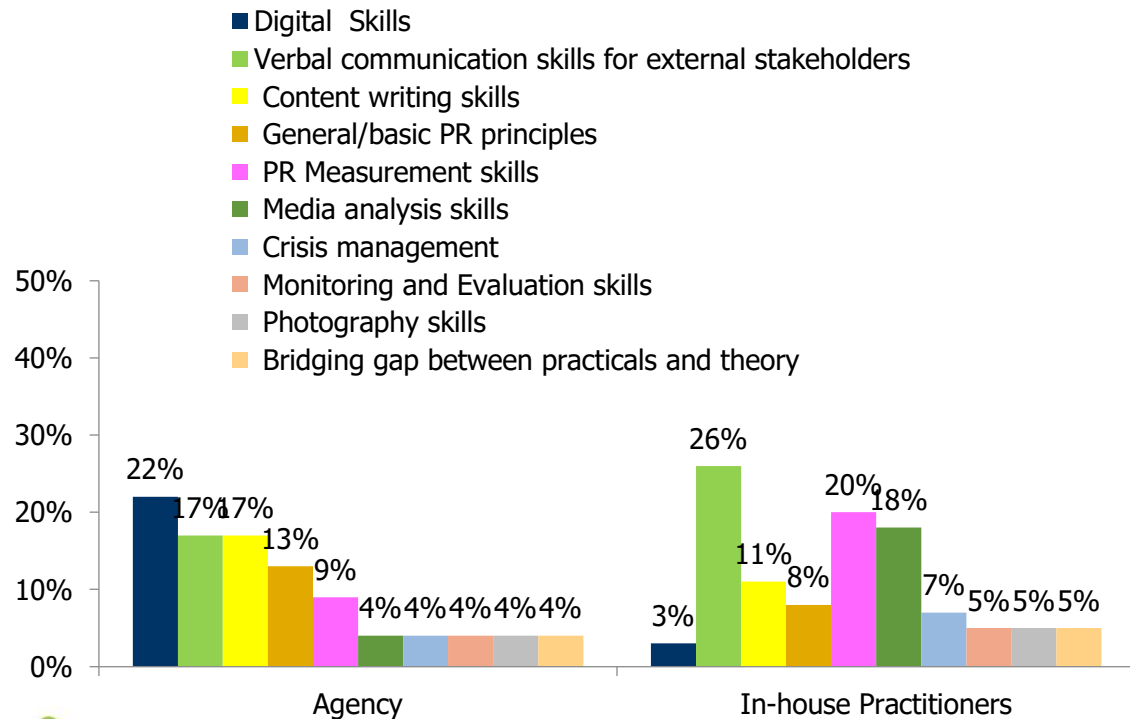


Q. Looking at the PR industry as a whole, do you think there is a skills gap?

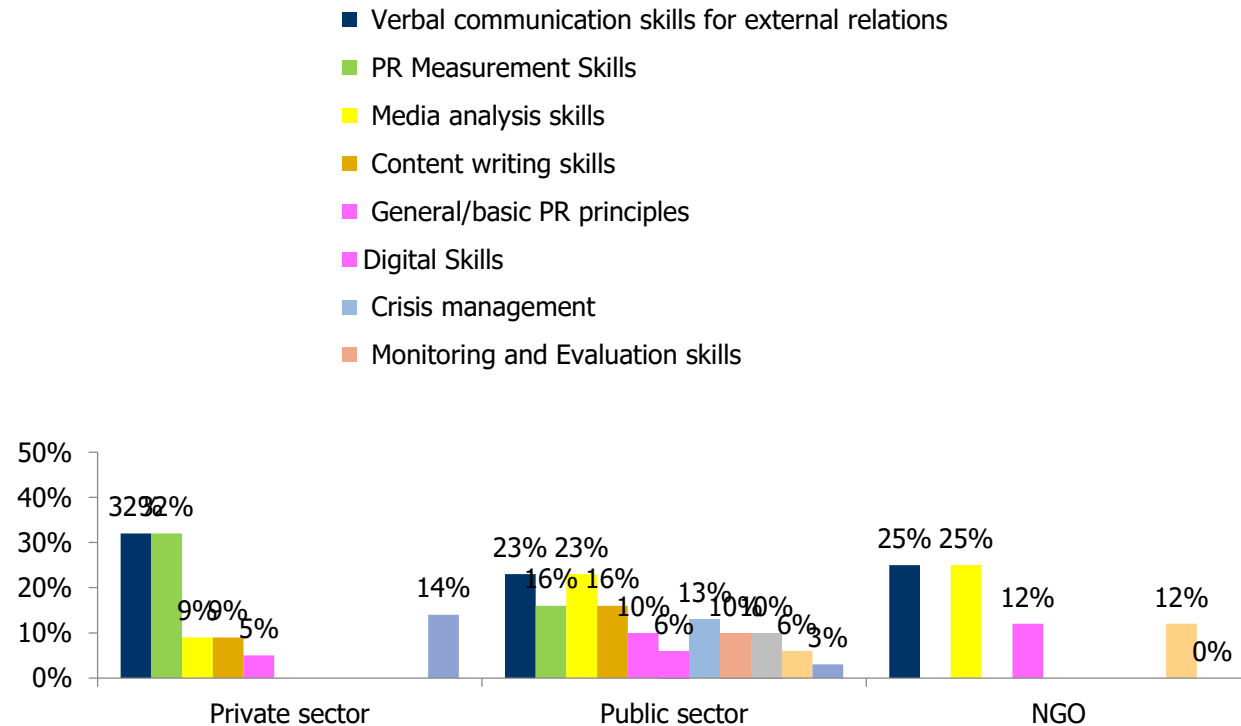
Current Skills Gap amongst PR Professionals

- ❑ The main skills gap is in digital skills for PR followed by oral or interpersonal communication skills for engaging external stakeholders.

