

The President's Desk



INSPIRING HOPE IN HOPELESS SITUATIONS

Dear Colleague,

When President Uhuru Kenyatta opened up the counties that were locked down for the past three months, we elicited mixed reactions. Some felt it was too soon to open up while others felt this was a much-needed move to save the crippling economy. The conversation has since shifted to the importance of personal responsibility in the fight against COVID-19, revealing the centrality of behaviour change communication in this war.

As the pandemic threatens to stick for a while, talks of a post-COVID period are now premature as we do not know when the pandemic will stop. Institutions, and professionals such as we, need to ask a few questions. Are our organizations prepared for the recovery phase in the midst of COVID? What measures have we put in place to ensure there is progressive transition within our institutions?

Accreditation of PR Professionals

Professional growth of our members has always been an integral agenda for us as a Council. I am pleased to inform you that the working group that was tasked with developing a curriculum for the certification of PR professionals has completed its work.

I would like to thank you all for your patience to this process as it will be a foundation for our Bill once it is passed to law.

Webinars

The Secretariat shared a schedule of the webinars slated for July and I ask that you please go through the list and identify the ones you would like to participate in based on your professional needs.

Kindly get in touch with our team via admin@prsk.co.ke to get more information as well register your attendance.

Mental Health Awareness

The burden of this pandemic has been emotionally taxing. There is a lot going on in all aspects of our lives and a majority of us are left to carry that burden. I understand that it is not easy. I ask that we develop a culture of reaching out to our colleagues, clients, family and friends during this time. Become champions of one another, be that listening and caring friend, support and nurture your friend's passions and ideas. You would be surprised by how this goes a long way.

As we preach the gospel of being together even when we are apart during this pandemic, I ask you to be the voice of hope within your circles. Remember to lend your expertise and mentor upcoming professionals who feel lost during this time. Create opportunities to engage graduates looking for experience. The Secretariat is available to offer support in using our network to share these opportunities on our platforms. If you do have a vacancy in your organization, please get in touch with us via admin@prsk.co.ke

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

We are in this together.

Spread the love and stay safe!



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