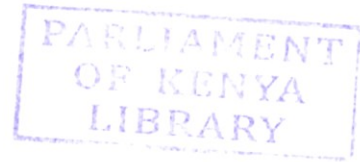




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*SNA*  
*27/11/24*

THE NATIONAL ASSEMBLY PAPERS LAID	
DATE: 27 NOV 2024 DAY: Wednesday	
TABLED BY:	Hon. Afah Mivuka McClain, Committee on CII
CLERK-AT THE TABLE:	Lomale
REPUBLIC OF KENYA THE NATIONAL ASSEMBLY	



THIRTEENTH PARLIAMENT (THIRD SESSION)

DEPARTMENTAL COMMITTEE ON COMMUNICATION, INFORMATION AND  
INNOVATION

REPORT ON  
THE CONSIDERATION OF THE PUBLIC RELATIONS AND COMMUNICATION  
MANAGEMENT BILL, 2024 (NATIONAL ASSEMBLY BILL NO. 17 OF 2024)

CLERKS CHAMBERS  
DIRECTORATE OF DEPARTMENTAL COMMITTEES  
PARLIAMENT BUILDINGS  
NAIROBI

NOVEMBER 2024



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## LIST OF ABBREVIATIONS AND ACRONYMS

PR	Public Relations
PRSK	Public Relations Society of Kenya
CPD	Continuous Professional Development
NIPR	Nigerian Institute of Public Relations
ZIPRC	Zambia Institute of Public Relations and Communication
CIPR	Chartered Institute of Public Relations
IHRM	Institute of Human Resource Management
CEO	Chief Executive Officer
ICPAK	Institute of Certified Public Accountants of Kenya
NA	National Assembly
CII	Communication Information and Innovation Committee
PRCM	Public Relations and Communication Management.
UK	United Kingdom
ICT	Information, Communication Technology
MP	Member of Parliament

## LIST OF ANNEXURES

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## **CHAIRPERSON'S FOREWORD**

This report presents the proceedings of the Committee regarding its review of the Public Relations and Communication Management Bill (National Assembly Bill No. 17 of 2024). The Bill was published on 8th March 2024, read for the First Time on 25th April 2024, and referred to the Departmental Committee on Communication, Information, and Innovation for consideration and reporting, in accordance with Standing Order 127.

The Bill aims to establish a comprehensive framework for creating the Institute of Public Relations and Communication Management to regulate the practice of public relations and communication management, along with related purposes.

In compliance with Article 118(1)(b) of the Constitution and Standing Order 127(3), the Committee placed advertisements in print media on 21<sup>st</sup> May 2024, inviting comments from the public and relevant stakeholders. In response, the Committee received submissions from the Public Relations Society of Kenya, the Institute of Human Resource Management (IHRM), and the Institute of Certified Public Accountants of Kenya (ICPAK). Furthermore, the Committee received a submission dated 13th August from the State Department for Broadcasting and Telecommunication. The Committee held five meetings to consider the Bill and the submissions, which have been incorporated into this report.

On behalf of the Departmental Committee on Communication, Information, and Innovation, and in accordance with Standing Order 199(6), it is my privilege and honour to present this Report on the Committee's review of the Public Relations and Communication Management Bill (National Assembly Bill No. 17 of 2024) to the House. The Committee expresses its gratitude to the offices of the Speaker and Clerk of the National Assembly for their logistical and technical support throughout this process. We also extend our appreciation to the Ministry of Information, Communication, and the Digital Economy, as well as the various stakeholders, for their valuable contributions.

Finally, I wish to thank the Honourable Members of the Committee and the Secretariat for their insightful contributions to this report. I am pleased to report the Committee's recommendation that the Public Relations and Communication Management Bill (National Assembly Bill No. 17 of 2024) be approved with amendments.