Current Skills Gap (those who feel there is a skills gap – by category)

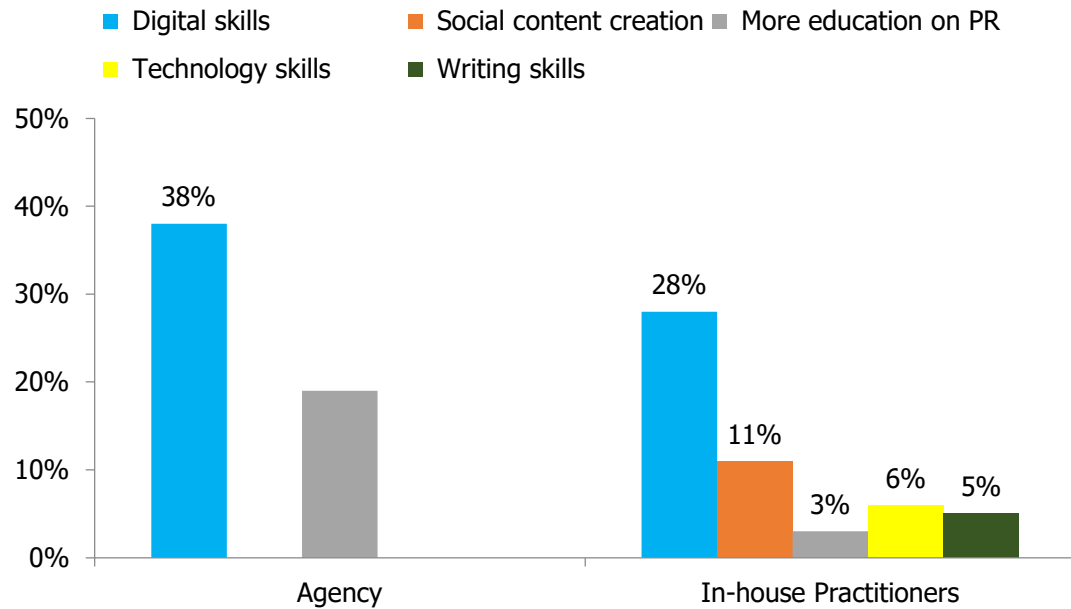


Current Skills Gap (in-house practitioners by sub-category)

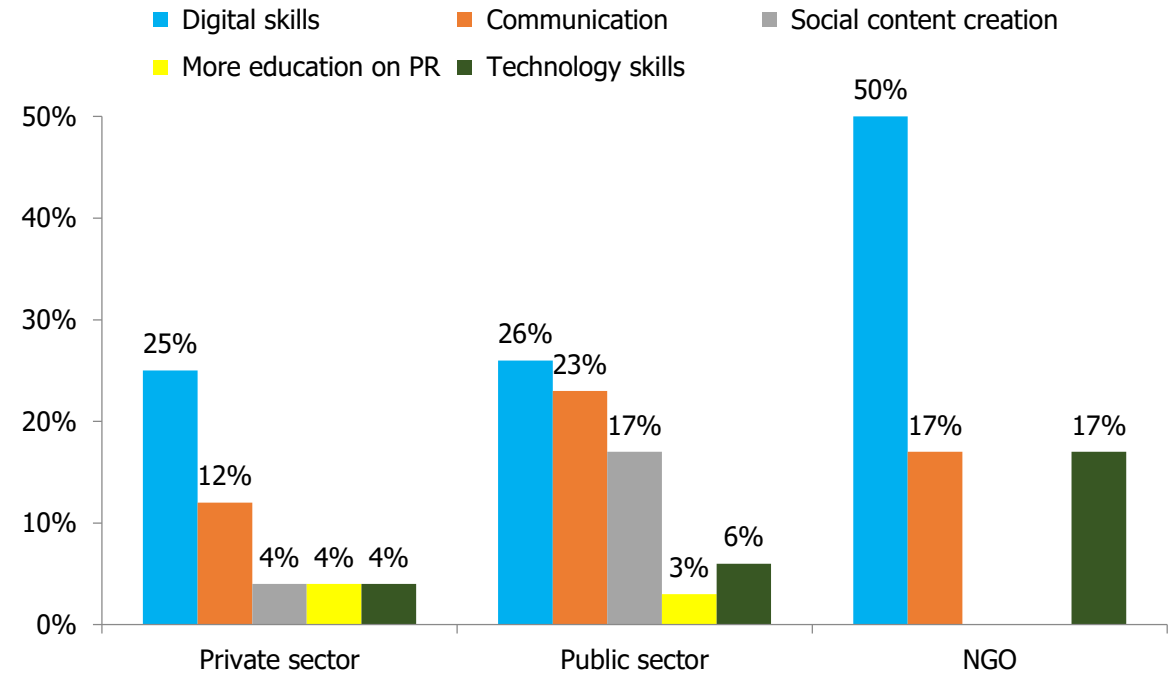


Majority of the respondents stated that digital skills are the required future skills. 38% of the PR agencies stated so. At least 50 % of the NGOs believe it is the most required skill.

