



Dear Members,

Greetings from the Council.

It is exactly two weeks since we held our annual general meeting and for the first time in PRSK's history, we had over 300 members in attendance. I must commend all members for their participation in the debates, campaigns and the elections. Thank you all for maintaining civility but most importantly, a willing spirit of cohesiveness that we need to build a greater PRSK.

So far, the Council has held two meetings: a handover by the outgoing Executive Committee and a meeting to define the Society's roadmap for the next two years. The outcomes of these meetings are as follows:

A. PRSK committees

As you are aware, it is through committees that the Council gets to implement the large tasks. The Council took time to review its agenda for PRSK and found it wise to review the functions of the committees. The following are the revamped committees and their chairs:

- ***Partnerships, fundraising and consultancy***
Chair: Lilian Nganda, supported by Dr. Wilfred Marube and Beatrice Kungu.
Role: Plan, develop and manage opportunities and structures for fundraising, partnerships and consultancy.
- ***Governance, integrity and compliance***
Chair: Dr. Haron Mwangi supported by Arik Karani and Jane Gitau
Its role would be to establish and safeguard governance tools and structures such as PRSK bill, strategic plan, audit and other oversight mechanisms.
- ***Education, training and research***
Chair: Jane Gitau, supported by Michelle Anekeya
Role: Develop, execute and review training programmes, resources and opportunities.
- ***Membership and events***
Chair: Kamuzu Banda, supported by Michelle Anekeya
Role: Recruitment, retention, value addition and engagement of members. Keep members happy, in brief.
- ***Publicity and editorial***
Chair: Alfred Ng'ang'a, supported by Kamuzu Banda
Role: Position PRSK among its keys stakeholders through strategic communication initiatives and programmes.

We shall review the committees from time to time to respond to both internal and external environment. We wish to request at this earliest opportunity that members express their interest to participate in a committee of their choice and contact the chair directly or through the Secretariat at prsk@prsk.co.ke/admin@prsk.co.ke or through telephone number 020 -2626215/7 by May 12th 2017 at 5:00 pm.

B. Quarter one activities

As we prepare to develop the society's strategic plan, which will form the basis of all future programmes and activities, the Council has identified seven key focus areas that it will undertake within the next three months.

- Development of a five-year strategic plan
- Revision and streamlining of the PRSK procurement, corporate governance and financial management policies and procedures including formal appointment of new auditor, and procuring accounting services
- Membership drive
- Revision of the PRSK code of conduct
- Stakeholder mapping and courtesy visits
- Quarter one PR Connect
- PRSK Sports Day

C. Communication Channels

As we evolve in a dynamic world, we acknowledge that it is important to have formal and inclusive communication channels. During the electioneering season, both formal and informal channels were used to communicate. It is our vision to maintain order and formality while accommodating everyone in the society. It is for this reason that we agreed to maintain the PRSK [Facebook](#), [Twitter](#) and Telegram outlets.

The Council has nominated Council Member Kamuzu Banda to oversee the Telegram group PRSK Matters in his capacity as Chairman of the Membership committee. We have established a set of rules to guide us in using this platform and would ask members to give suggestions on how to best regulate this platform so that it leaves us more cohesive. Some of the suggested rules include:

- Respect for public interest
- Fair and honest with colleagues
- Maintain truth, accuracy and good taste
- Safeguard confidential information of clients
- Don't injure the professional reputation of other members
- Be guided by the PRSK code of ethics in general
- Ensure that any forwards are relevant to the practice of public relations or general good of the members
- Others

D. Final remarks

Finally, we have just concluded a period of hotly contested elections and it is my plea as President together with the Council members, that we forge the path forward together regardless of the side any one of us was aligned to. We urge you to support us in our endeavours as we commence the stewardship of the work that you have bestowed upon us.

Thank you for your commitment and contribution to the Society.



Jane Gitau
President,
Public Relations Society of Kenya