**Hon. John Kiarie, M.P.**  
**Chairperson, Committee on communication, information and Innovation.**

## PART ONE

### 1.0 PREFACE

#### 1.1 Establishment and Mandate of the Committee

1. The Departmental Committee on Communication, Information and Innovation is one of the Departmental Committees of the National Assembly established under Standing Order 216 whose mandates pursuant to the Standing Order 216 (5) are as follows:
  - i. *To investigate, inquire into, and report on all matters relating to the mandate, management, activities, administration, operations and estimates of the assigned ministries and departments;*
  - ii. *To study the programme and policy objectives of ministries and departments and the effectiveness of the implementation;*
  - iii. *on a quarterly basis, monitor and report on the implementation of the national budget in respect of its mandate;*
  - iv. *To study and review all legislation referred to it;*
  - v. *To study, assess and analyse the relative success of the ministries and departments as measured by the results obtained as compared with their stated objectives;*
  - vi. *To investigate and inquire into all matters relating to the assigned ministries and departments as they may deem necessary, and as may be referred to them by the House;*
  - vii. *To vet and report on all appointments where the Constitution or any law requires the National Assembly to approve, except those under Standing Order 204 (Committee on Appointments);*
  - viii. *To examine treaties, agreements and conventions;*
  - ix. *To make reports and recommendations to the House as often as possible, including recommendations of proposed legislation;*
  - x. *To consider reports of Commissions and Independent Offices submitted to the House pursuant to the provisions of Article 254 of the Constitution; and*
  - xi. *To examine any questions raised by Members on a matter within its mandate.*
2. In accordance with the Second Schedule of the Standing Orders, the Committee is mandated to oversee: Communication, information, media and broadcasting (except for broadcast of parliamentary proceedings), information technology, communication technology, including development and advancement of technology, data protection and privacy, cyberspace and cyber-security, artificial intelligence, block-chain technology, and other emerging technologies.
3. In executing its mandate, the Committee oversees the State Department for ICT and the Digital Economy.

## 1.2 Committee Membership

4. The Departmental Committee on Communication, Information and Innovation was constituted by the House on Thursday, 27<sup>th</sup> October 2022 and comprises the following Members:

### **Chairperson**

Hon. John Kiarie Waweru, MP  
Dagoretti South Constituency  
**UDA Party**

### **Vice Chairperson**

Hon. Alfah Miruka Ondieki, MP  
Bomachoge Chache Constituency  
**UDA Party**

Hon. Shakeel Shabbir Ahmed, CBS, MP  
Kisumu East Constituency  
**Independent Member**

