

PRSK MORAN AWARDS

1.0 Introduction

Through the PRSK Moran awards, the society is looking to honor and celebrate outstanding achievements, leadership, and contributions of PRSK members in the field of public relations and communication. The Moran Awards will also inspire and motivate PRSK members to strive for excellence, uphold the highest ethical standards, and continue their professional development.

The Awards will be based on eight (8) key categories as follows:

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

2.0 Eligibility

- ONLY PRSK members qualify to be nominated
- To avoid conflict of interest, Council, secretariat and members of the Council Committees are NOT Eligible

3.0 Awarding Criteria

For a PRSK member to qualify for the recognition, they must satisfy the following criteria:

- I. Be nominated by **ONLY** two (2) PRSK members, who must both be in good standing (must have been a fully paid up member for **AT LEAST** two (2) years).
- II. Actively practised Public Relations and Communications Management for a minimum of five running years.
- III. Has been a fully paid-up member of PRSK for at least five (5) running years for Full and Associate members, and two (2) running years for Student Members.
- IV. Performed in an exemplary manner in any of the following categories:
 - Practitioners from the agencies, private, public and development sector that have contributed to the growth of the profession nationally and / or globally (submit supporting projects and campaigns executed)
 - Practitioners from the agencies, private, public and development sector, that have contributed to growth of their organisations through their PR and Communications experience and can prove the same (submit supporting projects and campaigns executed)
 - Members from academia that have added to the body of knowledge in PR and Communication management through peer-reviewed publishing and research, are/were actively teaching Public Relations and Communication Management and other verifiable forms of outreach within the PRSK fraternity (submit supporting proof of publication of work to improve the PR industry).

- Student Members that have showcased exemplary performance in the profession e.g. founding PR Clubs in their universities, planned and executed remarkable events or published an essay/articles adding to the body of knowledge in PR
- V. Actively contributed to both the profession's and society's growth, including by:
- Contributions to the industry and society through pro bono work, public service campaigns, or other initiatives.
 - Consistently providing verifiable opportunities for industrial attachment/internship.
 - Championing significant reforms and / or innovations within PRSK, e.g. participation in developing of the Public Relations and Communications Management Bill, the certification programme, etc.
 - Shown creativity and innovation in PR strategies and campaigns that have achieved outstanding results.
 - Has been recognized by other professional bodies or Governments for their outstanding contribution.
 - Volunteering to speak at PRSK events.
 - Any other contribution (to be specified in citation)
- VI. Judges' discretion

NB: You can ONLY be nominated by a maximum of 2 PRSK Members.

4.0 Nomination Process

- I. The Judging Panel will send out a "Call for Nominations," requesting members to send in their nominations by **15th January 2025**.
- II. Nominations will be done through the official online nomination form and only nominations that satisfy the criteria above shall be considered.
- III. The Judging Panel shall review and select initial nominees above 100% mark for inclusion in the final round of judging.
- IV. The list of the nominees in III shall be invited to the PRSK Gala Awards at their own cost.
- V. The Judging Panel will then narrow down the list to only the nominees above the 70% mark as guided by the criteria. The names of the PRSK Moran Awards will be kept secret and only be announced during the Gala Dinner on **31st January 2025**.
- VI. The PRSK Moran Awardees will sign a **Consent Form** allowing PRSK to use/post their images on its socials and other publicity platforms.
- VII. The Decision of the judging panel will be final

Notes on the Elimination Process

1. Nominees that do NOT meet the following will be eliminated:
 - I. Practitioners that do NOT have more than five (5) years' experience.
 - II. Students whose membership has NOT been active for a minimum of two (2) years.
2. Nominees that score 70 per cent and above will proceed to the next stage.
3. The nominees will be arranged in scoring order.

Citation

Demonstrate with evidence the following:

1. For how long has the nominee been in the PR/communication profession?
2. In your view, how has the nominee contributed to public relations and communication management in Kenya?
3. For academia nominees: how have they contributed to the body of knowledge?
4. For student nominees: How has the student showcased exemplary performance in the profession?
5. Has your proposed nominee championed reforms in the communication sector? If so, how?