



**INNOVATION**  
**INFLUENCE**  
**IMPACT**



**2022**  
**PRSK ANNUAL REPORT**

# PRSK's Mission, Vision, Core Values

The Public Relations Society of Kenya (PRSK) was established in 1971 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. The Society's 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.



MISSION

To foster professional development and influence the Public Relations and Communication Management industry through policy and promoting ethical practices and standards.



CORE VALUES

Professionalism  
Respect  
Integrity  
Dynamism  
Excellence



VISION

A globally recognized institute of excellence for Public Relations and Communication Management

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# College of Fellows



**Peter Mutie**  
Chairman College of Fellows



**Jane Gitau**  
Fellow



**Kennedy Onyonyi**  
Fellow



**Kentice Tikolo**  
Fellow



**Mike Njeru**  
Fellow



**Dr. Fatuma Hirsi**  
Fellow



**Ruth Musembi**  
Fellow



**Yolanda Anderson**  
Fellow



**Shabanji Opukah**  
Fellow



**Stephen Wangaji**  
Fellow



**Dr. John Macharia**  
Fellow



**John Mramba**  
Fellow



## President's Statement

When we took over the leadership of the Public Relations Society of Kenya (PRSK) in May last year, we were quite deliberate about listening to our members. If we were going to execute any strategic interventions on the management of the Society, it had to be insight-led. We held a number of "Listening Sessions" with the PRSK membership. Structured and regular consultation with members has since defined our strategic and tactical executions and become the anchor of our success.

We got into office at a time when Kenya was displaying its traditional resilience, determinedly charting a recovery path, despite the twin assaults from a receding COVID-19 pandemic and Russia's invasion of Ukraine, with the attendant disruptions on the global economy. It did not help that 2022 was also an election year, normally a period of economic slowdown in a country that obsesses over politics.

It was a period of uncertainty, during which we were unsure of whether our training sessions would attract viable numbers, let alone our members being able to renew their subscriptions. I am glad to report that PRSK embraced these challenges as opportunities for growth

and navigated the uncertain environment with agility and strategic foresight.

The year 2022/23 has been for PRSK one of reinvention, progression, growth, and expansion, transforming the PRSK into a dynamic and forward-thinking professional society. This has been achieved through revitalizing the society, its strategies, and activities to drive growth. We have injected fresh ideas, adopted innovative approaches and embraced change to ensure the society remains current, impactful, and influential in the field of Public Relations.

We had three key goals for 2022/23: planning and executing the PRSK@50 celebrations, recognizing the outstanding PR Professionals who have greatly contributed to the profession in Kenya and finally, launching the certification program as a key component in regulating the PR profession in Kenya. Further, the Council and I had set out to establish pilot chapters so as to decentralize PRSK's services to "mashinani," an initiative that saw us launch two pilot chapters - Western and Coast Region.

I am happy to report that PRSK's performance has been tremendous during the year under review. The Council and I, with the active support of the Secretariat

have achieved quite an inventory of successes within the last year.

The most outstanding achievement was being able to conceptualize and host the *East Africa PR Week* during which practitioners from seven countries converged in Mombasa to deliberate on the importance of having a sustainable public relations industry in East Africa that significantly impacts the positive growth of the region. Secondly, we were able to get back on track with the IPRAC (Institute of Public Relations and Communication) Bill in partnership with the Ministry of Information, Communication and the Digital Economy. Currently the Bill is awaiting the Cabinet's approval before being tabled to the national assembly.

The achievement of the objectives I have outlined would not have been possible without our stakeholders. Our members, who are our primary stakeholders greatly contributed to PRSK's by both attending and volunteering in our activities and paying their subscription. We have also forged strong collaborations with industry associations, educational institutions, government bodies and corporate entities. Our partners have provided invaluable support in terms of expertise, resources, and strategic guidance. I would like to extend my heartfelt gratitude to each cluster of partners in our stakeholder universe for their contribution and dedication to advancing the PR profession in Kenya and beyond. Together, we have made great strides and I look forward to our continued collaboration in shaping the future of PRSK.

This year, year we are focusing on two key items: the IPRAC Bill and the PRSK's 2023/25 Strategic Plan. We are working on making sure the IPRAC Bill is tabled in Parliament and the Society's future projection is well documented through the strategic plan, covering this year into 2025. Our aim is to position PRSK as a leading authority and advocate for excellence in PR.

I want to express my sincere appreciation for your unwavering support and dedication. You are the backbone of our society, and your commitment to professionalism and excellence is what propels PRSK forward. I encourage you to continue to actively engage with PRSK. Take advantage of the opportunities for growth and learning and contribute to shaping the future of PR in Kenya. Together, we can achieve great things and make a lasting impact in our profession by, most importantly, building a progressive and sustainable society, anchored on law.



## 2022/23

2022/23 has been one of reinvention, progression, growth and expansion, transforming PRSK into a dynamic and forward-thinking professional society.

# Our Council



**Arik Karani**  
Council Chair



**Patricia Ndede**  
Vice President



**Noella Mutanda**  
Secretary



**Samuel Karanja**  
Treasurer



**Vivienne Atieno**  
Vice Secretary



**Michelle Anekeya**  
Assistant Treasurer



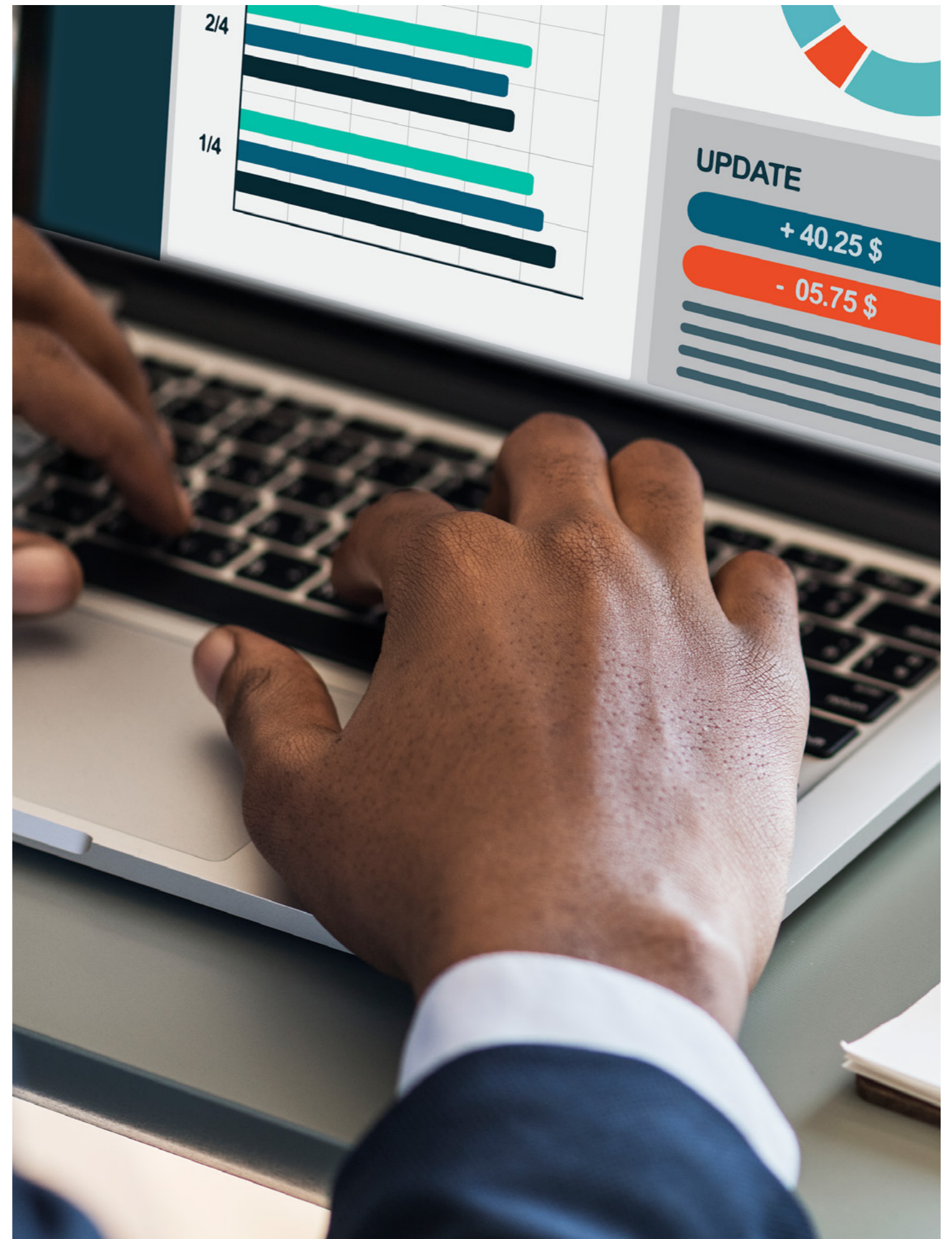
**Jesse Masai**  
Council Member



**Paul Oyier**  
Council Member



**Kamuzu Banda**  
Council Member



## CEO's Message



I am proud to present our Annual Report for the year 2022/23. This report highlights the achievements, challenges, and opportunities that we encountered in our quest to advance the Public Relations profession in Kenya.

During the reporting year, we have focused our energies on promoting professionalism and ethical practice in the Public Relations (PR) industry in Kenya, as our mandate demands.

We continued to enforce our Code of Ethics and Professional Conduct, the framework that guides our members in upholding the highest standards of integrity and professionalism in their day-to-day operations and practice of PR.

Our training and capacity building programs are intended to equip our members with the necessary skills and knowledge to deliver quality services on client and employer briefs. During the year, these programs were greatly enhanced, informed by stakeholder feedback. We remain unstinting in our commitment to offer you,

our members, the best courses and facilitators, ensuring that you get value for your money and thank you for trusting us to partner with you on your professional journey.

Cognizant of the need to raise the profile of PR and its importance as a tool in shaping public opinion and achieving behaviour change, we leveraged partnerships with other professional bodies and stakeholders. These collaborations have been key for us in expanding the PR industry's influence and pursuing its interests. We thank the collaborators who have opened their doors to us and undertake to further explore these networks to better deliver on our mandate.

One of our initiatives during the year under review was PRSK Welfare, in a demonstration of active solidarity with our members not just in good, but also bad times. We visited and stood with bereaved colleagues in their toughest times. One of the offshoots of this initiative is a Benevolent Fund, which I ask you to support and sign up for once we issue relevant communication.

Going forward, we are excited about the opportunities that lie ahead. We are committed to advancing the PR profession in Kenya and promoting its contribution to national development. We will continue to collaborate with stakeholders, embrace technology, and leverage our members' skills and expertise to achieve our goals.

I would like to thank our members, partners, and stakeholders for their demonstrable support and commitment to the PRSK. I am confident that, together, we will achieve greater success and impact in the coming years.

**Sylvia Mwachuli, MPRSK  
Chief Executive Officer**

## Our Secretariat



**Sylvia Mwachuli**  
CEO



**Leah Eshitemi**  
Programmes  
Manager



**Maureen Koech**  
Corporate  
Communications  
Manager



**Amos Kariuki**  
Membership  
Manager



**Victor Onditi**  
Office Manager



**Edwin Areba**  
Intern



**Shirleen Moraa**  
Intern

# Working Together Achieving Results: Our Committees

## EXECUTIVE COMMITTEE (EXCO)

The PRSK Executive Committee serves as the PRSK's overall governing body, providing oversight over the Secretariat's activities, ensuring accountability, and acting in the best interests of the Society's members.

ExCo members' collective expertise and decision-making authority contribute to the society's success and growth. The Committee plays a crucial role in overseeing the Society's operations, setting the strategic direction, and making important decisions on behalf of the Society. The Committee consists of the President, Vice President and elected or appointed individuals who hold key leadership positions within the Society.

Here are some of the key achievements of the Executive Committee during 2022/23:

**Governance:** The Executive Committee is responsible for ensuring that the society operates in accordance with its constitution, policies, and applicable laws. In 2022, it re-structured the Secretariat, developed new policies and ensured adherence to the existing governance structures and procedures. These included establishing mechanisms to ensure the Society's finances were prudently managed and protected.

**Member Engagement:** The Com-

mittee played a crucial role in member engagement and satisfaction. It developed several innovative approaches to enhance member interest leading to high levels of member retention. Working closely with the Secretariat, it ensured member needs were met efficiently and their concerns addressed on time.

**Implementation of the PRSK Strategic Plan:** The Executive Committee played a vital role in establishing the society's strategic direction and ensuring the delivery of the strategic plan 2019 - 2022. The team worked hard to ensure the Society's short-term and long-term corporate goals were incorporated into the Secretariat's workplans and implemented, in tandem with the organization's mission and vision.