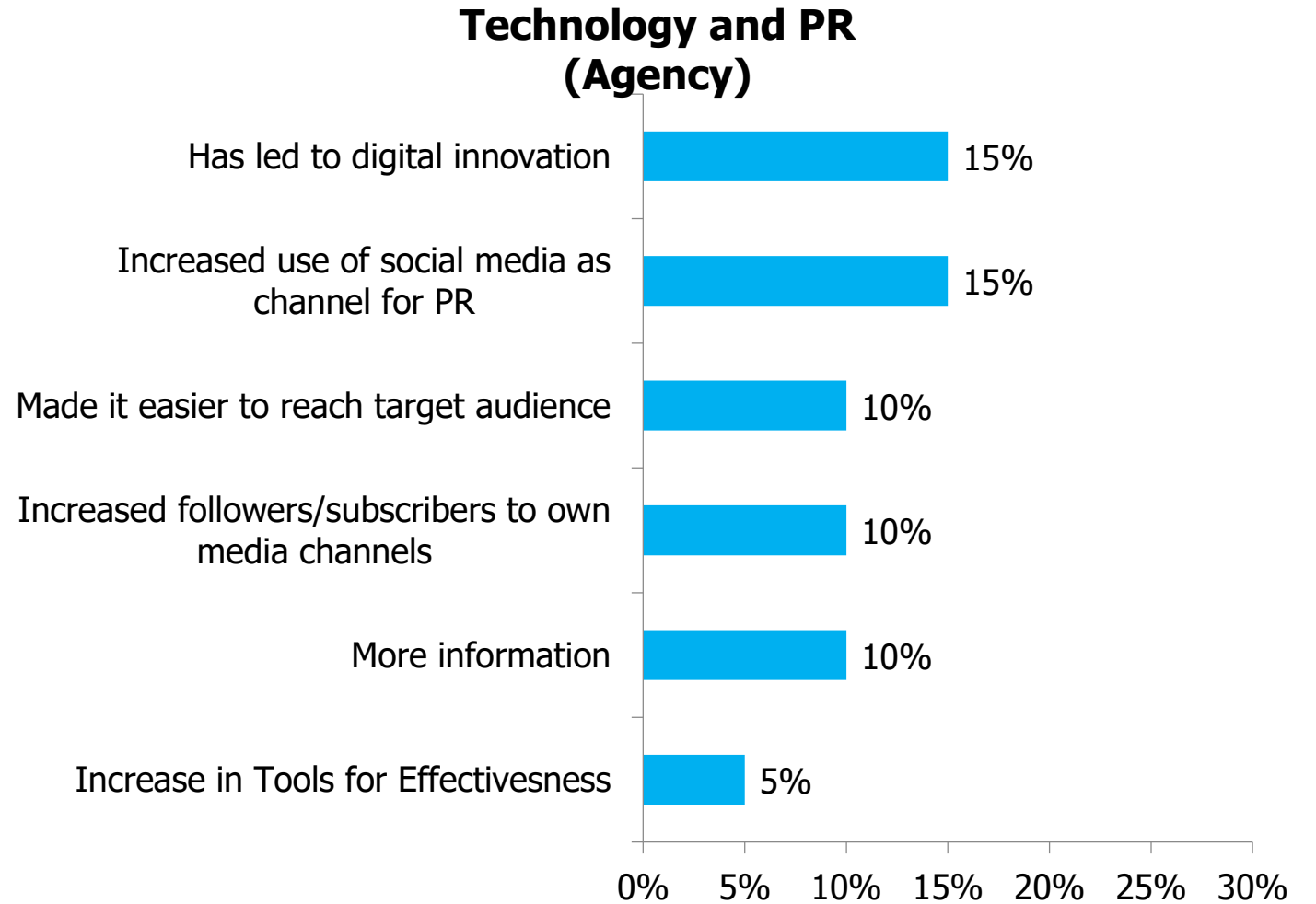
Future Skills Required (all respondents by category)



Future Skills Required (in-house practitioners by sub-category)



- ❑ Technology has eased PR mostly through easing communication, digital innovation and social media.



Q. How has technology influenced the practice of public relations?

Opportunities and Challenges

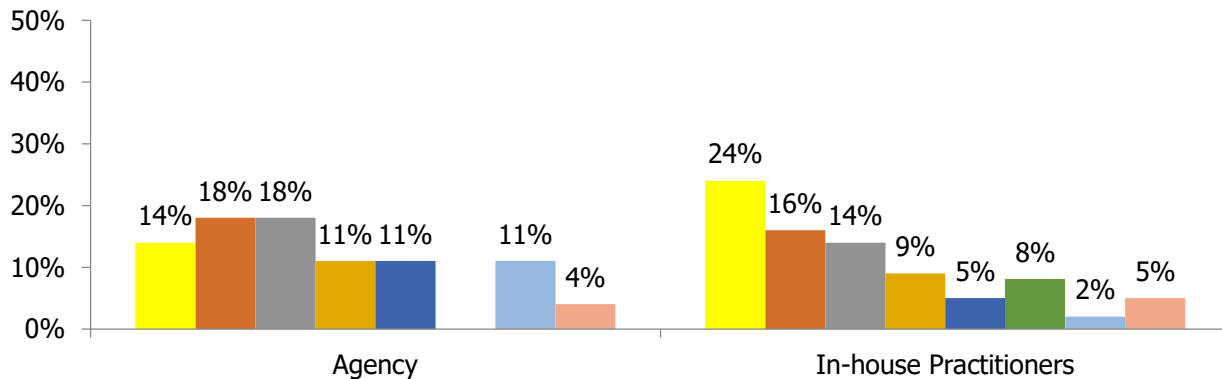
This section looks at the various positive things happening in the PR industry. It seeks to understand the main challenges facing the PR industry.



- ❑ The PR industry is increasingly getting publicity is the top positive thing happening in the PR industry, with the in-house practitioners observing this more than the agencies.

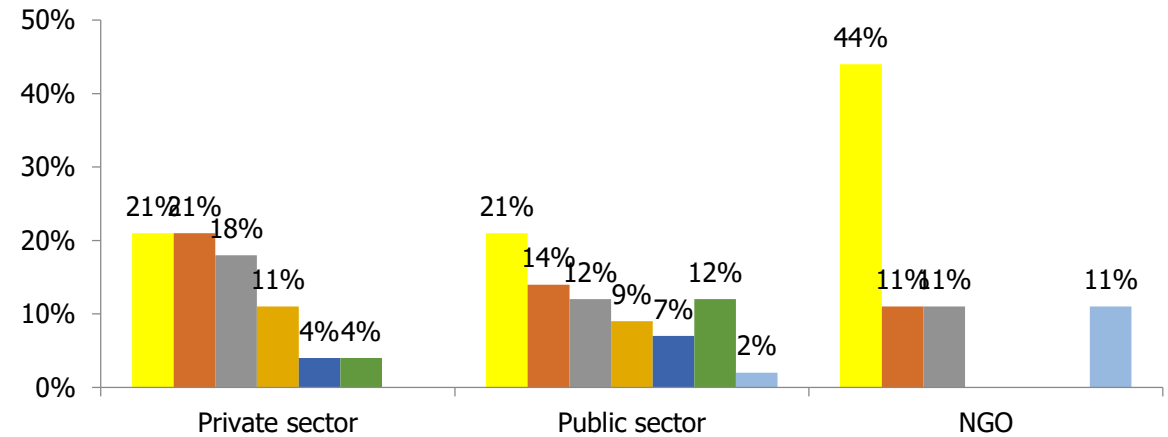
Positive Things Happening in the PR Industry (all respondents by category)

