



# PRSK @ 50

50 Years of Advancing Excellence in  
Public Relations and Growing the  
Professional: **Plug in to Our Dream**

# 1971

## THE YEAR THAT IT ALL STARTED

### 50 Years of Growing the Profession and the Professional

PRSK was born in 1971 when the when the founders of the Society felt the need to establish the professional body to guide and bring together PR practitioners in Kenya.

PRSK was formed by a constitution and is a registered Society and its broad objective is to advance excellence in Public Relations and Communication Management in Kenya and to ensure that the practice continues to thrive within the ethical framework defined by the profession.

PRSK has been through many changes over these 50 years and has marked milestones along the journey, from establishing inroads to transform into a legally recognized institution to creating a strong network of professionals across the country to creating a student-focused organization; from establishing the holy grail of communication- the Code of Ethics, revered for its critical guidance for its members, to creating the certification program which will be the most essential credential in the public relations world. We have been the trailblazers- always leading the way.

You cannot celebrate 50 years of PRSK history without reflecting on the meaningful moments in the history of our profession.









# PRSK To Publish 50 Years of PR History

When we launched these celebrations, the Editorial Board retreated to come up with ways to mark PRSK's Golden Jubilee milestone anniversary, and explore the moments and individuals in public relations and PRSK history that stood out, had influence, changed perceptions or changed the world. They knew we would like to read more from the most notable figures, from our members, partners, thought leaders, academia, agency leaders, students and other practitioners too! And that is how the Hello 50! Publication was born.

These moments and individuals will be celebrated in a coffee table book that will be produced and published by PRSK later this year. We have a team of writers who will be reaching out to most of you in the next coming weeks, please accord them the necessary support.



## Inaugural Programs for Students and New Professionals

You have to turn 50 in style! And in light of that, we are pleased to announce that two new programs have come to life in 2022 in celebration of 50 years of history and a future that celebrates diversity and delivers on the promise of equity and inclusion. One program will be focused on mentoring students and new professionals of diverse backgrounds, and a second program will focus on developing leaders from diverse backgrounds. These are the My Career Story and the Brown Bag Lunch (BBL) Series. Mentorship is at the core of career growth and progression and we're here for it!



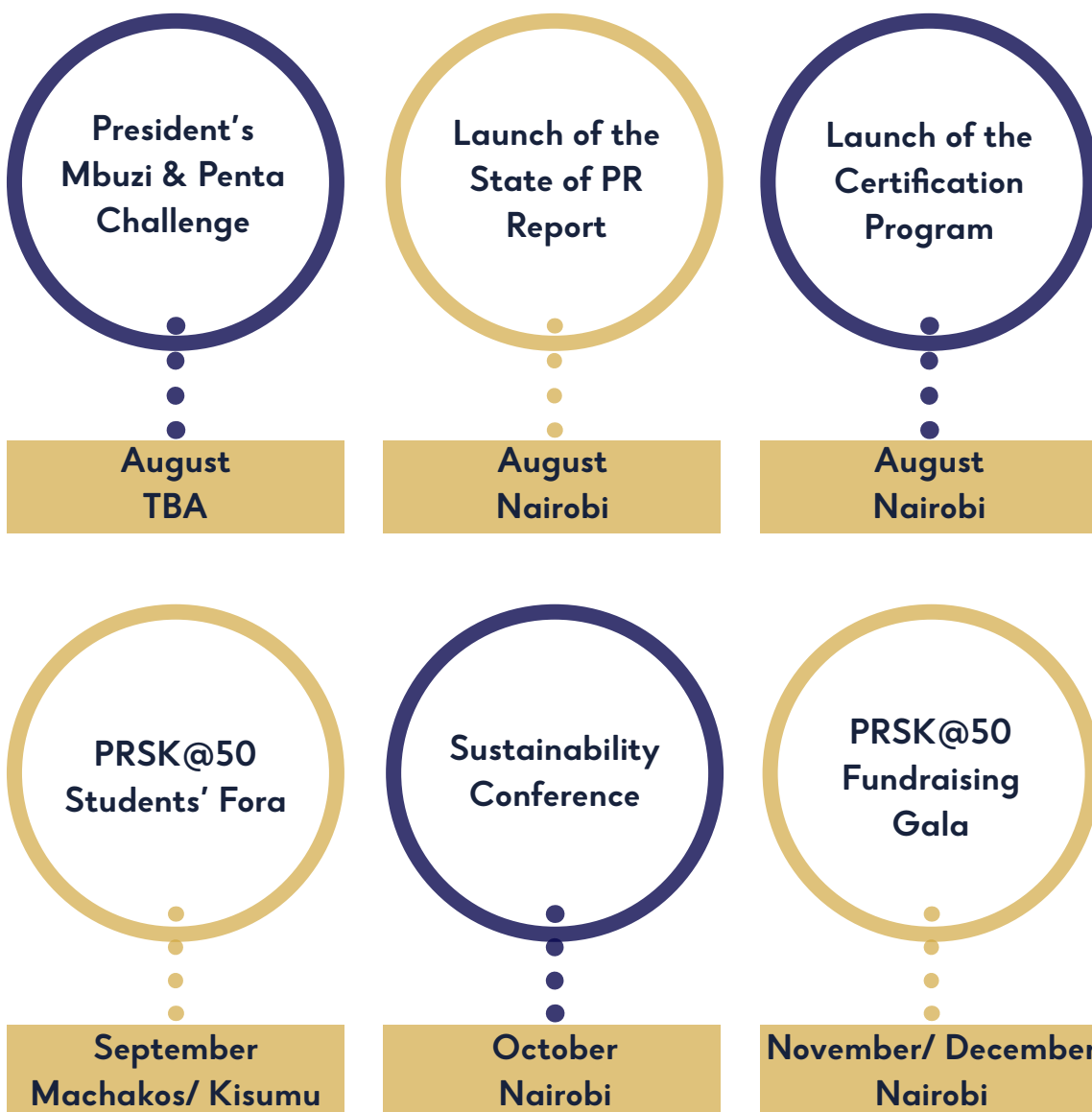
# Let the Celebrations Begin!