**Leadership in Advocacy for the IPRAC Bill and other Advocacy Opportunities:** The Committee provided leadership in efforts to ensure the IPRAC Bill was on top of the agenda of the Ministry of Information, Communication and the Digital Economy. This involved holding meetings with the Cabinet Secretary (CS), the Principal Secretary (PS) and other key Ministry officials and working with the Technical Team to get the Bill and the Policy content right. The Committee also represented the Society in various local and international

conferences, meetings and events. Members acted as PRSK's brand ambassadors, promoting the Society's interests and engaging with external stakeholders, including the leadership of APRA (African Public Relations Associations) and other key organizations.

**Driving innovation and growth in the Society:** In support of the Society's member engagement strategy, the committee developed and implemented several new, innovative and impactful initiatives that helped to enhance member interest in the Society. These included the *East Africa PR Week*, which they birthed and implemented in partnership with PR societies from within the region. The initiative brought a lot of traction to the Society, generating a lot of visibility and support from members and stakeholders from around the region. It also increased brand recognition and goodwill for PRSK,

leading to an additional ...members signing up as new members of PRSK within the first quarter of 2023.

**Financial Oversight:** The Executive Committee provided oversight over the Society's budget and financial performance. Apart from putting in place structures to ensure transparency and accountability in financial processes, it also developed regular financial reports, approved procurement and ensured that the Society's financial resources are managed effectively and responsibly.

**Decision-Making and Approval:** The Committee is responsible for making important decisions on behalf of the Society. This included decisions related to budget expenditure, new initiatives proposed by the Secretariat, membership engagement, programme development, partnerships and collaboration and other matters affecting

the Society and its members. It provided oversight over the management of other PRSK Committees and a Task Force created to support the delivery of the IPRAC Bill.

**Performance Management and Evaluation:** The Executive Committee is also responsible for evaluating and managing the performance of Secretariat staff and its leadership. To enhance performance, it brought on board a HR Consultant to define clear structures for the secretariat, job descriptions for all staff and coach and train the team and establish performance metrics to assist Secretariat members to meet their individual goals and objectives.



**Patricia Ndede**  
ExCo Chair



**Arik Karani**  
The President



**Noella Mutanda**  
Secretary



**Samuel Karanja**  
Treasurer



**Sylvia Mwichuli**  
CEO

## RESEARCH AND KNOWLEDGE MANAGEMENT COMMITTEE

Since its inception in 2021, the Research and Knowledge Management Committee has made considerable strides in streamlining our research activities. The Committee's quest to promote knowledge and information in the Public Relations and Communication Management industry by entering into strategic partnerships was guided by PRSK's vision to be a credible source of knowledge and information in Public Relations and Communication Management industry.

The following were the Committee's goals:

- To create opportunities for collaboration and other partnerships

- To identify and apply appropriate technology for knowledge management

- To analyze the current gaps in research and identify ways of addressing them

- To conduct joint research on industry trends

### PR Digest Magazine

The Committee, through the Editorial Board, oversaw the production of a quarterly industry publication dubbed PR Digest Magazine aimed at informing, educating and entertaining our readers. Since its inception, a total of 723,467 readers have interacted with the different editions on our platforms, including issue. The magazine features different types of content – feature stories, human-interest stories, articles from members and interviews on the cover stories. A total of 11 issues have been published so far.

### State of PR Report

To understand the current trends, challenges and opportunities within the PR industry in Kenya, the Committee successfully conducted the State of PR Report 2022 in partnership with TIFA, mirroring and improving the 2019 report. The report provides insights into the strategies and tactics used by PR professionals to communicate with their target audiences and achieve their organizational goals in the wake of the Covid-19 pandemic. The report also informs PR professionals about the latest technologies, tools, and techniques that are being used to reach and engage with their audiences and, provides valuable data and analysis on the impact of PR campaigns, including their ROI and effectiveness.

By understanding the state of the industry in Kenya, PR professionals can identify emerging trends and adapt their strategies to stay ahead of the curve. The report also serves as a benchmark for organizations to compare their PR efforts against industry standards and best practices.

### Documentation and Publication of Previous Awards

In its quest to make PRSK the repository of knowledge in Public Relations, the Committee has partnered with renowned scholars in Kenya to document and publish previous PRSK awards into case studies to be used as reference materials for scholars and other professionals. This content will be unique and will feature relatable examples from Kenya and Africa.

### Customer Journey Mapping

To better understand our members' needs and tailor-make our programs to suit and speak to them, a customer journey mapping process is underway in partnership with ICX Kenya. Through a partnership procured by the Resource Mobilization and Partnerships Committee, this process will

identify pain points, areas of friction, and opportunities to improve member satisfaction and loyalty. By analyzing our members' journey, we will be better placed to optimize each touchpoint to enhance their experience and build lasting relationships.



**Michelle Anekeya**  
Committee Chair

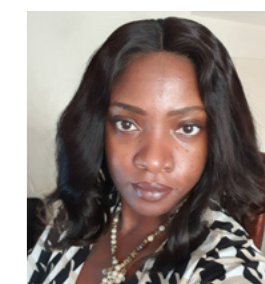
### Research And Knowledge Management Committee Report



**Caroline Kinyulusi**  
Member



**Wallace Gichunge**  
Member



**Maureen Sande**  
Member



**Henry Neondo**  
Member



**Dr. James Oranga**  
Member



**Dr. Margaret Mtange**  
Member



**Dr. Mwongela Mikwa**  
Member

**723,467**

readers have interacted with the different editions on our platforms, including issue



## RESOURCE MOBILIZATION AND PARTNERSHIPS COMMITTEE

The Resource Mobilization & Partnership Committee was officially appointed on 14<sup>th</sup> June, 2021 as the first such Committee in PRSK history. It was mandated to compliment the role of the Treasury by providing oversight, strategic direction and facilitation for the Society's financial sustainability efforts.

Specifically, the Committee was mandated to:

Guide and oversee the development and execution of a resource mobilization strategy incorporating the PRSK Consultancy, to support the achievement of the Society's strategic goals,

Guide and oversee the Society's partnerships with organizations to ensure that they benefit members and contribute to the growth of PRSK while supporting the Society's sustainability efforts;

### APPROACH

The Committee had its inaugural meeting on 17<sup>th</sup> June, 2023 and throughout its \_\_ meetings was guided by the **7 "P"s** framework it developed to guide its work in fulfilling its mandate:

**Purpose** Funding PRSK to be able to achieve its mission: promote professional development, policy advocacy, ethical practices and standards.

**Priorities** Developing a strategy or strategies to guide our partnerships and fundraising efforts.

**Plan** Developing annual plans from the strategy to guide fundraising and partnerships efforts on an annual basis.

**Policies** Establish policies to guide fundraising and partnership activities and ensure transparency and equity.

**Processes** Set in place clear fundraising and partnership processes that engender accountability and proper application of policies.

**Partnerships** Review and re-engineer partnerships to ensure they facilitate organizational and fundraising goals.

People Clearly define the roles of every Member, Fellow, Council, Executive Committee, Committees and partners in making the PRSK financially viable and sustainable in the short and medium-term.

### ACTIVITIES

In the course of its term, the Committee was able to undertake the following key activities:

#### Capacity Development

The Committee and Secretariat organized a joint training workshop, where experts from the Kenya Association of Fundraising Professionals (KAFP) and the Institute for Customer Experience (ICX) took members through the basics of fundraising and customer experience strategies respectively. The Committee recommended that members of the Secretariat join the two associations to be able to receive further training and support in these two critical areas overseen by the Committee.

#### Business Development

The Committee deliberated on the

origin and impact of PRSK Consulting Ltd. and how best to align it within the mandate of the Committee. It further formed a Working Group to review its business model and plan and make recommendations for implementation by the Secretariat.

#### Policy Development

The Committee noted the need for a policy framework to guide all resource mobilization and partnership activities. It then established a Working Group that devised a framework for the development of the Society's first Resource Mobilization Policy and Partnerships Policy, for implementation by the Secretariat.

#### Fundraising

The Committee established a separate Working Group that came up with the framework for the development of the Society's first Resource Mobilization Strategy. It further incorporated and applied ways to further monetize existing activities and event properties for the Society through sponsorship, advertising and partnerships.

#### Customer Journey Mapping

The Committee identified the need to undertake a Customer Journey Mapping (CJM) for PRSK and further to that develop a Customer Experience Strategy, as a means to not only meet member needs, but to also improve revenues from the resultant improvement in member engagement, service delivery and satisfaction. The Committee further identified the Institute for Customer Experience (ICX) as the most appropriate body to undertake this under a partnership arrangement.

#### Partnerships

During its tenure, the Committee oversaw the signing of MoUs by the Secretariat, with the following organizations:

**Media Council of Kenya:** to carry our joint initiatives on capacity building and awareness and standards development, as well as joint advocacy campaigns.

**Association of Public Relations and Communications Management Firms (APRECOM):** to promote structured engagement,

joint enforcement of the Code of Conduct and collaboration to advance compliance in public relations and communications management.

**Trends and Insights For Africa (TIFA) Research:** to conduct research on topical issues and carryout joint surveys on the State of the PR Industry in Kenya.

**Institute for Customer Experience (ICX):** to conduct the first-ever customer journey mapping to better understand PRSK members' needs and tailor strategies to meet them.

**Daystar University:** to offer jointly offer the PRSK Certification Programme.

#### East Africa Public Relations Week & Sustainability Conference

The Committee was involved in the conceptualization of this new event format and in guiding the Secretariat in the development of competitive sponsorship and partnerships proposals. It further took part in the development and oversaw the execution of a concerted communication campaign to drive



attendance and participation in the event from across the region, further enhancing income for the Society.

### Communications

The Committee identified the need to improve PRSK's communications to better enable conduct effective fundraising campaigns, enhance member engagement and improve its image amongst its sponsors and partners, all of which have a major impact on its resource mobilization goals. It therefore, recommended the onboarding of a communications agency by the Secretariat to provide the much-needed support in this area.

### ACHIEVEMENTS

Improved Revenue Growth

Self-financing Income

This is the key performance indicator that the Committee tracks and contributes to, through its work.

During the Committee's term in office, Self-financing Income grew from **KES 35.8 million** in December, 2019 to **KES 55.2 million** in December, 2022, representing a **54%** growth in income over the period. A major highlight of this was the **KES 10.15 million** raised during the East Africa Public Relations Week (EAPRW).

### Subscription & Membership Fees

This is an additional performance indicator that the Committee's work contributes to and tracks.

During the Committee's term in office, Subscription & Membership Fees grew from **KES 6.7 million** in December, 2019 to **KES 11.7 million** in December, 2022, representing a **74.6%** in income over the

period.

### Operationalization of Innovative Partnership with ICX

The operationalization of the partnership with ICX has unlocked a new paradigm in the planning and management of PRSK affairs. It will enable the Secretariat and Council to define, monitor and continually improve the experiences of all members, suppliers and stakeholders which will have a positive outcome on the revenues and overall sustainability of the Society.

Completion Draft Policy and Strategy Documents Strategic documents

The completion of the draft policy and strategy documents covering resource mobilization and partnerships as well as PRSK Consulting, will lay the ground work for greater transparency, accountability, predictability and effectiveness in the management of all resource mobilization and partnership activities.

### Improved Fundraising Communications

The recognition by the Committee of the primary role of communications in fundraising and subscription collections, and the subsequent efforts by the Committee to invest in strengthening the communication function at PRSK has yielded fruit. Overall member engagement with PRSK events has improved as well as membership sign-ups and renewals.

### CONCLUSION & RECOMMENDATIONS

The Committee has justified its young existence with some impressive results, but

more work remains to be done in securing the policies, plans and strategies to drive this agenda forward and entrench it in the operations of PRSK. We look forward to the incoming team, exploring further ways harnessing and monetizing the wealth of knowledge generated by PRSK trainings as well as offering fully online trainings and content that are accessible by a wider network of members and non-members, while securing a broader revenue base for the Society.

Additionally, more investment will be needed in human capital and equipping them with the technology and tools to execute the resource mobilization function even more effectively. It is also our hope that the gains in resource mobilization will be secured for posterity through the establishment of an Endowment Fund, that will enable the Society progressively become needs-blind in its training for students and early career members.

We wish to thank all PRSK members, the President, the Executive Committee, the Council, the various Council Committees, the Secretariat and sponsors and partners of PRSK for their support in delivering such good revenue growth, that will secure the sustainability of the Society for the foreseeable future. It has taken teamwork to get here and we have been privileged and honoured to be part of a team that has delivered for the members of PRSK!