- PR profession getting publicity/visibility
- Professionalism/more qualified practitioners
- Establishment of PR Bill
- Acceptance of the profession
- Increased awareness of PR practice
- Vibrancy
- Established policies-Stakeholders engagement
- Increase in networking



Positive Things happening in the PR Industry (in-house practitioners by sub-category)

- PR profession getting publicity/visibility
- Professionalism/more qualified practitioners
- Establishment of PR Bill
- Acceptance of the profession
- Increased awareness of the PR practice
- Vibrancy
- Established stakeholders engagement strategies





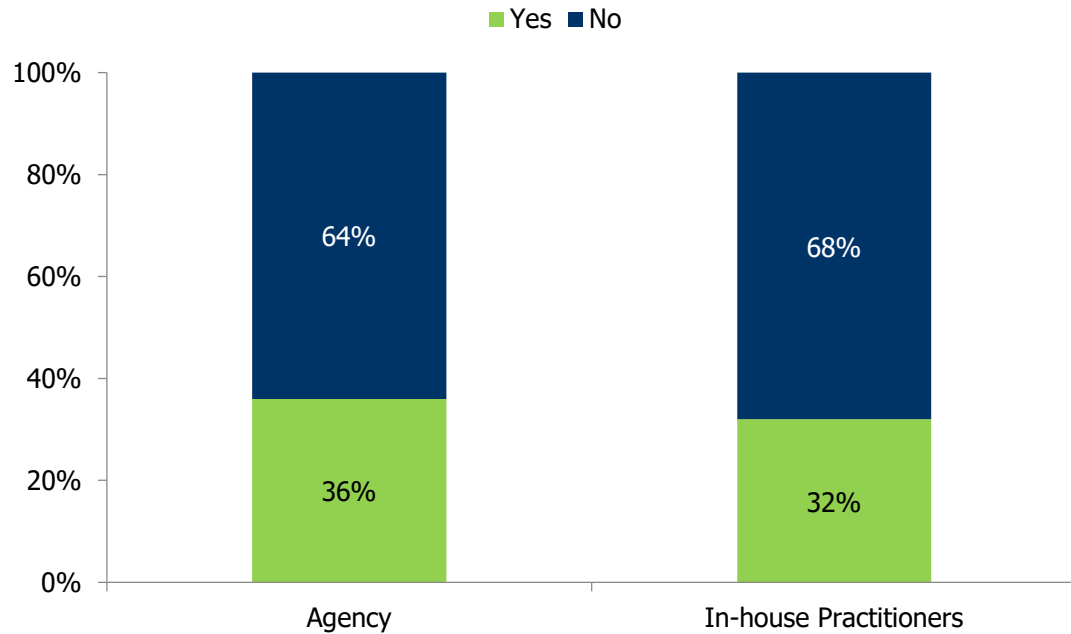
PRSK: members & perceptions

This section looks at the different professional memberships and PRSK membership among the organizations that participated in the survey. It also shows PRSK programmes and trainings ratings with an overall rating.

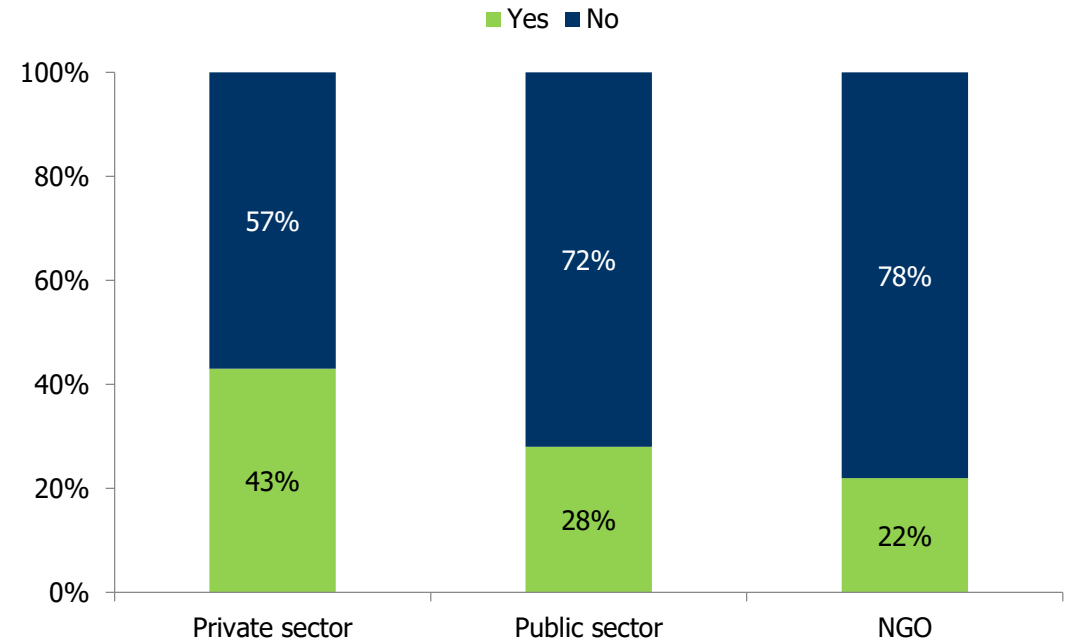
Membership in Other Professional Organizations

- Majority of the respondents are not members of other professional organizations. Private sector has a high number of those with membership to other professional associations.