Hon. Gideon Kipkoech Kimaiyo MP  
Keiyo South Constituency  
**UDA Party**

Hon. Erastus Kivasu Nzioka, MP  
Mbooni Constituency  
**WDM-K Party**

Hon. Flowrence Jematiah Sergon, MP  
Baringo County  
**UDA Party**

Hon. Joseph Kipkosgei Tonui, MP  
Kuresoi South Constituency  
**UDA Party**

Hon. Irene Nyakerario Mayaka, MP  
Nominated Member  
**ODM Party**

Hon. Bensuda Joyce Atieno Osogo, MP  
Homabay County  
**ODM Party**

Hon. Kakuta Maimai Hamisi, MP  
Kajiado East Constituency  
**ODM Party**

Hon. Bernard Kibor Kitur, MP  
Nandi Hills Constituency  
**UDA Party**

Hon. Khalif Ali Abdisirat MP  
Nominated Member  
**UDA Party**

Hon. Geoffrey Wandeto, MP  
Tetu Constituency  
**UDA Party**

Hon. Mumina Gollo Bonaya, MP  
Isiolo County  
**Jubilee Party**

Hon. Umulkher Harun Mohamed, MP  
Nominated Member  
**ODM Party**

**1.4 Committee Secretariat**

5. The Committee is facilitated by the following staff secretariat:

Ms. Nuri Kitel Nataan  
**Clerk Assistant I**

Mr. Sakana Saoli  
**Clerk Assistant II**

Mr. Thomas Ogwel  
**Fiscal Analyst I**

Ms Marlene Ayiro  
**Principal Legal Counsel I**

Mr. Githinji Wanjohi  
**Research Officer III**

Mr. Boaz Chebiego  
**Research Officer III**

Ms. Pauline Njuguna  
**Hansard Reporter II**

Ms. Lillian Mburugu  
**Media Relations Officer III**

Mr. Paul Shana  
**Sergeant At Arms**

Mr. Kelvin Lengasi  
**Audio Officer**

Ms. Florence Wanja  
**Public Communications Officer III**



## PART TWO

### 2 BACKGROUND OF THE PUBLIC RELATIONS AND COMMUNICATION MANAGEMENT BILL, 2024

#### 2.1 SITUATIONAL ANALYSIS

6. Currently, the public relations (PR) and communication management sectors in Kenya operate without statutory regulation. The profession is largely self-regulated through voluntary associations like the **Public Relations Society of Kenya (PRSK)**, which promotes professional standards and provides training to practitioners. However, membership in PRSK is optional, and there is no legal obligation for PR practitioners to be certified or registered to practice. This lack of regulation has led to several challenges within the industry namely:
- i. **Inconsistent professional practice** among PR practitioners. Due to the absence of legal oversight, individuals with varying qualifications and skills can offer PR services, resulting in uneven service quality. This undermines the profession's credibility and leads to unethical practices such as misrepresentation or misinformation.
  - ii. **Professional accountability** is limited. While organizations like PRSK enforce codes of conduct, they only have authority over their members. Practitioners who are not members of any professional association cannot be held accountable for misconduct or breaches of ethical standards. This creates a gap in ensuring that all PR practitioners adhere to industry-wide professional norms.
  - iii. There is no formal mechanism for ensuring **continuous professional development (CPD)**. In an industry that rapidly evolves with new communication technologies and practices, the lack of mandatory CPD means that many practitioners do not stay updated on the latest trends, tools, or best practices. This can affect the overall effectiveness and relevance of public relations strategies in both the public and private sectors.
  - iv. As public relations play a crucial role in shaping public opinion, managing corporate reputations, and handling crisis communications, the absence of a legal framework exposes the industry to the risk of **unethical behaviour** and **substandard service delivery**. Therefore, there is an urgent need for a legal framework that formalizes PR practice in Kenya, ensuring professionalism, accountability, and ethical conduct.

#### 2.2 Institutional Framework Proposed in the Bill

7. The **Public Relations and Communication Management Bill, 2024** proposes the creation of the **Institute of Public Relations and Communication Management**. This Institute will be the principal regulatory authority for PR professionals and firms in Kenya. It will be tasked with registering and certifying individuals who wish to practice public relations, setting professional standards, and enforcing a code of ethics. The Institute will serve as the licensing body, making it mandatory for practitioners to be registered and certified before engaging in PR work. This provision will help eliminate unqualified individuals from the profession and elevate the overall standard of PR practices in the country. The legal mandate granted to the Institute will allow it to enforce compliance with industry standards, ensuring that only competent and ethical practitioners operate in the field.
8. The Bill creates the governance structure of the Institute, which will be managed by a **Board of Directors**. The Board will comprise professionals with experience in public relations,

communication management, law, and other relevant fields. This diverse composition will ensure that the Institute is governed by individuals with the expertise needed to uphold the highest standards in the profession. The Board will oversee the Institute's operations, including setting policies, developing certification criteria, and ensuring adherence to the code of ethics. It will also have the authority to form committees to handle specific areas such as certification, professional development, and disciplinary matters.

### **2.3 Comparative Analysis**

9. The following are comparisons of various jurisdictions and gaps filled by the proposed Public Relations and Communication Management Bill, 2024.