**Paul J. Oyier**, MPRSK, MloD(K)

**Council Member & Chair, Resource Mobilization & Partnerships Committee**



**Paul J. Oyier**  
Committee Chair  
Resource Mobilization And Partnerships



**Angela Vianney**  
Member



**Browne Kutswa**  
Member



**Catherine Awuor**  
Member



**Elizabeth Mulae**  
Member



**Irene Kimacia**  
Member



**Jack Nduri**  
Member



**Lillian Wanja**  
Member



**Maureen Karugu**  
Member



**Nelson Opany**  
Member



**Wavi Mung'ala**  
Member

## THE AUDIT COMMITTEE

### Update on the Audit Committee Report

The 10-member Audit Committee has had a good run in office with a clear mandate and responsibilities.

Its mandate is clearly defined—to develop audit strategies and enforce audit controls, review reports on internal audits and recommend appropriate interventions.

Its terms of reference include monitoring the efficiency and effectiveness of processes and controls in line with policies and by laws, review effectiveness of the processes of corporate governance, advice and make recommendations on the Society’s internal control system for efficiency and review adherence to the internal control systems.

It is also tasked with developing a professional code of ethics for members, and develop a risk register and risk management measures.

Coming to office, the Committee set a number of goals.

They included reviewing the current policies with the aim of identifying the possible risk exposures that the Society is likely to encounter and propose mitigation measures to counter the risks.

During the period under review, the committee was also to develop new policies which included recruitment policy for members, communication policy and professional code of ethics.

A target was set to review one policy per quarter and also develop a

policy during the similar period.

In the last two years, the audit committee has made tremendous progress in line with its mandate, with a number of key achievements.

Top on the list is the successful development of a communications policy and a strategy to actualise it, which is a big win for the Society.

The committee also conducted an audit exercise to confirm adherence to the Board and Staff Charter, and reviewed a number of policies.

These were the PRSK HR Manual and Policy, the PRSK Board and Staff Charter, the PRSK Procurement Policy and the PRSK Finance Policy.

It also developed a draft risk register to document, track and monitor potential risks in order to take the right measures and actions to prevent and correct them. This is awaiting review.

The committee remains keen on the execution of its mandate with its success pegged on the society’s ambitions of enhancing governance, operational capacity and institutional development.

Moving forward, it is our wish that PRSK members wholesomely move together in ensuring we achieve our vision of advancing excellence in the practice.

The society remains focused on running professional development programmes to educate and transfer human capital knowledge on the impact of Corporate Com-

munication, and continue to set standards of excellence and ensure Public relations practice continues to thrive under an ethical framework.



**Vivienne Atieno**  
Committee Chair  
**The Audit Committee Report**



**Brian Sagala**  
Member



**Abraham Kisang**  
Member



**Ruth Nduta**  
Member



**Catherine Muraguri**  
Member



**James Momanyi**  
Member



**Dr. Eliud Situma**  
Member



**Joy Nafula**  
Member



**Lilian Kimeto**  
Member



**Waigumo Kariuki**  
Member

## MEMBERSHIP AND PROFESSIONAL DEVELOPMENT COMMITTEE

The Membership and Professional Development Committee (MPDC) is responsible for developing and implementing short to long-term recruitment and retention strategies to increase and enhance membership growth as well as constantly reviewing members' benefit structure and support system.

Since its induction in 2021, the MPDC's focus as per the Strategic Plan has been *Key Result Area 2: Enhancing membership base and professional development*, whose objectives are to retain 100% active annual membership and to increase active membership by 50 per cent annually. The committee sought to develop marketing and member recruitment and retention strategies, develop value-add

products and services for members, ensure continual improvement in quality service provision for members, including evaluation of member satisfaction levels and to oversee the development and implementation of Continuous Professional Development (CPD) programmes. Towards this 17 meetings were held.

The committee made strides in advancing professionalism in Public Relations and Communication Management practice by prioritising decentralisation of PRSK services beyond the headquarters in Nairobi, enhancing membership engagement and offering mentorship and industrial attachment opportunities for student members. This approach yielded several achievements.

### Membership Status

The PRSK membership has grown over the years, with an 87% growth rate witnessed within the last five years. PRSK has achieved a cumulative 24% membership increase since its induction in 2021, hostile economic conditions notwithstanding. This has been achieved through a robust membership recruitment and membership retention strategy set out by the committee, which included having sector-specific recruitment drives. Further, PRSK upgraded 115 Associate Members throughout its tenure.

### Member Engagement Update

**Chapter Formation:** To not only retain but also provide a networking platform and recruit new



members, PRSK spearheaded the formation of two Pilot Chapters, Coast Region Chapter, led by Dr. Charles Nyiro alongside Angelina Mwashumbe, and the Western Region Chapter, led by Edward Ahonobadha alongside Atieno Otieno. PRSK members from the two Pilot Chapters were hosted by the Council to discuss formation, operationalization and work plans.

**PR Connect:** The society re-introduced *PR Connect* after a long break due to Covid-19. This provided learning and long-lasting networking platforms for members under the umbrella "*Capturing the Editor's Attention*." It brought together over 300 members.

**President's Day Out:** Considering the high-pressure environment in which our members operate, PRSK introduced the President's Day Out which provided a platform for members to unwind and network. In 2022 we hosted two events which were attended by over 300 members.

**Brown Bag Lunch Series:** PRSK introduced the virtual Brown Bag Lunch sessions where members learnt from key industry leaders on new trends in PR and beyond.

**East Africa Public Relations Week:** Under the leadership of the Executive Committee, PRSK oversaw the successful execution of the inaugural *East Africa Public Relations Week 2022* which was attended by over 1000 delegates from across the East African Region.

**Warrior Awards:** With the guidance of the Judging Panel, PRSK recognised and awarded 24 practitioners that have greatly contributed to the growth of the profession and the society at large, through a member-led criteria as part of the PRSK@50 celebrations.

**PRSK Member Global Exposure:** PRSK remained internationally engaged through sending representative members to make presentations during the African Public Relations Association (APRA) summit and webinars that focused on, Communication and Produc-

tivity in Organisations-Going Beyond Visibility, the Capacity and Skill Set for the Modern Day PR Professional, the PR Practitioner's Voice in Enhancing the Continent's Resilience.

**Continuous Professional Development Calendar (CPD Calendar):** PRSK oversaw the initiation and development of the 2022 and the 2023/24 CPD calendars that addressed the changing needs of its diverse membership.

**Certification Program:** With the guidance of the Executive Committee, PRSK finalised engagements with Daystar University and launched the Pilot Certification Program that will be executed to international standards. The program will include distance learning and the first cohort will be admitted in September 2023.

**Town Halls:** PRSK held three virtual town halls where the council interacted with the members and updated them on the progress the society has made, addressed key issues affecting members and pro-

vided a roadmap on the way forward.

**Group Listening Sessions:** To better understand the needs of the diverse membership, PRSK held virtual group listening sessions under the leadership of the President, which informed and guided the ongoing reforms towards improving member experience.

**Student Engagements and Outreach**

**Industrial Attachment Opportunities:** PRSK offered industrial attachment opportunities to 15 PRSK student members by placing them in partner organisations, which provided an opportunity for the students to learn from the industry leaders.

**Mentorship Fora:** To equip students and young practitioners with the skill set needed to excel in the PR industry, PRSK organised mentorship forums dubbed “PR@360” for PR and Communication Management students in over 11 institutions of higher learning across the country which brought together over 1100 students.

**PRSK Students’ Bootcamp:** At the onset of covid-19 PRSK oversaw the execution of the first ever virtual PRSK Students’ Bootcamp themed “Innovations in Storytelling.” The event was attended by students from over 14 universities with St Paul’s University emerging as the overall winners.

**Launching University PR Clubs:** PRSK launched 3 Public Relations students’ clubs in Daystar University, St. Paul’s University and Africa Nazarene University.

**Benevolent Fund Scheme:** Since the introduction of the scheme,

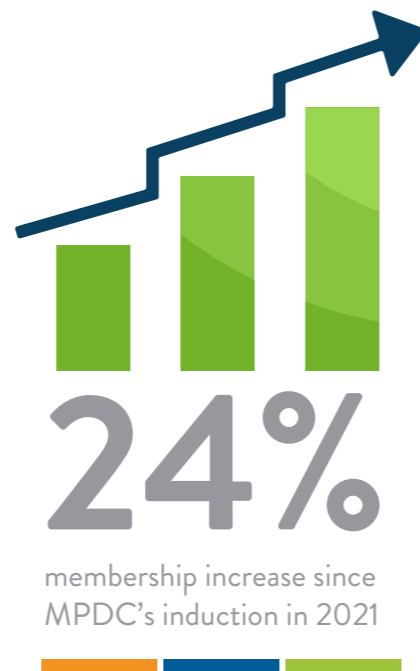
146 members have signed up and 13 members are beneficiaries of the scheme

**Member Care Visits:** To add value to members, PRSK introduced member care visits to families of the deceased colleagues. In 2022 PRSK visited 4 families of the late Jennifer Wambua, the late Jennifer Wambua, the late Mwadimeh Wakesho, the late Dr. Rahab Nyaga and the late Ivy Nyangara.

**2023 and beyond - Work in Progress**

PRSK developed a concept and board paper on a robust PRSK mentorship program, establishing a merit-based application process guiding how students will be selected and placed in the industry. Upon approval of the concept and board paper, PRSK will get 20 partners on board, set up a committee to review applications and conduct the first round of admission into the program. Further, PRSK will introduce additional opportunities and platforms to enhance career progression and peer-to-peer learning.

PRSK revised the admission into the College of Fellows (COF) criteria with input from the current COF. The revised criteria will be used in admission of fellows in the fourth quarter of 2023. To better serve members, PRSK will map the customer experience journey of the members, including those living with disability and also develop a grievance redress mechanism to process complaints and compliments from PRSK members. PRSK will also plan and conduct member care visits to families of the following fallen members: Fellow Stephen Kirogo; Fellow Colin Church and Lorna Irungu.



**Jesse Masai**  
Committee Chair  
**Membership And Professional Development**



**Caroline Muema**  
Member



**Carolyne Nekesa**  
Member



**Chiimbiru Gimode**  
Member



**Edward Wanyonyi**  
Member



**Joyce Macharia**  
Member



**Lilian Mathu**  
Member



**Mildred Mugambi**  
Member



**Nelson Mapesa**  
Member



**Ruth Dero**  
Member



**Pauline Sarah Akuku**  
Member

## GOVERNANCE, INTEGRITY & COMPLIANCE COMMITTEE

The PRSK Governance and Integrity committee played a critical role in ensuring transparency and accountability within the Council and the Secretariat. The Committee's primary purpose was to oversee the Society's governance processes, policies, and practices. The committee also ensured that the Society's policies were aligned with national legal and regulatory requirements. Some key achievements by the Governance and Integrity Committee included the following:

**Providing Governance Oversight:** The committee ensured that the society operated in accordance with its governance instruments, which included its constitution and pokiies. The committee also monitored the society's compliance with applicable national laws and provided guidance on changes required to ensure compliance. For example, the committee played a critical role in reviewing and updating the PRSK constitution, ensuring the final document was aligned to the country's national legislation and regulations.

**Conflict of Interest Management:** The committee oversaw the identification and management of conflicts of interest within the society. It established policies and procedures to disclose and manage conflicts of interest among board members, the secretariat and key stakeholders. The committee also reviewed potential conflicts by members, ensuring proper disclosure by the Board and Secretariat.

**Capacity Building of the Coun-**

**cil:** The committee facilitated the orientation and development of council members through a training programme where members were appraised on their roles and responsibilities. The Committee provided oversight for preparations for the Annual General Meeting, overseeing the nomination and selection processes for new elective positions.

**Ensuring Compliance on Legal Matters:** The committee collaborated with the society's Secretariat and legal counsel to address legal and regulatory compliance issues. It reviewed the society's legal documents, contracts, and agreements such as Memoranda of Understanding to ensure the society's interests were protected. The committee also kept an eye on new laws or regulations that were likely to impact the society's operations and advised the board accordingly.

**Supporting implementation of the PRSK Code of Conduct:** The Committee ensured that the PRSK code of conduct was top of mind for all members, reinforcing the need for the society's members, employees, and volunteers to adhere to it. New members joining the society were informed about the Code of Conduct urged to adhere to it as they undertook their professional assignments. The committee also developed mechanisms for reporting and addressing ethical concerns or violations.

**Risk Management and Internal Controls:** The committee assessed and monitored the society's overall risk profile. It worked with the Sec-

retariat to identify and mitigate risks, establish internal control mechanisms, and ensure appropriate risk management practices are in place. This included reviewing financial controls, and other operational safeguards.