Membership of Other Professional Organizations (all respondents by category)



Membership of Other Professional Organizations (in-house practitioners by sub-category)



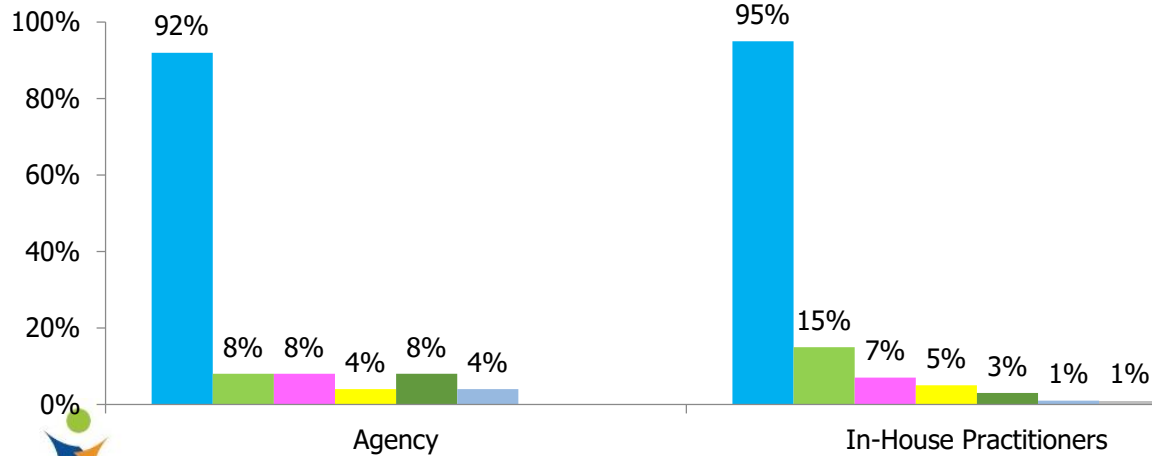
Q. Are you personally a member of other professional organizations apart from PRSK?

Membership of Professional Organizations

The organizations are also members of other professional organizations with Chartered Institute of Public Relations being the highest, with majority being in-house practitioners .

Membership of Professional Organizations (all respondents by category)

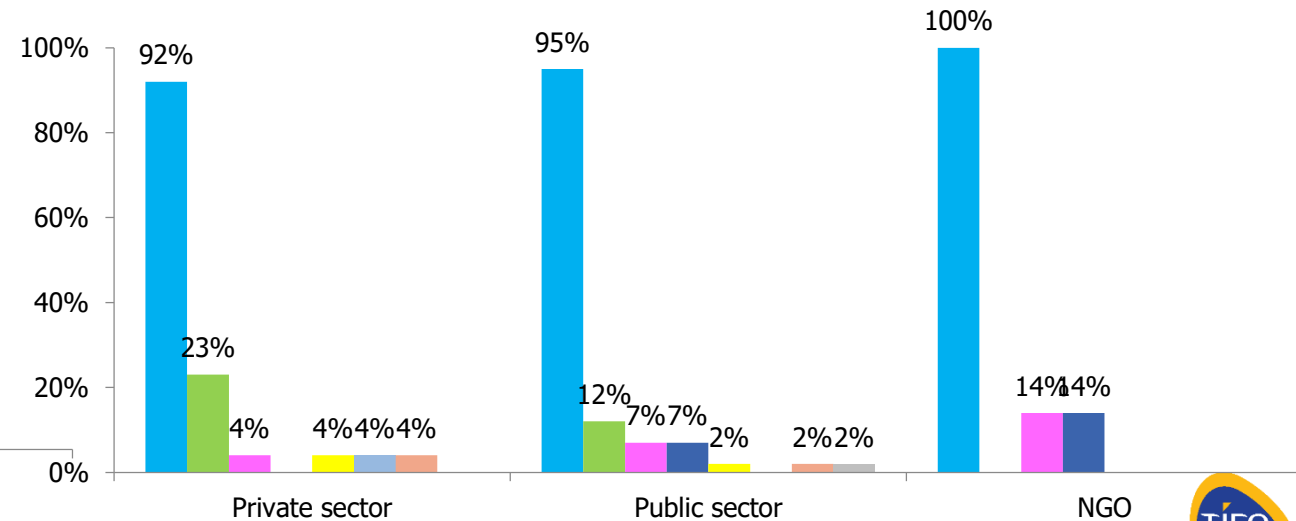
- PRSK
- Chartered Institute of Public Relations
- Marketing Society of Kenya
- Association of Media Women in Kenya (AMWIK)
- Kenya Union of Journalists
- Media Council of Kenya\
- Association of Practitioners in Advertising (APA)
- Market and Social Research Association (MSRA)



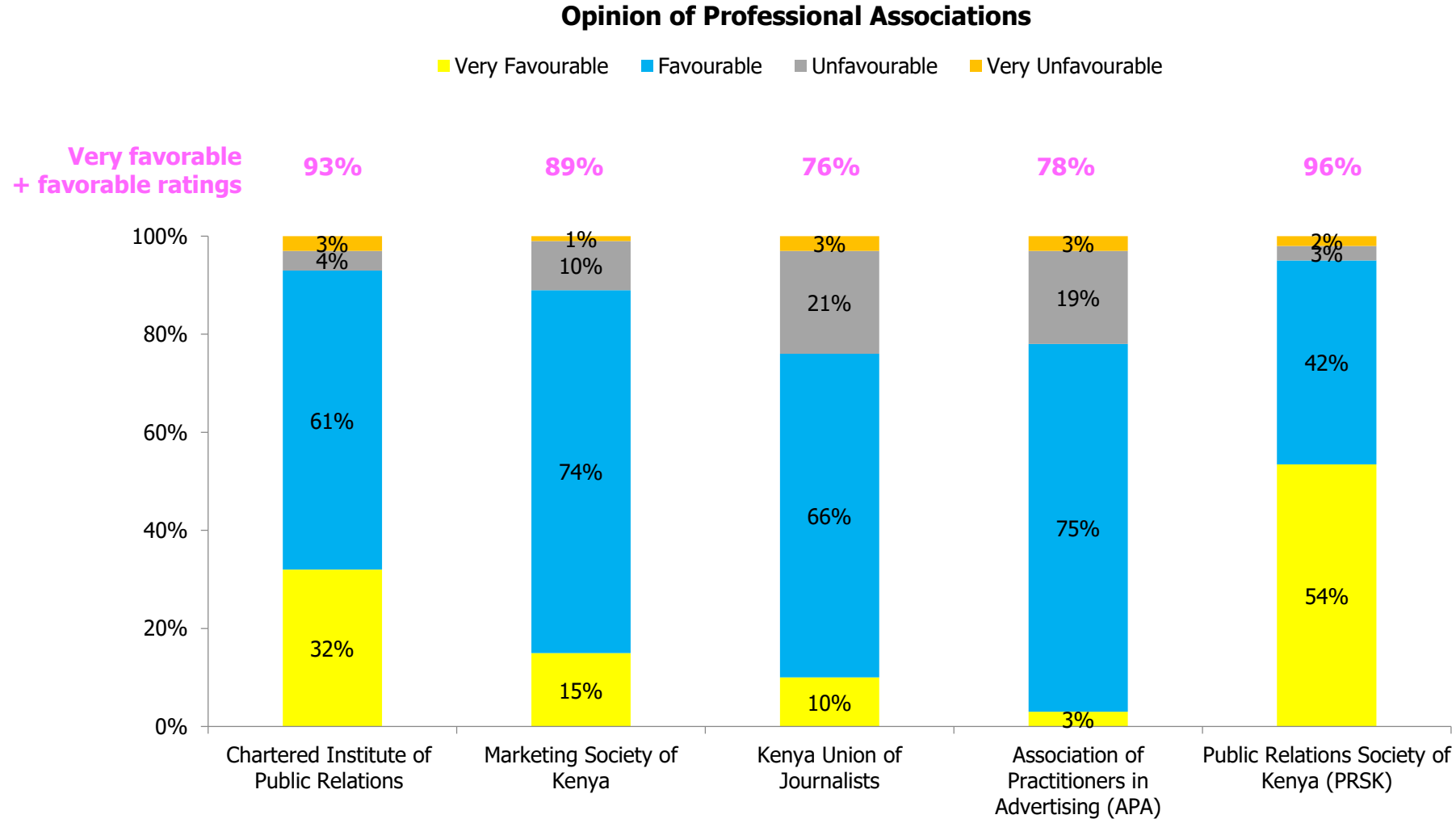
Q. If yes, which ones?