Turning 50 is no mean fete and we owe the progress achieved over the years to you, our members. None of this would be remotely possible without you. From our founding fathers who had a vision and moved it forward; to the champions and exemplary practitioners who have influenced and led the most compelling conversations along the years that changed the way we do business and the very way we live in our society. You represent the very best in our practice.

We have organized an array of activities to keep you involved and engaged in our celebrations, under the ambit of Celebrating 5 Decades in 5 months!



**Join us as we make history, together. On this momentous occasion, we honor you #TeamPR!**



# Forever Grateful!

We not only want to celebrate, but also create a roadmap for the next 50 years. Our goal this year is to raise Ksh 50,000,000 to support 5 key goals:

- 1** Facilitate implementation of the IPRAC Bill and roll out of the Certification programme.
- 2** Purchase PRSK Office space – The office space will provide a space for members to meet, collaborate and share. It will be fitted with physical plug and play work stations for our members and networking spaces for members, fellows and retired members. It will also host a Virtual Resource Centre.
- 3** To establish a PRSK Education Revolving Fund - The revolving fund will provide loans and scholarships for our members who wish to join the Certification Programme.
- 4** Research, publications and mentorship: Facilitate the establishment of a research centre that will serve as the home of industry trends and roll out the PRSK Student Internship and Mentorship Programme.
- 5** Facilitate investment in technology to enhance service delivery to members – This will help the society to purchase an integrated membership management system, launch a PRSK Application and revamp the website to make it more interactive.



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**50,000,000**

TO SUPPORT 5 KEY GOALS



It was and is still important to PRSK's Council and Secretariat that no member dues be spent on marking the anniversary, and so a separate fundraising initiative was born. If you would like to sponsor any of the listed activities, we kindly request that you reach out to us via Maureen Koech on [maureen@prsk.co.ke](mailto:maureen@prsk.co.ke) We would like all initiatives to be self-funding. We will launch the individual member contribution scheme in the course of this month, so please be on the lookout on how you can support the Society.



## HERE'S HOW YOU CAN PLUG INTO OUR DREAM IN THE MEANTIME...

1. Provide technical support on any of the upcoming events



2. Become a corporate sponsor for any of the events



3. Mobilize attendance for the events



4. Contribute towards the PRSK Wall of Fame



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# BE BOLD STRATEGIC AN MPRSK

MPRSK isn't just a designation, it's a way of life.  
Build your professional network by joining  
**#TeamPR** today.

Registration Charges:  
Full/Associate: Kshs 10,000  
Student: 2,000

For more information, contact:  
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