In conclusion, the governance and integrity committee supported implementation of the society's programmes and acted as a safeguard for the institution, fostering good governance, ethical behaviour and accountability.



**Kamuzu Banda**  
Committee Chair  
Governance, Integrity & Compliance Committee



**Nelly Moraa**  
Member



**Wageni Kimani**  
Member



**Judith Sidi**  
Member



**George Mucee**  
Member



**Dayan Bahati**  
Member



**Waithera Mwai**  
Member



**Norman Mudibo**  
Member



**Osman Mohamed**  
Member



**Joy Nafula**  
Member



**Samuel Kumba**  
Member



**Jackline Karuri**  
Member



# Listen, Learn, Grow

Motivated by the need to create a PRSK that is responsive to the needs of its diversity of members, and in what was a first for the Society, the President started his tenure with a unique listening tour.

The end-game was to better understand members' perceptions regarding the opportunities and challenges facing the society. The Listening Tour offered members a safe space where they could convey their sentiments on PRSK's service provision. Significantly, they also got a chance to make suggestions on how to improve service delivery.

The influx of quacks in the industry, costly training fees, rising need to mentor young professionals and limited strategic partnerships topped key concerns for members across all sectors during a three-week listening tour in June-July 2022.



A PRSK student wing is to be formed as the society and players in academia lay plans to map out all communication clubs in local and international universities.

## IPRAC Bill

To tame rising number of un-registered public relations firms and individual professionals, members were in a sustained push for the legislative recognition of PRSK through a call to fast-track passage of the Institute of Public Relations and Communication Management (IPRAC) Bill into law. Members argued that this would help in rooting out quacks and addressing other constitutional issues affecting members.

## Training fees

While there was general consensus that the cost of the Society's professional trainings was high, the leadership ruled out the possibility of lowering training fees, which is PRSK's largest income source. Instead, it proposed more and diverse complementary training sessions at affordable rates - under the *Brown Bag Lunch* series.

These informal trainings, to be

done outside of work, typically during lunch hours, would be tailored to address specific individual sector needs. PRSK would also introduce a scholarship program to sponsor members willing to attend trainings but lack financial support.

## Student Mentorship Program

A PRSK student wing is to be formed as the society and players in academia lay plans to map out all communication clubs in local and international universities. This wing will subsequently establish a mentorship program for students, under which PRSK members will be tasked with mentoring at least a student every quarter. In return, members will earn CPD points as an incentive.

## Partnerships

To cement PRSK's footprint in Africa and globally, the President is exploring partnerships with international membership bodies. At the national level, the society will work on joint campaigns to help ramp up visibility for various sector representatives.

The following are highlights of key findings, classified by sector:

### Public and Energy Sectors

These two sectors are pushing to get PR Practitioners to be rightfully placed in their organizations, following changes in their reporting structures. While function leads previously reported directly to the CEO/MD of their organizations, they are now required to report to heads of other departments, like legal and corporate affairs.

As part of lobbying for the proper structuring of PR functions, these members called for capacity building among professionals and sen-

sitization of organizations on the strategic role of public relations.

Members from the public sector also want the Society to take a front-row seat as public communicators, akin to what the professional body for lawyers, LSK (Law Society of Kenya) and that for accountants, ICPAK (Institute of Certified Public Accountants) have done.

### Water Sector

Organizations in the water sector called for more strategic partnerships and joint campaigns with PRSK to help them boost visibility of projects and key milestones in fixing water shortage in the country.

### Academia

Members in the academia want the society to come up with a PRSK College - as an anchor in streamlining professionalism in the industry. Similarly, sector members proposed MoU's (Memoranda of Understanding) with universities on curriculum development. Under the arrangement, PRSK would largely focus on approval and verification of the PR or Communication curriculum in these institutions.

### Development and Diplomatic Sector

Members in this sector are pushing for creation of networking opportunities, tailored trainings and decentralization of PRSK by creating regional chapters and forums linking members in Kenya and the diaspora. Virtual Brown Bag Lunch sessions that bring together PR practitioners to learn from seasoned experts have been launched to support this initiative.

## Associate Members

Associate Members also rooted for the establishment of a Diaspora chapter for PRSK. They also want to be involved in changing the Society's Logo - through a call for entries into a design competition and the creation of synergy between PRSK and the private sector.

## County Government Sector

Members in this sector are seeking training programs tailored for senior management in Counties i.e. CEC's, County Secretaries and Clerks on the value of communication in the public sector. Members also stressed the importance of ratifying the IPRAC Bill in helping the Society to unlock more training opportunities in the counties and accelerate membership recruitment drives at the grassroots.

## Tourism Sector

Members in this sector want the Society to help build their capacity on how to integrate technology in the daily practice of corporate communication with a special focus on promoting domestic tourism.

## Members Working in Agencies

As they push for representation in the Council, these members are seeking the Society's backing through recommendations to enable them secure procurement opportunities in the public sector and NGOs. In return, the agencies will help amplify the Society's voice in influencing policies in the country.

## Finance and Insurance Sector

Members in this sector advocat-

ed for tailored training on boosting visibility of topical global themes like ESG (Environmental, Social and Governance), Climate Change and the impact of technology in the sector. There was also a proposal to increase membership subscription fees to grow the Society's revenue.

#### Student Members

These members called for a curriculum review to ensure learning in institutions of higher learning matches industry expectations, as they pushed for lower subscription fees. They also called for lower training fees, the establishment of a PRSK Student Wing and a Young Professionals Program to enhance their career growth.

#### Private Sector

Members in this sector proposed the development of a central platform for vetted practitioners to ease tracking by potential employers looking for qualified staff. Similarly, a framework should be put in place to ensure major government contracts go to PRSK members only. Members expressed their dissatisfaction regarding the Value APReCom (Association for PR Companies) adds to PRSK, beyond certification.

#### College of Fellows

These members emphasized on the need for frequent and structured engagement between them and the Council and clear definition on criteria for nomination, admission

and exit of Fellows. Fellows expressed the need for the creation of avenues where they can share their great wealth of knowledge and experience - some spanning four decades - with other members.

#### APReCoM

The association is seeking harmonization of trainings offered by PRSK and APReCoM to level up and jointly run annual training sessions. Member also want recognition of membership of the two organizations by GAA (Government Advertising Authority), MolCT (Ministry of ICT and Digital Economy) and PPOA (Public Procurement Oversight Authority) as a mandatory requirement for pre-qualification in public sector procurement processes. They also requested that APReCoM be considered as a chapter of PRSK to enforce the Code of Conduct on digital platforms.



Listen



Learn



Grow





## 03 It's Time to Legalize it!

Dedication, integrity and responsibility are elements of professionalism that make a person successful in their field. It is out of this realization that the PRSK has been at the forefront in enhancing professionalism and standards in the PR and Communications industry in Kenya, during the last 51 years of its existence.

A new journey in this quest commenced on March 15, 2019 when the Institute of Public Relations and Communication Management (IPRAC) Bill was handed over to PRSK. It set the pace for achieving a policy and legal framework that would enforce professional ethics and standards in the practice of Public Relations and Communication Management (PRCM) in Kenya.

The IPRAC Bill has been the highest priority to the Council and the PRSK membership. Upon election into office in May last year, the PRSK President proactively engaged the Ministry of Information, Communication and The Digital Economy (MoICDE) to set in motion the advancement of the Bill to the next level.

To kick off the process, the Council led by the Vice President met Cabinet Secretary Eliud Owalo on January 17, 2023. The Council briefed the CS on the draft Bill including key issues it addresses, in a meeting attended by the Ministry's top officials.

The CS and his team were brought up to speed on the importance and the impact the Bill will have on the Public Relations and Communication Management industry, once enacted into law. A major leap was achieved with the CS agreeing to adopt and sponsor the Bill as a Government Bill. This resulted in the preparation of a Cabinet Memo on the IPRAC Bill for review by the Cabinet sub-Committee, and later presentation of the same to a full Cabinet meeting by CS Owalo.

The Council also requested for the formation of a joint committee between the Ministry and PRSK, tasked with reviewing the contents of the IPRAC Bill, post the COVID-19 pandemic. The taskforce's mandate was also to identify gaps and emerging issues, ways of addressing them, and present a

joint memorandum to the Cabinet Secretary for onward presentation to Parliament.

Developing a roadmap towards the passage of the Bill was another critical aspect. The process saw the formation of a taskforce with representation from the ministry, led by Daniel Obam (CEO, National Communications Secretariat), Christopher Maina (Deputy Chief State Counsel), Eric Kibet (Legal Advisor to the CS), Miriam Rahedi (Director of Public Communications Directorate), Evans Omulo (Representative of the Information Secretary), Temesi Mukani (Assistant Director of Information) and Paul Macharia (an Economist, National Communications Secretariat).

The PRSK team comprised Vice President Patricia Ndede, Samuel Karanja (Treasurer), Noella Mutanda (Secretary), Sylvia Mwachuli (CEO) and Amos Kariuki from the Secretariat.

A number of issues and gaps were identified by the taskforce under the leadership of Eng. Obam, which reviewed the draft Policy and Bill:

It was noted that the Bill seeks to

address the Public Relations and Communication Management Practice and not only establish the Institute of Public Relations and Communication Management; hence it was proposed that the bill's name be changed from the Institute of Public Relations and Communications Management Bill (IPRAC) 2019, to the Public Relations and Communication Management Bill (PRCM) 2023.

The draft Bill also lays emphasis on the need to establish the Examinations Board and the Registration and Disciplinary statutory committees. The Institute is expected to regulate and promote the practice of public relations and communication management in Kenya while the Examinations Board will administer professional tests to individuals wishing to join the profession.

The taskforce approved the proposal to give members 24 months to regularize their membership once the Bill is passed.

On membership categories, it proposed the introduction of an Institutional Membership Category

as a way of diversifying PRSK's funding base and increasing the Society's influence. This will target non-agency institutions like Universities and NGOs working in the communication sector, among others.

Having identified the gaps and issues, the Taskforce will engage the legal drafters at the Attorney General's office and Kenya Law Reform Commission to review and revise the PRCM Bill and Policy, ahead of their submission to Parliament.

The Bill's process hence starts from approval of the Cabinet Memo by the Cabinet sub-Committee that then authorizes the progression of the policy documents to the Cabinet.

Once approved, the Memo will then be presented in a full Cabinet Meeting and defended by CS Eliud Owalo. Once the Cabinet approves the Bill, it will be sent back to the Ministry for submission to the National Assembly through the Parliamentary Committee on Communication, Information and Information.

As the Cabinet Memo is progressing, the Joint Task Force will work together with the legal drafters at the Attorney General's office and Kenya Law Reform Commission (KLRC) to review and revise the PRCM Bill and PRCM Policy.

With the fast changing PR and communication world, the society remains focused on ensuring the strengthening of the profession, while giving both government and private sector the best value.

## The East African Magic

After five decades of existence, PRSK has begun tearing down national boundaries - opening a bigger market and giving practitioners a golden chance to tell compelling stories that speak to the East African soul.

During the year under review, the Society hosted regional peers to the first-ever East Africa Public Relations Week (EAPRW), the single-largest communication industry gathering on the continent, at the Kenyan coastal city of Mombasa in November 2022.

Under the theme, “*Enhancing Sustainability Through Communication*,” the region’s most brilliant communication minds shared knowledge on PR and sustainability and discussed emerging trends, issues and actionable strategies for transforming the PR and communication industry.

The main agenda was how organizations can integrate Environmental Social and Governance (ESG) principles into their day-to-day operations and go beyond CSR (Corporate Social Responsibility) in the quest to mainstream sustainability.

The thought provoking and lively discussions focused on how to create an understanding of corporate sustainability approaches, strategies for building capacity among PR and communication practitioners and implementation of ESG practices and shared value.

Practitioners were challenged to begin taking up new spaces and

skills beyond communication; to add value in policy-making, designing social impact programs and implementing programs to communicate impact effectively.

To achieve the goal of integrating East Africa, panellists emphasized the need for collaboration between practitioners and regional governments in developing communication tools and programs - to upscale communicators’ capacity to effectively tell sustainability stories. This will give PR and communication practitioners in the region an upper hand to own and execute the sustainability agenda.

The academia was challenged to come up with the best way to integrate and promote the use of Swahili in all the EAC (East African Community) countries as PRSK was urged to advocate for the use of the language in communication strategies and policies to integrate the East African Community PR industry into its activities.

The successful roll-out of the first edition of this event marks the beginning of a collaborative effort by PR practitioners from seven countries to carve out a niche in sustainable communication geared towards showcasing East Africa’s magic on sustainable projects. The focus on sustainable projects affirms PRSK’s resolve to lead regional peers in burnishing the public image of sustainable projects.

