

# The President's Desk

**NEXT  
BIG THING  
AHEAD**

## WHERE DO WE GO FROM HERE?

Dear Colleague,

The best of us shine more during crisis as we have seen in the past couple of months. This pandemic has highlighted great inequities around us and as a result we have seen communities and corporates come together in solidarity to help out and such acts inspire hope.

As we await the government's decision on opening up the economy and country, we are at a cross road. Where do we move from here on now? Are our organizations prepared for the recovery phase? What measures have we put in place to ensure there is progressive transition post COVID-19?

As you ponder through these questions, I am pleased to inform you that this crisis has been god-sent to us in **#TeamPR**. The role of public relations professionals will now be appreciated, thanks to this crisis. And for that, I laud you.

I am also saddened to inform you of the demise of Mr. David Keli Kiilu who was a member of the College of Fellows. David served the profession with distinction, integrity and commitment and his contribution to the development of PR profession was recognised not only in Kenya, but globally as well. As we mourn the loss of a colleague and friend, I pray that his loved ones may be comforted by the memories they shared with him.

### IPRAC Bill and PRAC Policy Validation Workshop

As our journey to legal recognition takes shape, I would like to thank those that took part in the validation workshop last week. We will soon see the fruits of our labour.

I also would like to thank you for taking part in the consultative fora when we began this process, that is what breathed life into these documents.

I am pleased to inform you that both documents will be shared with the Cabinet Secretary this coming week. I ask that we be patient as we are entering a critical stage in our law-making process. As the Council, we will be reaching out to our members in the Parliament and other relevant departments. All I ask is that you open the door when we come knocking.

### Mental Health Awareness

The burden that this virus has caused has been far reaching and sadly some of our colleagues have been laid off while others on unpaid leave. This can not only be physically taxing, but also psychologically straining.

As I mentioned in my letter last month, the **#StayInReachOut** campaign in partnership with Engage Burson Cohn & Wolfe and the Association of Public Relations and Communication Management Firms (APReCOM), implores us to identify our circle of five and reach out to them on a daily basis.

Therefore, I ask that you please reach out to your friends, family and colleagues during these times and assure them that they are not alone.

### Webinars

The Secretariat has shared a schedule of the webinars we plan to host in June and July. I urge you to go through the list and slate the ones you would like to be a part of based on your professional needs.

Kindly get in touch with our team via [admin@prsk.co.ke](mailto:admin@prsk.co.ke) to get more information as well register your attendance.

### Annual Subscription

While we are in the middle of the year, a good number of you still haven't renewed your annual subscriptions. I urge you to honour them as they are important in the smooth operations of our society, and also for you to get access to our online resource centre.

I would like to thank our colleagues in the Ministry of Health, Ministry of Tourism, Kenya Tourism Board and Government Spokesperson's office for the good job they have done so far. I beseech you to continue amplifying their messages on your platforms.

As we soldier on in the fight against this virus, I ask that you observe the following guidelines from the Ministry of Health:

1. Wash your hands with soap and water or use an alcohol-based sanitiser
2. Stay at home and wear a mask when you step out
3. Observe one metre social distancing

We are in this together.

Spread the love and stay safe!



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