#### **a) South Africa**

10. In South Africa, public relations is regulated by the Public Relations Institute of Southern Africa (PRISA), a voluntary professional body founded in 1957. Although PRISA significantly promotes professional development, certification, and ethical standards, it lacks statutory backing. Membership is voluntary, and the Institute cannot enforce regulations on non-members. PRISA offers CPD programs and promotes best practices, but it operates as a self-regulating entity without legal authority. In contrast, Kenya's proposed Bill will address the lack of statutory oversight, ensuring that all practitioners must be registered and certified, promoting higher standards of accountability and professionalism.<sup>1</sup>

#### **b) Nigeria**

11. The Nigerian Institute of Public Relations (NIPR) was established in 1963. The body attained the status of a Chartered Institute in June 1990 and is now regulated by an Act of the National Assembly. The Act empowers the Institute to register members, set the knowledge and qualifications required to practice, regulate the profession's growth, and oversee professional conduct through a defined Code of Ethics. The law also outlines the standard academic and professional qualifications necessary for admission into the Institute. As the sole regulator of Public Relations practice in Nigeria, the NIPR operates under the supervision of the Federal Ministry of Information and National Orientation.<sup>2</sup>

#### **c) Zambia**

12. The Zambia Institute of Public Relations and Communication Act, 2022, was enacted to continue the existence of the Zambia Public Relations Association, which has since been renamed the Zambia Institute of Public Relations and Communication (ZIPRC). The Act redefines the functions of the Institute and introduces a more structured approach to regulating the public relations and communication profession in Zambia.

13. Key provisions of the Act include:

- v. The Act mandates the registration of public relations and communication professionals with the Institute, ensuring that practitioners meet established standards and qualifications.
- vi. ZIPRC is tasked with regulating the conduct of professionals in the field, maintaining ethical standards and professional accountability.

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<sup>1</sup> PRISA – South Africa: <https://www.prisa.co.za/>.

<sup>2</sup> Nigerian Institute of Public Relations Act, 1990: <https://www.niprng.org.ng/>.

- vii. The Act establishes the Council of the Institute, which is responsible for the governance of ZIPRC and overseeing its operations. The Council is also entrusted with ensuring compliance with the Act and managing the registration and conduct of practitioners.
  - viii. The functions of ZIPRC now include setting professional standards, promoting the development of public relations and communication, and fostering the advancement of knowledge in the field.
  - ix. The Act also addresses various procedural and administrative matters related to the functioning of the Institute and its professionals.
14. This legislation aims to professionalize the public relations and communication sector in Zambia, ensuring that the industry operates within a framework of accountability and ethical standards.<sup>3</sup>

#### d) United Kingdom

15. The **Chartered Institute of Public Relations (CIPR)**, originally founded in 1948, was granted Chartered status in 2005, solidifying its position as a leading regulatory body in the UK. The CIPR operates under a regulatory framework that sets professional standards, offers certification, and enforces a code of conduct for its members. This body oversees public relations practitioners, ensuring they meet the necessary qualifications and abide by ethical guidelines. The legislation that grants CIPR its authority underscores the importance of maintaining professionalism in the fast-evolving field of public relations (CIPR, 2005).<sup>4</sup>
16. The key gap addressed by the proposed Bill is the absence of statutory regulation for public relations. By establishing the Institute of Public Relations and Communication Management, Kenya's Bill will make registration, certification, and adherence to ethical standards legally mandatory for all PR practitioners. This statutory regulation will elevate the PR profession in Kenya by ensuring accountability, professionalism, and continuous development across the industry.

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<sup>3</sup> Zambia Public Relations Association (ZAPRA):  
<https://www.parliament.gov.zm/sites/default/files/documents/acts/Public%20Relation.pdf>.

<sup>4</sup> [https://cipr.co.uk/CIPR/CIPR/About\\_Us/Governance.aspx](https://cipr.co.uk/CIPR/CIPR/About_Us/Governance.aspx)

## PART THREE

### 3 OVERVIEW OF THE PUBLIC RELATIONS AND COMMUNICATIONS MANAGEMENT BILL, 2024

#### 3.1 Introduction of the Bill

17. The Public Relations and Communications and Management Bill, 2024, is a Bill originating from the party forming the national government and is sponsored by Hon. Kimani Ichung'wah, EGH, MP the Leader of the Majority Party.
18. The Bill was tabled in the House for First reading on 25<sup>th</sup> April 2024 and thereafter committed to the Departmental Committee on Communication Information and Innovation to facilitate public participation pursuant to Standing Order 127.