Membership of Professional Organizations (in-house practitioners by sub-category)

- PRSK
- Chartered Institute of Public Relations
- Marketing Society of Kenya
- Association of Media Women in Kenya (AMWIK)
- Kenya Union of Journalists
- Media Council of Kenya\
- East African Communication Association (EACA)
- Association of Practitioners in Advertising (APA)



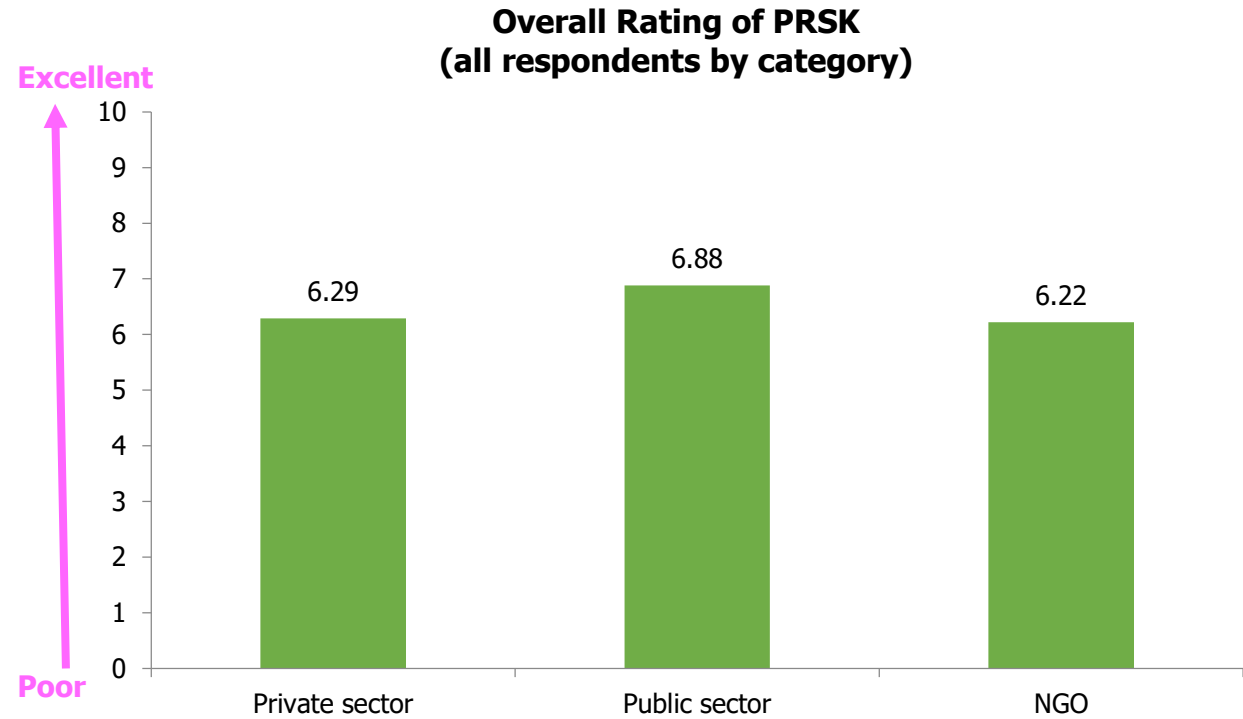
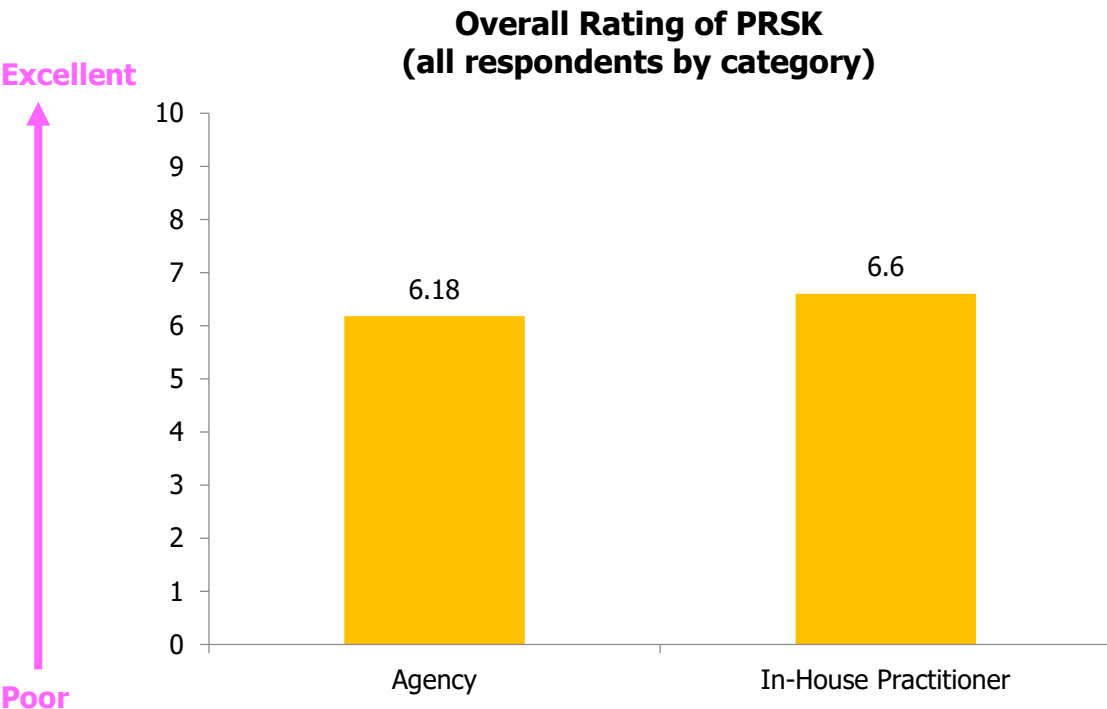
❑ PRSK has the highest favorability rating at 96%. This is followed by Chartered Institute Public Relations at 93%



