



## **1.0 Introduction**

As part of the PRSK @50 celebrations, the top 50 PRSK Warrior Awards will recognize practitioners that have greatly contributed to the growth of PRSK and the profession in Kenya. The award will be based on eight (8) categories:

1. Private Sector
2. Public Sector
3. Development Sector
4. Agencies
5. Independent Consultants
6. Champions of Gender & Social Inclusion
7. Academia
8. Student members.

## **2.0 Eligibility**

- Both PRSK members and non-members qualify to be nominated
- Council, Secretariat and members of the Membership and Professional Development Committee Are NOT eligible.

## **3.0 Awarding Criteria**

The award is open to both PRSK members (both paid-up and not paid-up) as well as non-members. To qualify for the recognition, they must satisfy the following criteria:

- I. Performed in an exemplary manner in any of the following categories: (30%)
  - Practitioners who have contributed to the growth of the profession nationally and / or globally.
  - Members from academia that have added to the body of knowledge in PR and Communication Management through peer-reviewed publishing and research, are/were actively teaching Public Relations and Communication Management and other verifiable forms of outreach within the PRSK fraternity.
  - Student Members that have showcased exemplary performance in the profession e.g. founding PR Clubs in their universities, planned and executed remarkable events or published an essay/ articles adding to the body of knowledge in PR.
- IV. Actively contributed to the society' growth over the past 50 years, including by: (50%)
  - Volunteering to speak at PRSK events.
  - Consistently providing verifiable opportunities for industrial attachment / internship.
  - Championing significant reforms and / or innovations within PRSK, e.g.



participation in development of the IPRAC Bill, the certification programme, etc.

- Actively practised Public Relations and Communications Management for a minimum of five running years. For students, a minimum of two years.
- Any other contribution (to be specified in citation)

V. Judges' discretion (20%)

VI. Paid-up PRSK members will have an added advantage

#### **4.0 Nomination Process**

- I. The PRSK Council will establish a high-level judging panel comprising fifteen (15) people, including two representatives from each of the following categories;
  - Academia,
  - Public Sector,
  - Development/Diplomatic Sector,
  - Private Sector
  - Agencies
  - Two (2) Fellows and;
  - One representative from the Media Council of Kenya, Institute of Human Resources and the Ministry of ICT
- II. A Call for Nominations will be sent requesting members and non-members to send in their nominations by 2<sup>nd</sup> November 2022.
- III. Nominations will be done through the official online nomination form and only nominations that satisfy the criteria outlined above shall be considered.
- IV. The Judging Panel shall review and select an initial 100 names (12 nominees from each category except for the Public and Private Sectors that will have 14 nominees) for recognition and inclusion in the final round of voting for the Top 50 PRSK Warriors by PRSK PAID-UP members.
- V. The list of top 100 nominees from PRSK shall be published on the PRSK website and all 100 nominees will be invited to come to EAPRW at their own cost.
- VII. The PRSK Top 50 Warriors will be selected by the PRSK paid-up members by voting and the Warriors' Profiles will be published in the "Hello@50" publication and the PRSK's social media pages. The 50 PRSK warriors will be 6 *nominees* from each category and 7 *nominees* from both the Public and Private Sector
- VIII. The Top 100 nominees will sign a **Consent Form** allowing PRSK to use/post their images on its socials and other publicity platforms.
- IX. The decision of the judging panel will be final.