#### 3.2 Brief Overview of the Bill

19. The Bill seeks to provide for a legal framework to establish the Institute of Public Relations and Communication Management, to regulate the practice of public relations and communication management.
20. The Bill also seeks to promote professionalism within the public relations and communication management sector and to provide mechanisms for training, registration and licensing.
21. The Bill does not concern the County Governments in terms of Article 110(1)(a) of the Constitution.

#### 3.3 Summary of the Clauses

22. The Bill has 40 clauses divided into eight parts and has three schedules.
  - i. **Part I (Clause 1-3)** of the Bill provides for **preliminary matters** including the **short title** of the Bill. It provides for the interpretation of terms used in the Bill and the objects of the Act. It also provides for the guiding principles in the implementation of the Act and the application of the Act. **Clause 3** provides for the objects of the Act; which objectives include:
    - a. To regulate the practice of public relations and communication management,
    - b. To protect the interest of the public by ensuring transparency, accuracy and fairness in all public relations and communication management activities; and
    - c. To promote the provision of public relations and communication management services to the public.
  - ii. **Part II (Clause 4-18)** of the Bill provides for the **establishment of the offices and administration of the Act**. It establishes the Institute of Public Relations and Communication Management, sets out the functions of the Institute and its attendant powers. This part also establishes the body that shall govern the institute being the Council of the Institute. It has also set out the membership of the Council that shall consist of 12 members, the functions of the Council, vacancy in the office of the president and members of the Council. The Bill provides for the office of the CEO, functions of the CEO, and removal of the CEO and staff of the institute.
  - iii. **Part III (Clause 19-27)** of the Bill provides for the **Registration and Membership of the Institute**. It establishes and provides for the qualifications for registration as members, application for registration, member categories, member rights, and registration of firms.

- iv. **Part V (Clause 28-34)** of the Bill provides for **Disciplinary provisions**. This part of the Bill provides for the code of ethics, professional misconduct, disciplinary Committee, complaints, proceedings of the Disciplinary Committee and recommendations of the Disciplinary Committee. Persons aggrieved by the decisions of the institute and the Council can appeal to a court with competent jurisdiction on that matter.
- v. **Part VI (Clause 35-38)** of the Bill provides for the **Financial provisions**. The source of funds of the institute which shall consist of such monies or fees payable to the Institute under this Act, it is worth noting that the sources of funds are not appropriated by the National Assembly.
- vi. **Part VII (Clause 39)** of the Bill provides for **Miscellaneous provisions**. That provides for offences and penalties.
- vii. **Part VIII (Clause 40)** of the Bill provides for **Saving and Transition Provisions** for various matters relating to the Public Relations Society of Kenya established under the Societies Act.

23. The **Schedules** in the Bill are:

- i. The First Schedule outlines the Code of ethics;
- ii. The Second Schedule of the Bill sets out the Conduct of meetings of the Institute; and
- iii. The Third Schedule outlines the procedure to be adopted by the Disciplinary Committee.

## PART FOUR

### 4.0 PUBLIC PARTICIPATION/STAKEHOLDER CONSULTATION

24. Following the call for memoranda from members of the public through the placement of adverts in the print media on 21<sup>st</sup> May 2024 requesting comments on the Bill and invitation of stakeholders vide letter Ref: NA/DDC/CII/2024/034, Ref: NA/DDC/CII/2024/035, on 30<sup>th</sup> July 2024 and Ref: NA/DDC/CII/2024/036 dated 8<sup>th</sup> August 2024. The Committee received submissions from the following stakeholders;

- a. State Department for Broadcasting and Telecommunication,
- b. State Department of ICT and the Digital Economy
- c. Public Relations Society of Kenya (PRSK)
- d. Institute of Certified Public Accountants of Kenya (ICPAK)
- e. Institute of Human Resource Management (IHRM).