Q. What is your opinion of the following professional associations, would you say you have favorable or unfavorable opinion of them?

Overall Rating of PRSK

□ PRSK is rated at an average score of 6.18 and 6.6 out of 10 by agencies and in-house practitioners respectively.



Q. On a scale of 1 to 10, where 1 is very poor and 10 is excellent, what is your overall rating of PRSK?



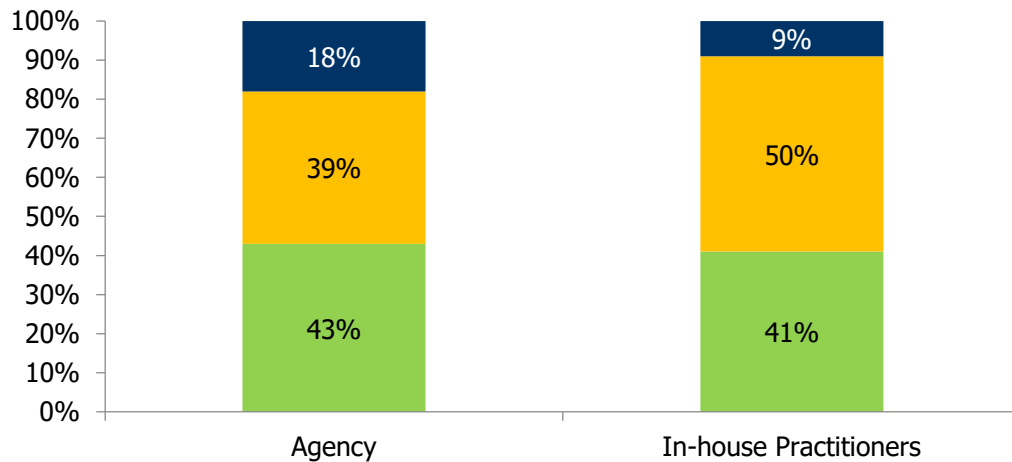
Future Outlook

This section looks at expectations of the industry and also the hiring outlook for the next 6-12 months.

- ❑ A significant proportion (36% to 44%) of the organizations with either increase staff working for their organizations. This paints an optimistic outlook for the PR Industry.
- ❑ At the same time, there are a few firms who intend to reduce the number of staff across agencies and in-house practitioners.

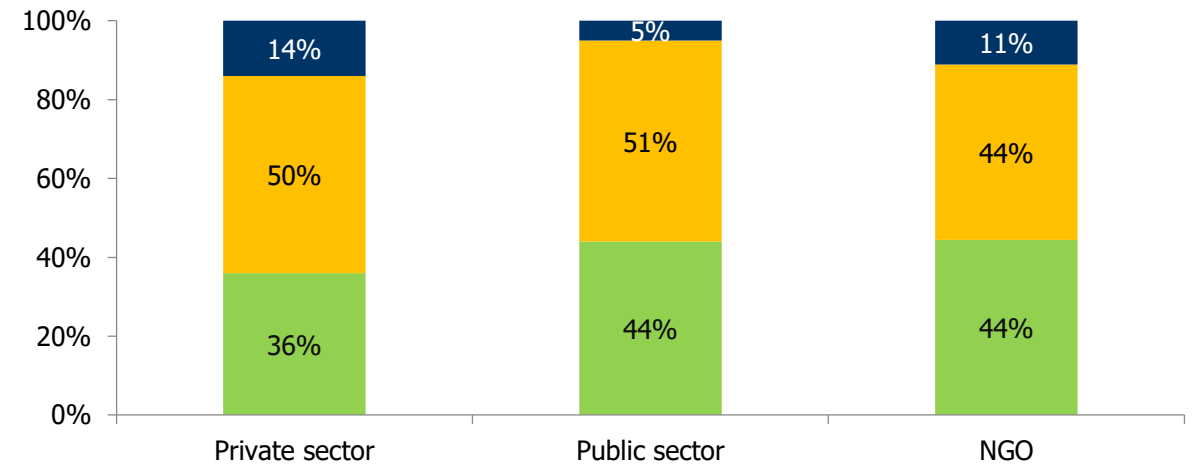
**Hiring Outlook for the Next 6 months
(all respondents by category)**

- Total number of employees will decrease
- Total number of employees will remain the same
- Total number of employees will increase



**Hiring Outlook for the Next 6 months
(in-house practitioners by sub-category)**

- Total number of employees will decrease
- Total number of employees will remain the same
- Total number of employees will increase