Going forward, the PRSK initiative is expected to reinforce lasting partnerships among participating countries - building on the goal to



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ANNIVERSARY

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foster sustainable practices in line with United Nation's Sustainable Development Goals (SDGs).

The focus on showcasing sustainable projects will attract investment into these countries, increase cross-border economic activity and significantly boost regional integration efforts.

The historic event attracted over 500 PR practitioners from Kenya, Tanzania, Uganda, South Sudan, Rwanda, and The Democratic Republic of Congo and Burundi.

PRSK President, Arik Karani and other Presidents of umbrella communication bodies from rest of the countries in the bloc headlined the key and main speakers list that totalled 38.

Kenya's Cabinet Secretary (CS) for Information, Communications and the Digital Economy Eliud Owallo, represented by the country's Information Secretary Ms Judy Munyinyi, officially opened the first edition, highlighting the event's significance.

Apart from the Kenyan government, other strategic partners were Public Relations Association of Uganda, Public Relations Society of Tanzania, Public Relations Society of South Sudan and Parker Randall Eastern Africa.

The conference, a flagship event for PRSK@50 - the society's 50th anniversary celebrations - had three running tracks; Sustainability and Shared Value Forum, The Annual PRSK Summit and The Masquerade Gala.

A total of 10 partners supported the event through cash sponsorships and in kind. Communications Authority of Kenya, National So-

cial Security Fund (NSSF Kenya), KenGen, Kenya National Highways Authority (KeNHA), Anti-Counterfeit Authority and Mombasa Cement were our cash sponsorship partners. Multi-Choice and Stagepass AV, 254 Brewery, Kenya Wine Agencies Limited

(KWAL) and Media Council of Kenya supported the event in kind.

PRSK was the focal point for mobilizing delegates and managed to book in a total of 500 delegates who attended the event - in the process more than doubling its total annual delegate numbers from the 150 attendees in 2020. The number of delegates hosted by PRSK in 2021 was 333.

Of the 283 standard PRSK members at the EAPRW conference, 16 came from Uganda and Tanzania.

The Chartered Institute of Public Relations (CIPR) UK, Kenya National Highways Authority (KeNHA) and Anti-Counterfeit Authority (ACA), were the main exhibitors in an event that featured panel discussions and strategic breakout sessions, alongside keynote addresses.

There were a total of 115 learning tours and excursions as well professional and personal networking opportunities. These activities attracted a lot of traditional and new media attention from the time PRSK had a successful virtual launch of the conference at Silver Springs hotel in Nairobi in October 2022.

According to our media monitoring report, the EAPRW achieved a total of 1,270 mentions and 971,000 estimated social media reach, when the key words #EAPRW2022 and

East Africa PR Week were keyed in. Twitter had the most mentions with the trending hashtags being #EAPRW2022 and #TeamPR

PRSK, in liaison with the Events Management Company, Admedia Communications, managed the communication and brand management for the conference.

# 283

Of the 283 standard PRSK members at the EAPRW conference, 16 came from Uganda and Tanzania.

05

## Revisiting Strategic Engagements



Alive to the fact that we cannot work in isolation and deliver on our mission to advance Excellence in Public Relations in Kenya, the Society embarked on a deliberate and aggressive journey to build strong strategic partnerships with a range of collaborators.

A lot has been achieved by PRSK through leveraging the strengths and resources of these great organizations. We have been able to increase our influence, enhance services, facilitate collaborative learning and drive innovation.

Among the major wins registered in the period under review is the partnership with the **Ministry of**

**ICT and the Digital Economy**, a critical player in the delivery of PRSK's mandate. Working together, PRSK and the Ministry partnered to host the East African PR Week in November last year.

The most strategic effort supported by the Ministry however was the work around the finalization of the Public Relations and Communications Management (PRCM) Bill. The Ministry has been spearheading efforts to engage various stakeholders and has produced a Cabinet Memo creating a pathway for the Bill to get to Parliament's legislative agenda.

PRSK has also been invited to

participate in various functions and initiatives hosted by the Ministry, including the recruitment of the new board for the Media Council of Kenya (MCK), as well as new members for the Media Complaints Commission.

Beyond Kenyan borders, the society remains on course as it seeks to assert its influence in the East Africa region. Yes, we have gone regional! After successfully hosting the East African Public Relations Week (EAPRW), the Presidents of **East African PR Associations** signed an MoU to operationalize East African PR Association EAPRA.



Regional integration is important for branding opportunities it presents to the East African countries because it allows for the creation of a larger market, with a unified set of regulations and standards.

With the expected operationalization of the MoU, we will be positioning PR as a strategic driver for business growth, unity and access to resources and talent, as well as the ability to pool resources and collaborate on research and development. PRSK was also well represented at the Tanzania PR Society's Annual General Meeting.

PR firms and consultancies in Kenya contribute massively to the economy of the country and as such, we have also been engaging with the **Ministry of MSMEs** (Micro, Small and Medium Enterprises) to drive discussions on how we can make the business environ-

ment favorable, for the PR industry to thrive. We will be working with the Ministry to see how best we can support upcoming and established businesses to expand their client base and deliver quality work.

The **US Embassy** is also another strategic partner that we worked with on

the 'Women in PR Campaign', which told excellent stories and profiled phenomenal women who are trailblazing in the PR world. The campaign was being run under the ambit of Women History Month and was themed Celebrating Women Who Tell Our Stories. We will soon be embarking on a series of partnership activities on topical issues with the embassy.

PRSK is a member of the regional association for public communicators (APRA). The PRSK Council

remains committed to strengthening and growing the relationship between the two organizations.

Also significant is the **Global Alliance for Public Relations and Communication Management** (Global Alliance) partnership with PRSK and the **Public Relations Society of America (PRSA)**. This has resulted in the opening of two new offices in Nairobi, Kenya and New York, USA to provide liaison and communication support for the various activities and programs undertaken in Africa and North America, respectively. This brings to four the number of Global Alliance offices around the globe.

Currently, Global Alliance has its head office in Lisbon, Portugal serving the world and an office in Jakarta, Indonesia, serving Asia Pacific region. Having offices in Africa and North America will en-

hance the value the global association delivers to its thousands of members in these continents.

We have enjoyed a longstanding relationship with the **Media Council of Kenya (MCK)**. MCK was instrumental during the drafting of the IPRAC Bill, having gone through a similar process with the Media Practitioners Bill. We have also had a number of collaborative engagements and advocacy campaigns on issues of mutual interest, including joint training programs for public communicators.

With organizations increasingly adopting customer-facing strategies to enable them understand their stakeholders better, we undertook not to be left behind. We partnered with the **Institute of Customer Experience Kenya** to conduct the first ever customer journey mapping exercise, to acclimatize ourselves with our members' needs, pain points and how

we can best position and structure ourselves to serve our membership better.

Meanwhile, they say cannot put up a great building on a weak foundation. To ensure the industry is well catered for in terms of human capital, we established a number of partnerships with higher education institutions.

They include St. Paul's University, Daystar University and the Jomo Kenyatta University of Agriculture and Technology (JKUAT),

Creating a unique brand that speaks to your identity and helps you connect with your stakeholders is every organization's dream come true. We spoke to the leadership of several organizations on the importance of investing in strong communication and PR departments to ensure their institutional brands are well managed.

One of the biggest challenges facing the PR profession in Kenya is the fact that there is no formal certification program to enhance professionalization. We are working with Daystar University in the rolling out of our Certification Program. Another prescription for the absence of a certification framework for PR and Communication professionals is the proposed PRCM Bill.

Going forward, we remain focused on establishing long-term partnerships with all our existing and even new partners in taking the industry to the next level.



# Recognition, The Greatest Motivator

Over the years, PRSK has leveraged on peer-driven awards to encourage practitioners to present outstanding work to sustain the growth of the Society and the PR and Communication profession in Kenya.

The PRSK Awards for Excellence, christened 'Gala Awards,' has been the flagship annual recognition event, reflecting on the growing level of competitiveness of the services offered by PR and communication practitioners in Kenya.

Since the establishment of the award in 2000, it has created a platform to honour leadership, service, knowledge and practice in public relations and communication management. Consequently, these events have over the last two decades promoted the good name, image and reputation of the Society.

## Here are the 2022 PRSK Gala Award winners

**Profit and Loss Consulting Ltd** - Enjoyed a good run, bagging multiple awards across four categories. Emerged Overall PR Campaign of the Year winner for its Common External Tariff (CET) on Clinker project, that sought to bring sanity in cement manufacturing sector. The project also topped in Public Affairs Campaign of the Year and runner-up in Media Relations Campaign of the Year. The agency

also won in the Crisis and Reputation Management Campaign of the Year category for managing communication of Mumias Sugar Company's revival. It also emerged a runner up in Public Affairs Campaign of the Year for its Zero Malaria project.

**Inter Management Group (IMG) Kenya** - Topped opponents in two categories with its EABL & Tusker@100 project, winning in the Media Relations Campaign of the Year and PR Event of the Year.

**Higher Education Loans Board** - The Board's #KamilishaMalipoYa-HELB Loan Recovery project was best in the Consumer Relations Campaign of the Year category.

**BAT East Africa Markets** - An Employee engagement campaign dubbed #FocusSpeedAmplify - was this year's top Internal Communication Campaign.

**Peterson Integrated Communications Limited** - New Media PR Campaign of the Year - Always On.

**Apex Porter Novelli** - Bagged the Not for Profit Campaign of the Year with its USAID LMS Social Behaviour Change Campaign and was a runner up in the Internal Communication Campaign of the Year for its 'Transformation Campaign.'

**Hill and Knowlton East Africa Limited** - Lake Turkana Wind Power Primary School Feeding Programme won the agency Social Investment Campaign of the Year with its staffer, Dorcas Kamotho, winning the Young PR Professional of the Year (Agency) award.

**Cause Impact Limited** - Was the overall best in Partnership Engagement Initiative of the Year through its 'Cause Impact Limited Partnership' project.

**Game Changer Company Limited** - The firm's 'Chrome Brand Street Philosophia Experiential Activation' was voted runner up in the Consumer Relations Campaign of the Year.

**Engage BCW** - Was named the runners-up in the New Media PR Campaign of the Year for its 'The Norfolk Ball' project.



## The Warrior Awards

In 2022, a special award category - PRSK@50 Warrior Awards - was introduced to identify and recognise outstanding individuals whose work has helped shape the Kenyan, regional and global standing of the PR profession over the last five decades.

A total of 24 PR and communication practitioners were recognised as PRSK Warriors after an extensive and rigorous nomination and shortlisting exercise.

They were endorsed by a 15-member judges' panel - Dr Fatuma Hirsi as the Chief Judge, assisted by Mr Victor Bwire as Deputy Chief Judge and Mr Joram Temesi Mukani as Secretary - assembled by the PRSK Council.

The Warriors emerged from a longlist of 187 entries which was sieved to 75 qualified entries, which was subjected to a tighter scoring sys-

tem, requiring nominees to meet a cut-off score of 70 percent.

## Here are the PRSK Warriors;

### Kentice Tikolo

Has over 20 years in strategic Public Relations and Communication and is recognised as a champion for many social causes. She conceptualised and implemented Beyond Zero and First Lady's Half Marathon and is credited with supporting a number of social impact initiatives like development of the National Highway Code. She has been awarded PRSK Golden Honours for Excellence, holds a silver medal from the government of Ethiopia for a successful ICASA conference and is currently training strategic communications at University of Nairobi.