25. The stakeholders submitted as follows:

#### 4.1 The Public Relations Society of Kenya

26. The Committee was informed that the Public Relations Society of Kenya (PRSK) is the umbrella body for all Public Relations and Communication Management practitioners in Kenya. Established in 1974 and registered under the Societies Act, PRSK operates under a constitution and is the only professional body for public relations and communication practitioners in the country. Its broad objective is to advance excellence in the field while ensuring the practice adheres to ethical standards. The Society comprises over 5,000 registered members from government ministries, state corporations, private companies, and small and medium enterprises.
27. The PRSK told the Committee that Kenya's public relations and communication management industry is vibrant but lacks a legal framework to regulate its practice. PRSK expressed its concern that without regulation, there are no mechanisms to enforce a code of conduct or standards for training practitioners, leading to manipulation and negative perceptions in the profession. This gap has also made it difficult to fully implement Article 35 of the Constitution on the right to access information and the Access to Information Act, 2016, in line with national values outlined in Article 10.
28. The Public Relations Society of Kenya submitted that in collaboration with the Ministry of Information, Communication, and the Digital Economy, they played a key role in drafting the Public Relations and Communication Management Bill 2024. The committee was informed that the Bill proposes the establishment of a statutory self-regulatory body, the Institute of Public Relations and Communication Management, to regulate the profession. During the drafting process, the committee was informed that a task force was formed to gather and collate feedback from practitioners, academia, and other stakeholders nationwide.
29. The Committee was informed that the Bill would legitimize the public relations and communication profession by providing clear operational guidelines and ensuring that only qualified individuals enter the profession. Additionally, it will promote professionalism through a robust framework that includes continuous professional development (CPD) programs for members. PRSK highlighted recent crises, such as floods and protests, which have exposed gaps

in communication management, underscoring the need for a well-regulated public relations framework.

30. The Committee was informed that the PRCM Bill outlines guidelines for professional conduct, enhances accountability, and sets standards for communication practices, such as crisis management, stakeholder engagement, and transparency. PRSK emphasized that a statutory framework will help organizations navigate complex situations more effectively and foster public trust and credibility.
31. In addition to supporting the Bill, PRSK proposes to the Committee, several technical amendments to correct typographical errors and cross-referencing issues and to allow administrative flexibility regarding financial year adjustments as follows:

**a) Section 17 - Removal of CEO**

The Committee was informed that the clause on the removal of the Chief Executive Officer (CEO) should be amended to align with general employment laws. The proposal was to delete the existing section and replace it with the following: "The CEO may be removed from office by the Council in accordance with the Employment Act or other terms of appointment." This adjustment is based on the fact that the office of the CEO is not a public office and should therefore be governed by general employment terms.

**Committee Observation/Recommendation**

The Committee agreed with this proposal.

**b) Section 20 - Application for Registration**

The Committee was informed that there was a cross-referencing error in Section 20(2). The proposal was to replace the reference to "section 18" with "section 19" to ensure accuracy in the application process.

**Committee Observation/Recommendation**

The Committee agreed with this proposal.

**c) Section 21 - Member Categories**

The Committee was further informed of another cross-referencing error in Section 21(1d). The proposal was to replace "section 18" with "section 19" in order to correct the reference and improve clarity.

**Committee Observation/Recommendation**

The Committee agreed with this proposal.

**d) Section 25(b) - Professional Practice**

The Committee was informed of a typographical error in Section 25(b). The proposal was to replace the word "perform" with "performs" to ensure grammatical accuracy.

**Committee Observation/Recommendation**

The Committee acceded to the proposal.

**e) Part V to Part VII - Headings**

The Committee was informed that the headings for Part V to Part VII were misnumbered and did not follow a sequential order. The proposal was to correct the numbering of these headings to maintain proper flow and structure within the Bill.

**Committee Observations/Recommendation**

The Committee agreed with the proposal.

**f) Section 36 - Financial Year**

The Committee was informed that Clause 36, which stipulates the financial year, could potentially restrict future administrative flexibility. The proposal was to delete this clause, allowing the financial year to be changed without the need for further amendments to the Bill.

**Committee Observation/Recommendation**

The Committee agreed to the proposal.