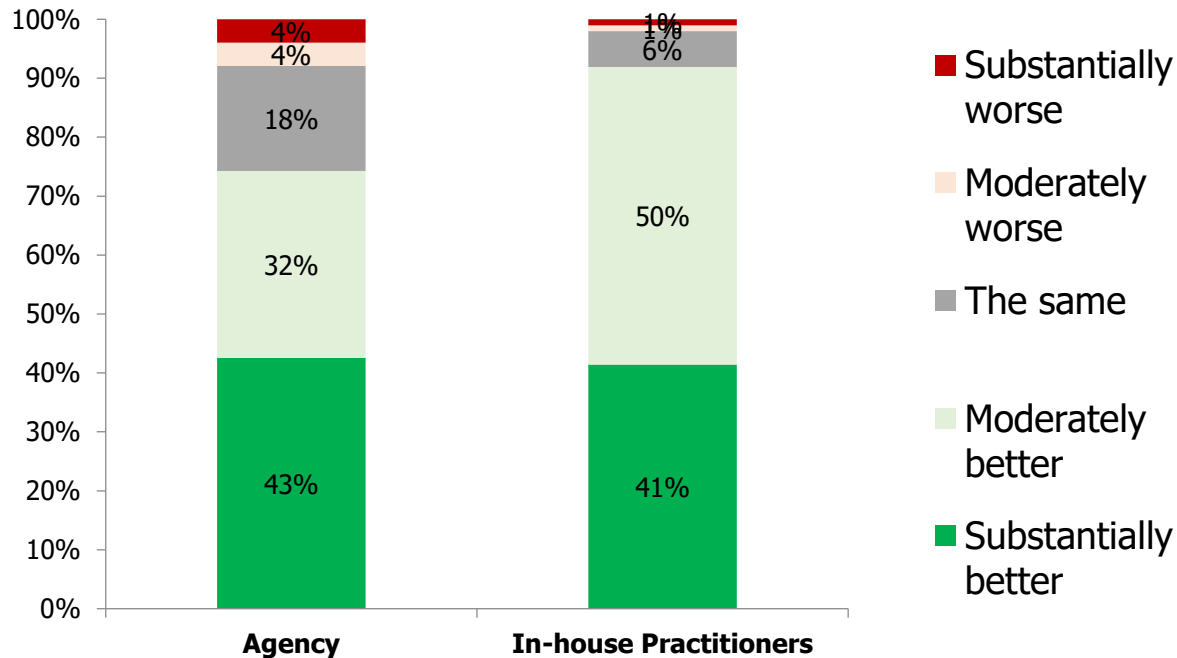


Q. Hiring outlook for next 6 months Do you expect the number of PR professionals employed in your organization will increase, remain about the same, or decrease during the next 6 months?

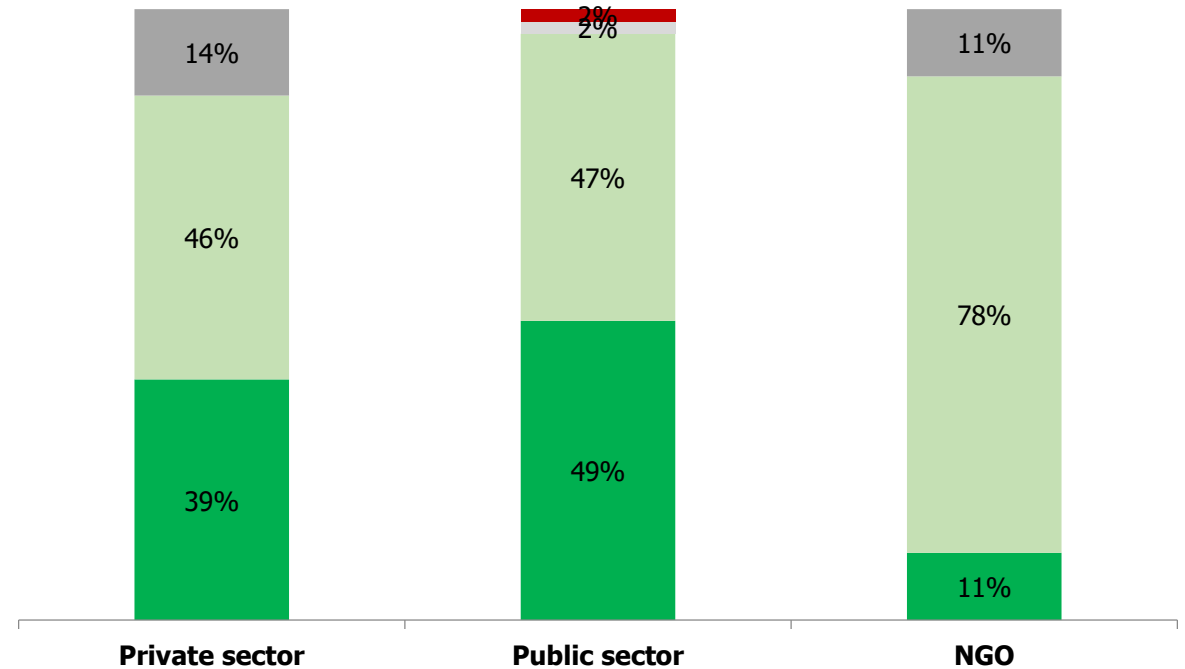
Expectations of the PR Industry in 12months

Majority of the respondents are optimistic that the PR industry will be substantially or moderately better in the next 12months

Expectations of the PR Industry in 12months (all respondents by category)



Expectations of the PR Industry in 12months (in-house practitioners by sub-category)



Q. Expectations for the PR industry, 12 months ahead. What is your expectation of the PR industry 12 months

About the Authors of this Report



The Public Relations Society of Kenya (PRSK) was established in 1971 when the founders of the Society felt the need to establish the professional body to guide and bring together PR practitioners in Kenya.

The Society's broad objective is to advance excellence in Public Relations and Communication Management in Kenya and to ensure that the practice continues to thrive within the ethical framework defined by the profession.



TIFA Research is an African based full market research company. Insight generation is in our DNA, we strive to ensure that we unearth great consumer insights. We leave no stone unturned. This is our brand promise. TIFA leverages on technology to enhance our data collection processes and analysis. TIFA uses mobile phone data collection methods that guarantee high quality data outputs, faster and cost effectively.

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