### Jane Gitau

This seasoned, award-winning, global story teller and trainer is credited for delivering a regular

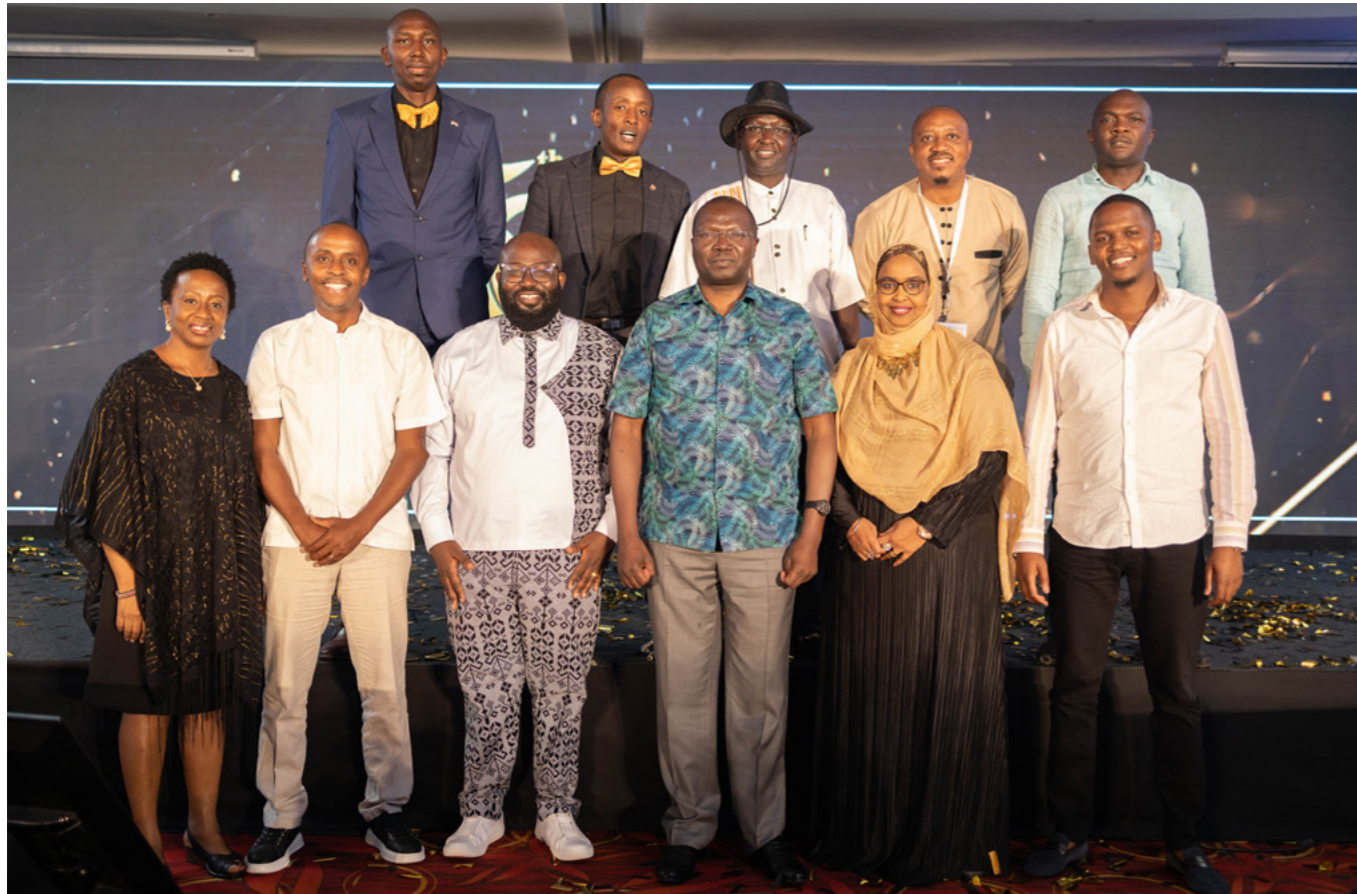
CPD training calendar and organising global PR events and setting the profession towards having an independent secretariat. She has been integral in delivery of the draft IPAC Bill and reviewing PRSK's constitution while serving as the Society's chairperson.

### Peter Mutie

He is a founding board member for Brand Kenya and the Media Council of Kenya. He has been serving in top leadership positions including PRSK President between 2007 and 2012. Currently, he chairs the Africa Regional Council of the Global Alliance for Public Relations. He is the former President of Africa Public Relations Association (APRA) and still serves as a council member in these associations.

### Wilfred Marube

Dr Marube has served in various capacities to advance excellence in



PR and communication management, including in PRSK and as a member of the Global Alliance for PR and Communication Management board and delegate-at-large for Africa.

**Margaret Maranga**

She is feted as Mama PR for her contributions towards the growth of the PR profession in Kenya. She was instrumental in managing day-to-day affairs of PRSK before it established an independent Secretariat in 2016. She has worked with five successive PRSK offices to drive strategic interventions that meet diverse member needs and drive the sustainability of the Society.

**Yolanda Engell Andersen**

She has over 40 years industry experience managing communication for a diverse inventory of East African brands. She is a PRSK

fellow and a past board member of the International PR Association (IPRA). She also served as a national coordinator at IPRA for seven years.

**Paul Udoto**

He is credited with leveraging communication strategies for three high level ivory burning events and leading an effective media campaign on the repossession and restoration of Mau Forest complex. He has also served as a member of the 2019 ministerial David Makali-led taskforce on improvement of government information and public communication.

**Waimiri Kungu**

He has served as the Assistant Treasurer (2000) and Secretary General (2012) on the PRSK Council. He is a founding official of the Association of Public Relations and Communication Management firms

(APReCOM), a PRSK chapter. He is a holder of the prestigious PRSK Golden Award for his contribution towards the growth and development of public relations in Kenya.

**Dr. Rahab Njeri Nyaga (Posthumous)**

She played an integral role in training PR and communication management practitioners at both Daystar and Pan African Christian Universities until her passing. She chaired the taskforce behind IP-RAC Bill - which handed over the document to the PRSK Council in 2019.

**Desiree Gomes**

She brings to the winners' rostrum experience of over 25 years, during which she has been she has been at the forefront in providing mentorship and training opportunities for new entrants in the trade through an internship and job

shadowing program. She is a holder of the PRSK Lifetime Achievement Award for professionally and personally inspiring fellow practitioners, increasing common good and reflected credit on the society.

**Okoth Obado**

Over the last 20 years, he has played an instrumental role in formulating and successfully implementing award winning communication strategies for an inventory of leading local and multinational brands in energy, telecoms, financial and consumer goods sectors.

**Lawrence Gikaru**

He is the founding Chairperson of the APReCOM and Apex Porter Novelli, a PR firm active in humanitarian services – where he has provided over 15 years of service.

**Stephen Otieno Wangaji**

The PRSK fellow has served in various leadership positions at PRSK over the last 20 years. Has been President of East Africa Public Relations Association (EAPRA) and PRSK Vice Chairperson. He holds the 2012 PRSK Golden honors for significant contribution to the industry.

**Grace Mwendwa Munjuri**

She was instrumental in developing the concept for the Prime Minister's Roundtable - an advocacy platform for the private sector - that would later morph into the Presidential Roundtable. She was part of team that guided private sector communication for cohesion building, post the 2007/08 election violence. She has served in the PRSK Council and risen through ranks to become Vice

Chairperson. She also served at APReCOM where she organised golf tournaments for three years, in a funds drive that was directed at supporting mentorship programs for graduate communication beginners.

**Tabitha Ndunge Mutemi**

She is credited for setting up a national IEBC Media Centre and the National Communication Call Centre - an early warning system with a feedback mechanism that supports and monitors key activities during elections. she also set up an automated customer care management system to promote efficient customer experience.

**Judith Sidi Odhiambo**

She has spearheaded the formulation and implementation of several communication strategies at



KCB Group. She is credited with designing, championing and mainstreaming sustainable finance, responsible business and sustainable development goals to enhance impact reporting, drive progressive, sustainable practices and communication in the local, regional and global environments.

#### **Mwadimeh Wa'Kesho**

He was instrumental in passing his writing craft to interns, besides empowering them to embrace power images and graphic design as tools for communication in all positions he served in before passing on. This PRSK champion came up with a programme to train countless students during their internship and industrial attachments and made becoming a PRSK member a condition for getting a recommendation letter from the Kenya Civil Aviation Authority,

#### **Bernard Omwenga Osero**

He was instrumental in developing guidelines and best practices for global ports in response to the pandemic as a member of the IAPH-COVID-19

#### **Dr. John Oluoch**

For over 22-years, he has practised public Relations and Communication and played an integral role in shaping career and curriculum development in a number of higher institutions of learning. He has supervised several Public Relations and Communication students at Masters and Doctoral levels and participated in external examination, review and development of PR training curricula for several universities in Kenya.

#### **Anne Kaari Muthamia**

She has over 20 years' experience in PR and Communications and is credited for championing several social causes in South Sudan.

#### **Sylviah Luseno**

She is credited for successfully leading *I Choose Kenya* - a government of Kenya Campaign that leveraged then United States' President Barack Obama's historic July 2015 visit to Kenya to positively position the country globally as an investment destination.

#### **Beatrice N. Kungu**

As a member of the National Communication Policy and Strategy Formulation and Development Taskforce, she helped create several public-facing campaigns such as *Najivunia kuwa Mkenya* and *Uliza Serikali*. she has been instrumental in Fundraising projects for PRSK and development of the society's CPD programs for students like Bootcamps and PR@360.

#### **Joseph Nyang'or Ndegwa**

He Mr. Ngegwa has served in several taskforces including that for the IPRAC Bill, One Laptop Per Child policy and in the organising committee of National Youth Employment summit (2016). He has been instrumental in supporting advocacy for people with disabilities and championing the education for the girl child.

#### **Dr. Christopher Simiyu Khisa**

He has been instrumental in training the next generation of PR and communication practitioners for more than 13 years and leading communication campaigns for both local and international brands.



# Continued Improvement is Better than Delayed Perfection



## Continuous Professional Development (CPD) Programme

One of PRSK's regular and critical programmes that benefitted greatly from the President's Listening Tour was the Continuous Professional Development (CPD) Programme. While members submitted that the cost of the Society's professional trainings was high, the leadership ruled out the possibility of lowering training fees, which is PRSK's largest income source. Instead, the PRSK leadership proposed more and diverse complementary training sessions at affordable rates - under the *Brown Bag Lunch series*.

These informal trainings, to be done outside of work, typically during lunch hours, would be tailored to address specific individual sector needs. PRSK would also introduce a scholarship program to sponsor members willing to attend trainings but lack financial support.

Back , the PRSK continued to conduct Continuous Professional Development (CPD) training sessions to promote and develop professional competence within its membership. A total of 14 such training sessions were conducted in 2021/2022.

The trainings covered various topics relevant to PR practice in our current context, including: Social Media Management, Crisis and Issues Communication Management, Internal Communication, Communication and Leadership among others. The Society was unable to conduct all planned trainings in 2021 due to restrictions on travel and physical meeting, as a result of the COVID-19 pandemic.

## Certification Programme

In an endeavour to ensure professional integrity of individuals and institutions in the Public Relations profession in Kenya, the PRSK plans to roll out a multi-level training, examination and certification programme that will facilitate continual enhancement of skills as envisaged in the IPRAC Bill, and development of world class institutions and practitioners.

Towards this end, the Council appointed a Technical Working Group to develop a curriculum, syllabus and structure for certification of Public Relations and Communication Management professionals in Kenya.

### Milestones

During the year under review, PRSK and KASNEB (Kenya Accountants and Secretaries Examination Board) signed a MOU (Memorandum of Understanding) setting out areas of collaboration for the purpose of carrying out joint activities in the management and administration of the certification programme.

Further, to support the same program, PRSK and Daystar University signed another MOU, launching the programme, which the Society will be offering, in partnership with Daystar University, one of the premier trainers for Communication professionals in Kenya.

The next step will now be the rolling out and implementation of the programme, once the IPRAC Bill, in which the training, examination and certification of PR and Communication professionals, is passed and enacted into law.

## Student Mentorship Program

A PRSK student wing is to be formed as the society and players in academia lay plans to map out all communication clubs in local and international universities. This wing will subsequently establish a mentorship program for students, under which PRSK members will be tasked with mentoring at least a student every quarter. In return, members will earn CPD points as an incentive.



The Society was unable to conduct all planned trainings in 2021 due to restrictions on travel and physical meeting, as a result of the COVID-19 pandemic.



# Challenges and Mitigation Plans

## Walking the journey of technology, challenges and mitigations

Technology is fast changing and influencing the Public Relations industry in a huge way.

From 'big data', to being seen, the rise of the influencer to crisis control challenges, the shift is massive.

One of the biggest challenges that PRSK has faced over the years is embracing technology. Apart from embracing technology, we have also faced the challenge of developing new ideas to fit into the ever-growing technological world and expanding products and services to reach all members.

It is no lie that a huge chunk of the Society's information has for the longest been stored in flash drives, physical files, individual laptops and emails.

We have however made a significant shift and during the year under review, the Society migrated to the Google Workspace.

This has enabled us to connect, create and collaborate in an effective way. This migration included productivity and collaboration tools for work such as: Gmail, Drive for cloud storage, Docs for word processing, Meet for video and voice conferencing, Chat for team messaging, Slides for presentation building, and shared Calendars for ease of scheduling meetings.

With these, we have opened PRSK

to new opportunities while integrating and updating our technology tools to the Google Workspace, which is entirely Cloud-based. PRSK information (files and emails) are now secure and can be accessed from every computer, smartphone, or tablet by authorized persons.

In addition, with the Admin Console, we can manage our security policies, assign permissions and enable or disable services.

We now also have a Google Vault that we set retention rules to retain our information indefinitely.

