

TIME TO GET THE WORK DONE

Dear Member,

Last Friday, the President of the Republic of Kenya, His Excellency Uhuru Kenyatta, introduced new measures to tackle the spread of COVID-19 including cessation of movement into and out of five counties: Nairobi, Kajiado, Machakos, Kiambu and Nakuru, which have been zoned into one area. This and other measures have elicited uncertainty and confusion from citizens across the nation. Now, more than ever, our role as Communicators should be felt to help our respective institutions, the Government and of course, the public, to understand the new directives and adhere to Ministry of Health protocols against the pandemic.

There are several lessons to be learned during this season, including the clarity of communication, public participation, stakeholder sensitization and audience segmentation. The task is for us to use these lessons and become better communicators beyond this challenging season.

New Office Bearers

We are done with elections and it is time for the new team to roll up its sleeves and get the work done. I would like to thank all of you for coming out and exercising your civic duty by voting for your preferred candidates. We all have to remember that this is our Society. We should all work to take it to greater heights.

I would like to congratulate Patricia Ndede, Noella Mutanda, Michelle Anekeya, Jesse Masai, Kamuzu Banda and Paul Oyier on their election to the Council as Vice President, Secretary, Assistant Treasurer and Council Members respectively. You presented brilliant ideas during the campaigns and we are eager to work together in implementing them.

I would also like to thank Dr. Mbugua Njoroge, Lilian Nganda, Dr. Haron Mwangi and Alfred Nganga for their commitment in serving the Society for the past two years. Your contribution to the growth of both the Society and profession will be footnoted in our history. We wish you the best in your future endeavours.

IPRAC Bill and Policy

The Ministry through the National Communications Secretariat held engagements with the National Assembly Committee on ICT and presented both our documents for perusal. I am pleased to report that the team was receptive and as a Council we will continue to lobby for enactment of the IPRAC Bill to law.

While we have made great strides, I humbly ask for patience as we work on delivering this. In coming weeks and months, we shall reach out to some of you for assistance in your respective fields of expertise.

Postponement of Physical Trainings

Following the President's directives last Friday, we have since postponed physical trainings as we await further guidance from the Government. We will consult internally and issue a way forward with regards to our CPD calendar.

Please also note that our staff are working remotely. Should you require assistance, please feel free to reach out to them using the information below:

Leah Eshitemi:	leah@prsk.co.ke	Tel: 0722 847 512
Maureen Koech:	maureen@prsk.co.ke	Tel: 0700 141 171
Amos Kariuki:	amos@prsk.co.ke	Tel: 0705 496 847
Collins Kinoti:	collins@prsk.co.ke	Tel: 0723 578 544

Membership Renewal

I would like to thank everyone who has renewed their membership for this year. The process has been simplified and automated. Please download your invoice from the portal <https://www.prsk.co.ke/portal/login.php>, proceed to make payment and download your certificate.

Should you need any assistance, please reach out to our staff on the contacts shared above.

I also ask that we challenge ourselves this year by introducing two of our colleagues and friends to PRSK and let's grow #TeamPR community together.

Gone Too Soon

I would like to condole with the friends and families of our departed colleagues, Fellow Collin Church, Jennifer Wambua and Lorna Irungu-Macharia. They made tremendous contributions both to the growth of PRSK and PR industry in Kenya. We pray for fortitude to their loved ones as they come to terms with their loss.

This virus has claimed the lives of our family, friends and colleagues. We can't afford to be complacent at this point. I ask that we strictly observe the guidelines set by the Ministry of Health. Wear a face mask, sanitize, observe social distancing and practice hand washing. I still reiterate the importance of personal responsibility in the fight against COVID-19. To our colleagues recovering from the virus, we wish you well; keep up the fighting spirit!

The Government has shared guidelines on the ongoing COVID-19 vaccination programme. I urge that we comply and get vaccinated at provided vaccination points.

Spread the love and stay safe!



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