**g) First Schedule - Code of Ethics**

The Committee was informed that sub-clause 6(2) of the First Schedule required clarification. The proposal was to insert the word "NOT" right after the word "shall" to enhance the meaning and intent of the clause.

32. In conclusion, PRSK submitted to the committee that they endorsed the Bill and recommended its enactment by the National Assembly, as it will promote excellence in public relations and communication management in Kenya

**4.2 Institute of Human Resource Management (IHRM)**

33. IHRM submitted that the Bill is crucial in ensuring accountability within the PR profession by setting ethical and professional standards. They emphasized the importance of a code of conduct that guides practitioners on how to conduct themselves, both internally and externally. They noted that proper communication strategies impact not only public perception but also national cohesion. IHRM also expressed support for the Bill's establishment of a disciplinary committee, which will address any breaches of conduct among practitioners, holding them accountable under a formal regulatory framework.

**4.3 Institute of Certified Public Accountants of Kenya (ICPAK)**

34. ICPAK submitted that the Bill mirrors regulatory structures seen in other professions, such as accounting, where a statutory body enforces professional standards and ethical practices. They argued that similar to accountants, PR practitioners should also have a robust code of conduct and recourse for professional misconduct. ICPAK highlighted that the Bill's provisions for certification and standardization of practice will help elevate the PR profession by ensuring that only qualified individuals practice, promoting trust, and fostering professionalism in the sector.

**4.4 The State Department for Broadcasting and Telecommunications**

35. The State Department for Broadcasting and Telecommunications informed the Committee that Kenya's public relations and communication management industry currently operates without a legal framework, leading to challenges in regulating practices within the sector. They noted that the absence of established codes of conduct and training standards has resulted in



manipulation and negative perceptions that undermine the profession. This situation complicates the effective implementation of Article 35 of the Constitution, which guarantees the right to access information, as well as the Access to Information Act, 2016.

36. The Committee was informed that the Public Relations and Communications Management Bill, 2024 (PRCM Bill 2024), aims to create a regulatory framework for public relations and communication professionals in both the public and private sectors. The Bill is expected to legitimize the profession by providing clear operational guidelines, ensuring that only qualified individuals can practice. It will also enhance professionalism and support members through robust Continuing Professional Development (CPD) training programs.
37. According to the State Department, the PRCM Bill 2024 establishes a comprehensive framework that promotes continuous professional development, allowing practitioners to stay well-trained in their field. They noted that a structured communication strategy outlined in the Bill will help organizations align their communication efforts with their objectives and manage crises more effectively. Additionally, the establishment of standards will enhance accountability and transparency, fostering stronger stakeholder engagement.
38. The State Department expressed support for the PRCM Bill 2024, emphasizing that it will promote excellence within the public relations and communication management profession in Kenya.
39. The State Department submitted to the Committee a justification matrix detailing the provisions of the Bill and their intended impact, reinforcing the need for effective regulation in the industry as follows:

CLAUSE	JUSTIFICATION
<b>Clause 1: Short title</b>	The Clause provides for the citation of the Act.
<b>Clause 2: Interpretation</b>	The Clause provides for the interpretation of technical terms used in the Act
<b>Clause 3: Objects of the Act</b>	The Clause defines the scope and purpose of the Act. The overriding objective of the Act is to provide for the regulation of the Public Relations and Communication Management (PRCM) profession, which hitherto did not exist as a legislative instrument in Kenya.
<b>Clause 4: Establishment of the Institute</b>	The Clause establishes the Institute of Public Relations and Communication Management as a body corporate to administer this Act, ensuring the transition of the wealth of experience in regulation from the Public Relations Society of Kenya. The Institute shall regulate the PRCM profession in Kenya.
<b>Clause 5: Functions of the Institute</b>	<ol style="list-style-type: none"> <li>a) This Clause gives the Institute the mandate of regulating the profession as follows:</li> <li>b) Ensuring only qualified persons render professional conduct; PRCM services.</li> <li>c) Maintaining high ethical standards for competence and practice amongst its members; the profession. Formulating guidelines, rules and standards amongst professionals; standards of the profession.</li> <li>d) Providing a framework for training and standing of the profession; certification of PRCM professionals.</li> </ol>