Administrators are now able to query and search the vault to find important information or lost emails.

This move to Google Workspace has seen us save money as we no longer have to buy and maintain servers and hardware. Other than saving money, the migration has increased our security protocols and checks which are now all taken care of by Google. In addition, the collaboration tools have helped us cut down on travel.

The Society also lacked process and project management systems to ensure staff are following the best processes for completing their tasks in an efficient and timely manner.

To overcome this, the Council, working closely with the Secretariat, undertook the initiative of

understanding the critical needs to cure this situation.

This saw the implementation of processes and systems that now allow staff to do their work simply, efficiently and from wherever they are.

One of the systems rolled to improve process and project management is the introduction of the Asana project management tool.

This tool has helped staff to stay organized, track tasks and collaborate in real time effectively, while ensuring they are more confident, faster and accomplish more with less, no matter where they are located.

While making all these steps, we must also admit that PRSK is understaffed which has led to the reduction of productivity among various teams due to the volume of work. The Council has had to hire various temporary staff to step in and help with various temporary tasks and projects, as a short-term solution.

For the long term, the Society contracted a human resources company, TalentGurus@254, to undertake a number of initiatives among them being workload analysis, reviewing staff salaries and benefits and interrogating whether the Society should undertake other ways of working and/or purchase other work tools.

The company was also tasked with



offering the Council and Secretariat best human resources support and advice on training and development, performance management and staff wellness.

Upon the completion of this consultancy, the Society will have a Human Resources Policy in place, with clear organization structure and various job descriptions.

The Society's staff will also be taken through performance management training on the new tools. To further ensure that we continue to mitigate the challenges identified above, the Society is currently working on various initiatives.

Among them is improving quality and productivity to ensure that our products and services surpass the expectations of our members and the public, bearing in mind that the means and methods of achieving greatness in the PR world have changed over time, and so has the Society.

We are also working on our performance and increasing communication to members to meet industry standards.

Improving people's skills is also at the core of our growth plan and the journey started with technological, structural and workflow changes.

We intend to continue assisting our Secretariat to access more useful innovations and to train and equip them with the required skills to adapt to these changes and help us achieve our target goals.

Currently we are focusing on building our teams' managerial and technical skills through training and development programs, career development programs, induction, and socialization.

A welcome and significant addition to our new Secretariat at Wu Yi Plaza, in Nairobi's Kilimani is a new workspace for members, equipped with several hot desks. Through

this facility, members can plug in and work, in line with obtaining trends towards remote work.

Finally, the Society is rolling out the Total Quality Management (TQM) approach in an effort to harness the capabilities of all resources across all aspects of our operations towards achieving our strategic goals.

We are maximizing the capabilities that currently exist and creating processes and mechanisms which allow for significant improvement in performance.

We look forward to even greater times ahead with a main focus on our members and continuous improvement of products and services.

As Al & Laura Ries once put it; It's PR that needs to be creative. It's PR that needs to be new and different and It's PR that needs to be original.

## PUBLIC RELATIONS SOCIETY OF KENYA

### SOCIETY INFORMATION

For the year ended 31st December 2022

#### PRSK Council members

Arik Karani	-	President
Patricial Ndede	-	Vice President
Noella Mutanda	-	Secretary
Vivienne Atieno	-	Assistant Secretary
Samuel Karanja	-	Treasurer
Michelle Anekeya	-	Assistant Treasurer
Jesse Masai	-	Council Member
Paul Oyier	-	Council Member
Kamuzu Banda Allosso	-	Council Member

#### Registered Office & Principal Place of Business

Public Relations Society of Kenya,  
Liaison House Annex 3, State House Avenue,  
P.O. Box 43098-00100,  
Nairobi.

#### Independent Auditor

Dennis Paul & Associates,  
Certified Public Accountants,  
F1, Four Greenway, Off Westlands Road,  
P.O. BOX 75374 – 00100, GPO,  
Nairobi, Kenya.

#### Bankers

Absa Bank Kenya PLC,  
Queensway House Branch,  
P.O. Box 30011-00100,  
Nairobi, Kenya.

## PUBLIC RELATIONS SOCIETY OF KENYA

### REPORT OF THE COUNCIL

For the year ended 31st December 2022

The Council submit their report together with the audited financial statements for the year ended 31st December 2022 which disclose the state of affairs of the Society.

#### Principal activities

The principal activities of the society are to establish and promote a high standard of professional ethics, to educate the public on practise of public relations and to assist in the professional training of public relations.

#### Results for the year

The results for the year are set out on page 5 which have been transferred to the general fund.

#### Independent Auditor

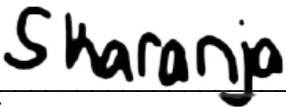
The auditors, Messrs Dennis Paul & Associates, Certified Public Accountants, who were appointed in the year have expressed their willingness continue in office.


#### Approval of financial statements

The financial statements were approved by the Council members and authorised for issue

on 16.06.2023 and signed on their behalf by:  
Date

  
President- Arik Karani

  
Treasurer

  
Secretary

## PUBLIC RELATIONS SOCIETY OF KENYA

### STATEMENT OF THE COUNCIL'S RESPONSIBILITIES

For the year ended 31st December 2022

The Council is required to prepare financial statements for each financial year that give a true and fair view of the state of affairs of the society as at the end of the financial year and of its operating results for that year. The Council is required to ensure that the society maintains proper accounting records that disclose, with reasonable accuracy, the financial position of the society. The Council is also responsible of safeguarding the assets of the society.

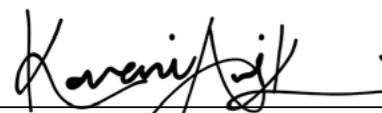
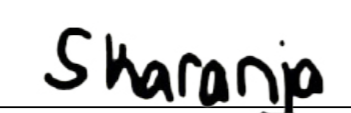
The Council accepts responsibility for the preparation and fair presentation of financial statements that are free from material misstatement whether due to fraud or error. They also accept responsibility for:

- i) designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the financial statements;
- ii) selecting and applying appropriate accounting policies; and
- iii) making accounting estimates and judgments' that are reasonable in the circumstances.

The Council is of the opinion that the financial statements give a true and fair view of the state of the financial affairs of the society as at 31st December 2021 and of its financial performance and cash flows for the year then ended in accordance with the International Financial Reporting Standard for Small and Medium-sized Entities.

Nothing has come to the attention of the Council to indicate that the society will not remain a going concern for at least the next twelve months from the date of this statement.

Approved by the Council members on 16.06.2023 and signed on their behalf by:

 :   
\_\_\_\_\_  
President- Arik Karani                      Treasurer

  
\_\_\_\_\_  
Secretary

### REPORT OF THE INDEPENDENT AUDITORS

TO THE MEMBERS OF PUBLIC RELATIONS SOCIETY OF KENYA

#### Opinion

We have audited the accompanying financial statements of the Public Relations Society of Kenya set out on pages 5 to 13 which comprise the statement of financial position as at 31st December 2022, statement of comprehensive income, statement of changes in fund balances and statement of cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

In our opinion the accompanying financial statements give a true and fair view of the state of financial affairs of the society as of 31st December 2022 and of its financial performance and cash flows for the year then ended in accordance with the International Financial Reporting Standard for Small and Medium-sized Entities.

#### Basis of Opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Institution in accordance with the International Ethics Standards Council for Accountants' Code of Ethics for Professional Accountants (IESBA Code) together with the ethical requirements that are relevant to our audit of the financial statements in Kenya, and we have fulfilled our ethical responsibilities in accordance with these requirements and the IESBA Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### Other Information

The Council is responsible for the other information. The other information comprises the information included in the Annual Report, but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance. In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If, based on the work we have performed on the other information obtained prior to the date of this auditor's report, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

#### The Councils' Responsibilities for the Financial Statements

The Council, as described in page 3, is responsible for the preparation and fair presentation of the financial statements that give a true and fair view in accordance with the International Financial Reporting Standard for Small and Medium-sized Entities and for such internal control as the Council determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Council are responsible for assessing the Institution's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Council either intend to liquidate the Institution or to cease operations, or have no realistic alternative but to do so.

**REPORT OF THE INDEPENDENT AUDITORS  
TO THE MEMBERS OF PUBLIC RELATIONS SOCIETY OF KENYA**

Cont'd

**Auditor's Responsibilities for the Audit of the Financial Statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Companies internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Institution's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Institution to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We are required to communicate with the Council regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We are also required to provide the Council with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

The engagement partner responsible for this audit resulting to this independent auditor's report is CPA, Dennis Paul Ireri, Practising number P/1925

**Dennis Paul & Associates  
Certified Public Accountants  
Nairobi**

**Date:**

AUDITING ■ TAXATION ■ ACCOUNTING ■ FINANCIAL CONSULTANCY

**PUBLIC RELATIONS SOCIETY OF KENYA**

**COMPREHENSIVE INCOME ACCOUNTABILITY STATEMENT  
For the year ended 31st December 2022**

		2022	2021
	Appendix	Kshs	Kshs
<b>INCOME</b>			
Subscriptions & membership fee income	I	11,737,280	9,583,586
Other income	I	23,655,087	16,195,914
		<b>35,392,367</b>	<b>25,779,500</b>
<b>EXPENDITURE</b>			
Direct membership expenses	I	9,214,818	5,191,766
Personel expenses	I	10,217,180	6,374,682
Administrative expenses	II	3,855,669	2,816,082
Establishment expenses	II	399,498	415,466
Finance costs	II	89,654	90,677
		<b>23,776,818</b>	<b>14,888,673</b>
<b>Surplus for the year</b>		<b>11,615,549</b>	<b>10,890,828</b>

**PUBLIC RELATIONS SOCIETY OF KENYA**

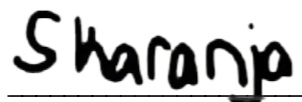
STATEMENT OF FINANCIAL POSITION AS AT 31ST DECEMBER 2022

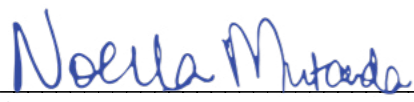
	Note	2022 Kshs	2021 Kshs
<b>ASSETS</b>			
<b>Non-current Assets</b>			
Property and equipment	3	953,713	881,816
Intangible assets	4	712,358	890,448
		<u>1,666,072</u>	<u>1,772,264</u>
<b>Current Assets</b>			
Receivables	5	42,062,715	35,817,279
Cash and cash equivalents	6	25,442,690	23,161,361
		<u>67,505,404</u>	<u>58,978,640</u>
<b>Current Liabilities</b>			
Payables	7	8,632,761	11,827,739
		<u>8,632,761</u>	<u>11,827,739</u>
Total Current assets		<u>58,872,644</u>	<u>47,150,901</u>
<b>Total Assets</b>		<b><u>60,538,715</u></b>	<b><u>48,923,165</u></b>
<b>FINANCED BY:</b>			
<b>Fund balances</b>			
Property and equipment fund	(Page 7)	1,339,611	1,445,804
General fund	(Page 7)	59,199,104	47,477,362
		<u>60,538,715</u>	<u>48,923,166</u>

The financial statements on page 5 to 13 were approved by the Council members

on 16.06.2023 and signed by;

  
President- Arik Karani

  
Treasurer

  
Secretary

**PUBLIC RELATIONS SOCIETY OF KENYA**

STATEMENT OF CHANGES IN FUND BALANCES  
For the year ended 31st December 2022

	Property & equipment fund	General fund	Total
<b>2021</b>			
As at 1st January 2021	1,745,770	36,152,959	37,898,729
Surplus for the year	-	10,890,828	10,890,828
Asset Additions	115,500	(115,500)	-
Depreciation charge	(192,854)	192,854	-
Ammortisation	(222,612)	222,612	-
Prior period item	-	133,610	133,610
At 31st December 2021	<b><u>1,445,804</u></b>	<b><u>47,477,362</u></b>	<b><u>48,923,166</u></b>
<b>2022</b>			
As at 1st January 2022	1,445,804	47,477,362	48,923,166
Surplus for the year	-	11,615,549	11,615,549
Asset Additions	293,305	(293,305)	-
Depreciation charge	(221,408)	221,408	-
Ammortisation	(178,090)	178,090	-
At 31st December 2022	<b><u>1,339,611</u></b>	<b><u>59,199,104</u></b>	<b><u>60,538,715</u></b>

Property and equipment fund represents cumulative asset balances transferred to the next accounting period

General fund represents the cumulative fund balances to be transferred to the next accounting periods.

