

The President's Desk

Get Involved, #TeamPR!

My Dear Professional Colleagues,

I am thrilled to welcome you to the fifth month of the year, a month of connections, conversations and, growth with the great team of public relations professionals in Public Relations Society of Kenya (PRSK). I am also honoured and excited to update you on the plans we have for our 50th anniversary. There's so much to look forward to in this Golden Jubilee year.

The cold rainy season is also here and I ask that you keep you and your loved ones warm during this period. I'm sure farmers in our midst are quite elated as the rest of us pray for bountiful harvests.

I'd also like to celebrate all moms in #TeamPR. We thank you for being you.

Mental Health Awareness

May is Mental Health Awareness Month and this year's theme is "**Back to Basics.**" It goes without saying that this is one of the most important aspects of our lives. The last two years of pandemic made most of us realize that stress, isolation and uncertainty have taken a toll on our well-being. Striking a healthy work-life balance plays a huge role in our mental health. And as we return to basics, I ask that we be wary of what triggers us and find ways to manage them so they don't percolate to bigger issues. Be a listening ear, check in on that old friend, send a text message to that former colleague you haven't heard from in a while. Be your brother's keeper.

Annual General Meeting

This is to inform you that the 2022 Annual General Meeting (hybrid) will be held on **Thursday, 26th May 2022**, at the Sarova Panafric Hotel, Nairobi.

This will be an elective AGM for the following positions:

- President
- Treasurer
- Assistant Secretary

The paid-up list has been posted on the website:

PRSK Paid Up Members 2022 Please note that the voter register verification exercise will close on **Tuesday, 10th May 2022** and the final voter register will be published on **Friday, 13th May 2022**. All election nomination forms should be submitted no later than **5pm on Tuesday, 10th May 2022**.

Diarize this!

Thank you #TeamPR for your immense support with our CPD Calendar. The turnout has been amazing and we do hope our course outline help you in your day-to-day roles at work. As you plan your monthly professional development courses, I would like to draw to your attention the upcoming programmes in May/June:

Upcoming programmes in May and June

- 1. Leading and Managing Strategic Communication:** 16th – 20th May
- 2. PR Measurement and Evaluation:** 26th May
- 3. C-Suite Seminar: Strategic Thinking and Corporate Planning:** 30th May – 3rd June

For more information, please reach out to the Secretariat via admin@prsk.co.ke You can also check out the full calendar [via this link](#) and determine the programmes you would like to attend.



May is Mental Health Awareness Month

The 2022 APRA Conference

Colleagues, the 33rd edition of the Annual African Public Relations Association (APRA) Conference will be hosted in **Dar es Salaam, from May 23rd – 27th, 2022**. The conference will consist of plenary sessions, workshops and trending case studies and is designed to better equip the modern practitioner to face current challenges and adapt successfully. The registration fee for the conference is **950USD**.

We are keen to see a strong attendance from Kenya. Please let us know if you will be attending via admin@prsk.co.ke For more information or to get the personalized invitation letter please send a mail to info@afpra.org or apracoordinator@afpra.org

Fare Thee Well, Dr Nyiva

Colleagues, I have learnt of the untimely demise of our own, **Dr Rosephine Nyiva**. The teaching fraternity is mourning the loss of a dedicated member of the Society, mentor and friend to many. The burial date will be on **Friday, 13th May 2022** at her home in Kitui. Please reach out to Roselyne Nzambi via 0721417706 for more information.

Sincere condolences from all of us at PRSK.

Share your time and talent!

And while I have you here, I want to make a request to those of us who have more than five years' experience under our belts. There is a growing need to mentor budding professionals who are new to the industry and those still in college. They need our guidance and I am calling on you to take one or two of our young colleagues under your wing and teach them the ropes of our trade.

If you need us to connect you to them, reach out to either Maureen/Amos via membership@prsk.co.ke. Let's grow our #TeamPR Community together.

Until next month, *adios!*

Dr Wilfred Marube, MPRSK



**President,
Public Relations Society of Kenya**