



PUBLIC RELATIONS SOCIETY  
OF KENYA

## MESSAGE FROM THE PRESIDENT'S DESK

Hi all,  
Happy Monday! I would like to start off this e-mail by sending a special note of appreciation to [the Public Relations Society of Kenya Committee Members](#) who do very important, sometimes invisible tasks, to help us advance excellence and promote ethical practices in public relations and communication management in Kenya - thank you!

### **Nominations for the PRSK College of Fellows are now open!**

I am pleased to inform you [that nominations for the Public Relations Society of Kenya College of Fellows are now open](#). The College of Fellows is the highest recognition within our Society, reserved for members who have demonstrated outstanding leadership, made significant contributions and shown continued commitment to the public relations and communication management profession. This is a significant opportunity to honor and celebrate individuals whose work has shaped and advanced our profession over the years. I therefore encourage you to nominate deserving members who meet the set eligibility criteria. The nomination submission deadline is Tuesday, 9th September 2025. Your active participation in this process is vital in ensuring that excellence and professionalism continue to define PRSK.

### **CEO Search Update**

We were able to formally launch the search for the Public Relations Society of Kenya's next Chief Executive Officer on August 12, 2025. Since that time, the Council has been advancing the search with the aim of attracting the best candidates for this role. With the assistance of human resources advisors, a committee made up of the Board, Fellows and select senior members will begin reviewing applications and interviewing the strongest candidates, looking at what is needed for the next phase. There has been a very positive response to the search and strong support for PRSK's critical contribution to Kenya and the world at this time. The process is on track for the new CEO to be in place by the next quarter, and I will continue to provide updates as we go, keeping in mind confidentiality requirements for potential candidates. If you are still considering applying,



[please view the qualifications required, the key performance indicators and key result areas.](#) To apply, submit your CV, cover letter and all academic documents compiled into one PDF file to [hr@prsk.co.ke](mailto:hr@prsk.co.ke) by 26th August 2025, indicating the job title in the email subject line.

### **PRSK at 55!**

PRSK was founded in 1971 to guide and unite public relations practitioners in Kenya and to promote excellence, professional development and ethical practices within the public relations and communication management field. Next year, PRSK turns 55 - what a milestone! We have commenced the planning for this grand and special 55th anniversary celebration that will be held next year in October. We need your help to identify great activities and inspiring stories to feature. We are specifically looking for leads on activities that we can undertake before our grand celebration. We are also looking for stories about individual members and their contributions - stories that show how public relations makes an impact in Kenya, Africa or the world. These stories will be featured in many different ways, including on social media, in blog posts, on the website and in videos. Please email me your ideas, proposals or leads through [arik@prsk.co.ke](mailto:arik@prsk.co.ke).

### **Promoting PRSK during UN General Assembly**

On invitation from the Kenyan Government, Journalists and Writers Foundation and other agencies, I will head to New York for events as part of [the annual United Nations General Assembly week](#). This UNGA week brings together heads of state, policy makers and advocates from around the world. It is an opportunity for us to showcase how PRSK works and the importance of public relations and communications management. Together with some of our national leaders, I will be speaking at two sessions and attending several activities. I will also connect with prospective technology partners in the communications sphere.

### **A Personal Update**

Since meeting many of you in late 2017, I have tried to share regularly about my journey, first as the Treasurer and now as your President. I intend to do more of that in the year ahead. I am writing today with more personal news, - my term is coming to an end. Over a year ago, I asked the Fellows, the Executive Committee, the Council and senior practitioners in the industry, to begin succession planning for the next President and the next PRSK CEO as I also began to reflect on my future. On August 12, 2025 we began the search for the CEO of our future. Today, I must ask that we begin to reflect on the next President for this prestigious Society with a goal of having our new leader in October 2026, when I finish my term and when PRSK turns 55. I am sharing this information a year in advance for us to have a long timeframe for a thoughtful, orderly and deliberate elective transition. I have been preparing this carefully with the Fellows, the Executive Committee and the Council for some time, and we plan to do this transition well.

What gives me the confidence to share this update now, even as we face an external environment full of change, is that our next leader will inherit an organization that I believe is ready for what is ahead and stronger than it has ever been. I am certain that we have the right members in place across the Society (Council leadership and PRSK Secretariat) and the country (various strategic institutions) to deal with anything that comes our way, now and into the future. We have collectively overcome challenges for the past five decades. That is not going to change at this moment, or anytime soon.

PRSK has over the past 8 years matured from a small project run out of a small servant's quarter office at Liaison House to a powerful global force that has been described as "unstoppable." We have collectively improved our capabilities as a Society by growing our workforce, increasing our membership numbers, introducing cutting edge products and services, improving our office space and expanding our content.

We have seen more support globally and higher levels of trust in our profession amid the rise of AI tools and chatbots. Recognition of our work continues to increase.

As such, responsible transitions are not just about continuity - they are about imagining an even greater future. As we begin preparations to mark PRSK's 55th anniversary, I believe we have a rare opportunity to more visibly promote our values, principles and policies. This can be the simple act of talking to more people around us on why our profession and Society is uniquely different compared to others. It can be educating more Kenyan lawmakers on the importance of [the Public Relations Communications Management Bill](#). It can be joining more membership discussions and conversations about how to support the Council to greater heights. And it can be welcoming and mentoring new generations of practitioners to sustain PRSK's policies and values into the future.

We all have a role to play in ensuring PRSK never stops evolving, improving and living up to its remarkable vision of fostering professional development and influencing the public relations and communication management industry through policy. In my time as your President, our planning has been redesigned to respond to global trends, persistently asking what the world needs from us. We have worked hard to significantly improve our communications with all of you. And we have very deliberately strengthened our risk preparedness to continue protecting and defending the profession.

I am deeply proud of what we have accomplished to make us stronger and ready for the future. While I am not leaving soon, my primary focus for this coming year will be to advance [the Public Relations Communications Management Bill](#) through the parliamentary steps required. I will continue to move this important work forward as much remains to be done before next year.

I will talk to many of you at upcoming calls, events, conferences and meetings, including our upcoming Annual General Meeting and Gala Dinner; and I will thank you for supporting me and my journey here. You are welcome to reach out to me directly for a conversation on what can still be done. You can do this by emailing me directly or going through Amos Kariuki ([amos@prsk.co.ke](mailto:amos@prsk.co.ke)), since sometimes my response times may be delayed.

### **Telling Our Story**

We are going to spend more time in the year ahead talking about how to tell the story of our work as public relations and communications management comes under new and different kinds of threats all over the world. We started with reflections during the townhall that we held on August 7 on why we probably need to do more explaining now than we did in the past about our profession - to help leaders and the public understand a bit more about what happens behind the scene through our lens. In the weeks to come, we will spend more time on storytelling, including a narrative strategy for the coming fiscal year, as we gear up to celebrate PRSK at 55.

Enjoy your week ahead,

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