**PUBLIC RELATIONS SOCIETY OF KENYA**

**STATEMENT OF CASH FLOWS**

For the year ended 31st December 2022

	2022	2021
	Kshs	Kshs
<b>Cash flows from operating activities</b>	<b>Note</b>	
Surplus for the year	11,615,549	10,890,828
Add: Depreciation	221,408	192,854
Ammortization	178,090	222,612
Prior period item	-	133,610
Operating deficit before working capital changes	<u>12,015,047</u>	<u>11,439,903</u>
Increase in receivables	(6,245,436)	(9,650,370)
(Decrease)/ increase in payables	<u>(3,194,978)</u>	<u>10,337,789</u>
Net cash flows used in operating activities	<u>2,574,633</u>	<u>12,127,323</u>
<b>Cash flows from investing activities</b>		
Purchase of assets	(293,305)	(115,500)
Purchase of software	-	-
Net cash flows used in investing activities	<u>(293,305)</u>	<u>(115,500)</u>
Total net cash flows	<b>2,281,328</b>	<b>12,011,823</b>
Net increase in cash and cash equivalents	<b>2,281,328</b>	<b>11,685,365</b>
Cash and cash equivalents at the beginning of the year	<u>23,161,362</u>	<u>11,475,997</u>
Cash and cash equivalents at the end of the year	<u>6</u> <u>25,442,690</u>	<u>23,161,362</u>

**PUBLIC RELATIONS SOCIETY OF KENYA**

**NOTES TO THE FINANCIAL STATEMENTS**

For the year ended 31st December 2022

**1. GENERAL INFORMATION**

Public Relations Society of Kenya, is registered in Kenya as a Society under the Section 10 of the Societies Act, and is domiciled in Kenya.

**2. BASIS OF PREPERATION AND SIGNIFICANT ACCOUNTING POLICIES**

**a) Basis of preparation**

The financial statements are prepared on a going concern basis in compliance with International Financial Reporting Standards for Small and Medium - sized Entities (IFRS for SMEs). The measurement basis used is the historical cost basis. The financial statements are presented in Kenya Shillings, which is also the functional currency .

The financial statements comprise a statement of comprehensive income, balance sheet (statement of financial position), statement of changes in equity, statement of cash flows, and notes.

The preparation of financial statements in conformity with International Financial Reporting Standards for Small and Medium-sized entities requires the use of estimates and assumptions. It also requires management to exercise its judgment in the process of applying the accounting policies adopted by society. Although such estimates and assumptions are based on the directors' best knowledge of the information available, actual results may differ from those estimates. The judgments and estimates are reviewed at the end of each period, and any revisions to such estimates are recognized in the period in which the revision is made.

**b) Revenue recognition**

Subscriptions , fees and other income is recognized when received.

**c) Translation of foreign currencies**

Transactions in foreign currencies are converted into Kenya Shillings at the rate of exchange ruling at the date of the transaction. Assets and liabilities at the balance sheet date are expressed in Kenya Shillings.

**d) Property and equipment**

Property and equipment is stated at historical cost less accumulated depreciation.

Depreciation is calculated on reducing balance basis to write down the cost of each asset to its residual value over its estimated useful life.

Depreciation is calculated using the following annual rates:

Rates

Computers and accessories -30%

Furniture and fittings -12.5%

Office equipment - 12.5 %

Assets are periodically reviewed for impairment. Where the carrying amount of an asset is greater than its estimated recoverable amount, it is written down immediately to its recoverable amount.

Gains and losses on disposal of property and equipment are determined by reference to their carrying amount and are taken into account in determining the profit/loss

Repairs and maintenance on property and equipment is charged to the profit and loss account in the year to which it relates.

**PUBLIC RELATIONS SOCIETY OF KENYA**

**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

For the year ended 31st December 2022

**e) Financial assets**

Receivables are stated at nominal value, less provision for any amounts expected to be irrecoverable

**f) Cash and cash equivalents**

Cash and cash equivalents comprise of cash at bank. In the statement of financial position, bank overdrafts are included under current liabilities.

**g) Financial liabilities**

Financial Liabilities are initially recognized at the transaction price including transaction costs. Payables are obligations on the basis of normal credit terms and do not bear interest.

**h) Retirement benefit obligations**

The company and the employees contribute to the National Social Security Fund (NSSF), a national defined contribution scheme. Contributions are determined by local statutes and the company's contributions are charged to the statement of comprehensive income in the eleven month period to which they relate.

**PUBLIC RELATIONS SOCIETY OF KENYA**

**NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)**

For the year ended 31st December 2022

**3 PROPERTY AND EQUIPMENT**

	<b>Computers &amp; Accessories</b>	<b>Furniture &amp; fittings</b>	<b>Equipment</b>	<b>Total</b>
	Kshs	Kshs	Kshs	Kshs
<b>2021</b>				
<b>Cost</b>				
At 1st January 2021	700,353	865,518	146,200	1,712,071
Additions	115,500	-	-	115,500
At 31st December 2021	<b>815,853</b>	<b>865,518</b>	<b>146,200</b>	<b>1,827,571</b>
<b>Depreciation</b>				
At 1st January 2021	347,689	363,174	42,037	752,900
Charge for the year	117,041	62,793	13,020	192,854
At 31st December 2021	<b>464,730</b>	<b>425,967</b>	<b>55,057</b>	<b>945,755</b>
<b>Net Book Value</b>				
At 31st December 2021	<b>351,123</b>	<b>439,551</b>	<b>91,143</b>	<b>881,816</b>
<b>2022</b>				
<b>Cost</b>				
At 1st January 2022	815,853	865,518	146,200	1,827,571
Additions	245,020	-	48,285	293,305
At 31st December 2022	<b>1,060,873</b>	<b>865,518</b>	<b>194,485</b>	<b>2,120,876</b>
<b>Depreciation</b>				
At 1st January 2022	464,730	425,967	55,057	945,755
Charge for the year	149,036	54,944	17,428	221,408
At 31st December 2022	<b>613,766</b>	<b>480,911</b>	<b>72,486</b>	<b>1,167,163</b>
<b>Net Book Value</b>				
At 31st December 2022	<b>447,107</b>	<b>384,607</b>	<b>121,999</b>	<b>953,713</b>

**4 INTANGIBLE ASSETS**

	<b>2022</b>	<b>2021</b>
<b>Software</b>		
<b>Cost</b>		
At 1st January	1,574,900	1,248,440
Additions	-	326,460
At 31st December	<b>1,574,900</b>	<b>1,574,900</b>
<b>Ammortisation</b>		
At 1st January	684,452	461,840
Charge for the year	178,090	222,612
At 31st December	<b>862,542</b>	<b>684,452</b>
<b>Net Book Value</b>		
At 31st December	<b>712,358</b>	<b>890,448</b>

Software is ammortised at the rate of 20% on a reducing balance basis

## PUBLIC RELATIONS SOCIETY OF KENYA

### NOTES TO THE FINANCIAL STATEMENTS (CONTINUED)

For the year ended 31st December 2022

	2022 Kshs	2021 Kshs
<b>5 RECEIVABLES</b>		
Corporate/Institutional receivables	34,992,565	29,392,706
Associate members subscriptions	5,125,000	5,125,000
Student members subscriptions	1,020,000	1,020,000
Deposits and prepayments	409,598	60,598
Other receivables	35,900	218,975
VAT recoverable	207,005	-
Withholding tax receivable	272,646	-
	<u>42,062,715</u>	<u>35,817,279</u>
<b>6 CASH AND CASH EQUIVALENTS</b>		
Absa bank Kshs a/c	24,056,487	22,545,048
Absa bank USD	656,860	-
SBM bank USD a/c	513	513
SBM Bank- Kshs (0142295233001)	525,466	525,466
SBM Bank- Kshs (0141295233003)	89,933	89,933
Cash in hand balance - Petty cash	20,401	401
MPESA paybill	93,030	-
	<u>25,442,690</u>	<u>23,161,361</u>
<b>7 PAYABLES</b>		
Payables	7,647,889	10,664,510
Staff payables	9,544	9,544
Accrued Expenses	230,000	729,685
Accrued accounting fees	288,400	250,000
Accrued audit fees	174,000	174,000
Benevolent fund	30,377	-
Advance customer payments	252,550	-
	<u>8,632,761</u>	<u>11,827,739</u>
<b>8 TAXATION</b>		
The society derives majority of its income from donations which are not defined as taxable under the Income Tax Act		
<b>9 COMMITMENTS</b>		
There were no capital or operating commitments as at 31st December 2022		
<b>10 CONTINGENT LIABILITIES</b>		
There were no contingent liabilities as at 31st December 2022		
<b>11 EVENTS AFTER REPORTING PERIOD</b>		
The are no non-adjusting events after the end of the reporting period that require disclosu		

## PUBLIC RELATIONS SOCIETY OF KENYA

### DETAILED INCOME AND EXPENDITURE STATEMENT

For the year ended 31st December 2022

	2022 Kshs	2021 Kshs
<b>INCOME</b>		
Annual subscription	8,889,280	7,390,586
Membership fees	2,848,000	2,193,000
	<u>11,737,280</u>	<u>9,583,586</u>
<b>Other income</b>		
Surplus from self financing functions (App III)	22,926,386	16,181,006
Interest income	23,710	9,909
Discount received	5,000	5,000
Other income-Gratuity refund	699,992	-
	<u>23,655,087</u>	<u>16,195,914</u>
<b>Total income</b>	<u>35,392,367</u>	<u>25,779,500</u>
<b>EXPENDITURE</b>		
<b>Direct membership expenses</b>		
Annual general meeting	357,950	270,480
Council expenses	1,901,450	2,052,520
Elections management	340,000	288,000
Conference related expenses	1,057,593	187,974
IPRAC Bill Expenses	200,000	304,860
Membership and Subscriptions (Global and KEPSA)	198,904	344,188
Membership Comm-Creatives/Posters	362,760	-
Membership & chapter recruitment	801,185	-
Communication strategy development	-	-
PR Connect	266,990	-
PRSK certification programme	2,494,475	379,944
PR warrior awards	1,233,510	-
Editorial	-	1,363,800
	<u>9,214,818</u>	<u>5,191,766</u>
<b>Personnel expenses</b>		
Salaries and wages	7,840,123	5,752,536
Staff medical	350,277	76,946
staff Recruitment	-	545,200
Staff gratuity	2,026,780	-
	<u>10,217,180</u>	<u>6,374,682</u>



**PUBLIC RELATIONS SOCIETY OF KENYA**

**DETAILED INCOME AND EXPENDITURE STATEMENT**

For the year ended 31st December 2022

	2022 Kshs	2021 Kshs
<b>Administrative expenses</b>		
Accountancy-current year	278,400	260,000
-Previous year under provision	38,400	-
Audit fees	174,000	174,000
Courier	156,000	99,490
Electricity	33,156	14,898
Internet	290,496	69,588
Virtual Meetings and Email Subscriptions	-	174,048
Website maintenance	238,697	206,830
Legal & professional fees	286,624	541,510
Printing & Stationery	49,125	48,400
Rent	1,746,000	900,000
Office Expense	128,855	63,049
Telephone and postage	239,000	235,500
Insurance	70,016	19,035
Microsoft Office/365 Licences	-	9,733
Transport & travelling	126,900	
	<b>3,855,669</b>	<b>2,816,082</b>
<b>Establishment expenses</b>		
Depreciation	221,408	192,854
Ammortisation	178,090	222,612
	<b>399,498</b>	<b>415,466</b>
<b>Finance costs</b>		
Bank charges	89,654	90,677
	<b>89,654</b>	<b>90,677</b>
Total expenditure	<b>23,776,818</b>	<b>14,888,673</b>
Surplus for the year	<b>11,615,549</b>	<b>10,890,828</b>

**PUBLIC RELATIONS SOCIETY OF KENYA**

**SELF FINANCING INCOME AND EXPENDITURE ACCOUNT**

For the year ended 31st December 2022

	Income Kshs	Expenditure Kshs	Surplus/ (deficit) Kshs
<b>2021</b>			
Education and training	11,339,850	(6,965,121)	4,374,729
PR Annual summit	25,051,000	(13,481,008)	11,569,992
PR Annual awards	2,302,000	(2,065,716)	236,284
PR Connect	-	-	-
Editorial	-	-	-
Total	<b>38,692,850</b>	<b>(22,511,844)</b>	<b>16,181,006</b>
<b>2022</b>			
Education and training	21,730,500	(10,380,027)	11,350,473
PR Annual summit	31,641,950	(18,104,645)	13,537,305
PR Annual awards	1,528,000	(3,457,193)	(1,929,193)
Editorial	300,000	(332,200)	(32,200)
Total	<b>55,200,450</b>	<b>(32,274,064)</b>	<b>22,926,386</b>



PUBLIC RELATIONS SOCIETY  
OF KENYA

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