

The President's Desk



Dear Colleague,

New Year Greetings! We thank the Almighty for allowing us to close 2019 successfully and usher in a new decade. A new decade always comes with good tidings. Here is a brief outlook of what to expect this year.

Strengthening of Secretariat

To enable the Secretariat function optimally, we will be making some new additions to the team. We have initiated internal processes to enable us hire a CEO, Accountant and Administrative Assistants by the end of this first quarter.

Please be on the lookout for subsequent communication with regard to this.

The Proposed IPRAC Bill and PRAC Policy

Thank you for submitting your feedback on the Bill and Policy and as a result we will be conducting a series of collaborative engagements with the Ministry of ICT. These will include stakeholder engagements and other fora for ownership by industry players and other stakeholders. We expect the bill to be submitted to Parliament for legislation later in the year.

As we tirelessly work to sanitise the Public Relations industry, we ask you to avail yourself and support where you can when called upon to do so.

We shall keep you updated every step of the way.

Accreditation of PR Professionals

We will be launching the accreditation programme for PR professionals by mid this year with the Working Group on Certification expected to finalise development of the curriculum by end of February and, thereafter engage stakeholders on the content and structure of the programme. Your input and feedback on this will be highly welcome.

The 2020 Training Calendar

The 2020 training calendar presents new and exciting value addition programmes. From masterclasses to full day and whole week courses. We will share this mid this month to enable you plan yourselves accordingly.

We have also revised the annual mandatory Continuous Professional Development (CPD) points from **60** to **40** points. Please note that this will be operational beginning this year and will be a prerequisite to membership renewal in 2021.

Global Ethics Month

The primary purview of public relations professionals and the work we do is and has always been about ethics. It's time we spread the word in a global, coordinated campaign to educate and inform the world. That's why the Global Alliance for Public Relations and Communications Management will launch the first ever global ethics month in February 2020.

The campaign, **#EthicsMatter**, will bring attention to the importance of ethics in communication in all areas of business, government, non-profit and education and, showcase all that our members are doing to educate and empower public relations professionals.

In this regard, we will be hosting an ethics-themed forum as part of Global Ethics Month. We will share more details on this in due course.

Election of Office Bearers

We will be having an elective Annual General Meeting to elect the Society's Secretary, Assistant Treasurer and Council Members. The date and other details of the same will be shared at a later date.

Benevolent and Welfare Scheme

The Council intends to invite you to Special General Meeting early next month for the approval to establish a voluntary benevolent and welfare scheme for members. We will share more information on this before the end of the month.

PR Digest

Thank you for the overwhelming support during the launch of the *PR Digest* last year. In order to sustain the publication, we will be reaching out to you from time to time to send your articles for consideration by the editorial team. Remember, this is your platform to voice your ideas.

The editorial team will be holding a masterclass end of this month targeting those who are interested in honing their writing skills. If you are interested to attend this, please send an email to editor@prsk.co.ke as we await further guidance from the team.

PRSK Toastmasters Club

We have registered a Toastmasters Club for PRSK members who are interested in sharpening their public speaking and other communication skills. Members interested in joining are required to pay international dues of \$45 USD every 6 months, plus a new member fee of \$20 USD. Please click on the link below for more information and registration details: [Toastmasters](#)

African Public Relations Association (APRA) Conference

APRA will be having its annual conference in **Dar es Salaam, Tanzania** from **May 11-15 2020** with the theme 'One Africa! March to Economic Integration & The Role of Public Relations'. Early bird registration (which closes on January 31, 2020) for the conference is still on for 750USD. Interested persons should kindly contact the APRA Secretariat or Coordinator via info@afpra.org for more details and/or personalised invitation letters.

Membership Renewal

As we aim to grow our PR community, we ask you to be our ambassadors out there by ensuring that a friend or two join #TeamPR.

Please also ensure you pay your annual subscription fee before the February 30th deadline after which the names of those in good standing will be published. The membership team is ready to help in this process, please don't hesitate to reach out to them via membership@prsk.co.ke for any assistance.

Happy New Year!

Dr Wilfred Marube, MPRSK
President, Public Relations Society of Kenya