	<ul style="list-style-type: none"> <li>e) Making recommendations to the Cabinet secretary for the better management of the professional.</li> <li>f) Keeping and maintaining a register of PRCM professionals and firms.</li> <li>g) Ensuring continuous professional development of PRCM professionals.</li> <li>h) Providing a mechanism for collaboration with all stakeholders at national, regional and global level.</li> <li>i) Providing for a dispute resolution mechanism for the profession.</li> <li>j) Undertaking research and development on PRCM matters.</li> <li>k) Providing for the governance structure of the institute for the better management of the profession.</li> </ul>
<b>Clause 6: Powers of the Institute</b>	The powers under this Clause will enable the Institute to administer its functions under the Act
<b>Clause 7: Council of the Institute</b>	The management of the Institute is vested in the Council, which comprises both State and Non-State Actors to provide the requisite skills and competences required for the better management of the Institute. The establishment of the Council complies with best governance practice as provided under the Mwongozo framework. The bill also proposes the qualification criteria for elected council members provided in the second schedule.
<b>Clause 8: Functions of the Council</b>	This provision sets out the responsibilities of the Council in the administration of the Institute and the manner in which duties may be delegated. The section also provides how the business of the Council shall be conducted as summarized in the second schedule.
<b>Clause 9: President of the Institute</b>	The provision establishes the office of the President and sets the criteria for eligibility for election and term. The President is responsible for offering leadership in the Council.
<b>Clause 10: Vacancy in the Office of the President</b>	The Clause provides grounds for vacation of office by the President and the procedure for filling the vacancy.
<b>Clause 11: Vacancy in the Office of a member</b>	The Clause provides grounds for vacation of office by a Council member and the procedure for filling the vacancy.
<b>Clause 12: Tenure</b>	The Clause provides a definite term of office for a Council member to ensure democratic leadership in the Institute.
<b>Clause 13: Renumeration of the council members</b>	The remuneration of Council members is determined by members of the Institute.
<b>Clause 14: Chief Executive Officer</b>	The provision establishes the office of the CEO, detailing criteria for eligibility for appointment and term of office.

<b>Clause 15: Functions of the Chief Executive Officer</b>	The CEO is responsible for the day-to-day management of the affairs of the Institute.
<b>Clause 16: Removal of the Chief Executive Officer and vacancy in the office</b>	The Clause provides grounds for removal of the CEO from office and the procedure for filling the vacancy.
<b>Clause 17: Staff of the Institute</b>	This provision enables the Institute to hire staff to discharge its mandate.
<b>Clause 18: Qualifications for registration as a member</b>	The clause sets out the eligibility criteria for registration as a member of the Institute.
<b>Clause 19: Application for registration</b>	The Clause provides for the procedure for making application for membership.
<b>Clause 20: Member categories</b>	The Clause provides for classes of membership based on experience and other criteria as shall be determined by the Council from time to time.
<b>Clause 21: Honorary Fellow</b>	The Clause provides for Honorary Fellow membership in special circumstances based on special services rendered to the Institute.
<b>Clause 22: Member rights</b>	The Clause guarantees various member rights.
<b>Clause 23: Fees</b>	The Clause enables the Institute to charge subscription fees for members to enable the institute to discharge its mandate.
<b>Clause 24: Professional practice</b>	The Clause provides a description of professional practice of a PRCM practitioner.
<b>Clause 25: Practicing certificate</b>	The clause defines the professional practice to enable the distinction of professionals governed by this Act.
<b>Clause 26: Registration of firms</b>	The Clause provides for eligibility and procedure for registration of PRCM firms.
<b>Clause 27: Code of Ethics</b>	This Clause requires members to adhere to a code of ethics to promote professional ethics provided for under the Act. This in furtherance of the institutes mandate of maintaining standards and reputation of the profession.
<b>Clause 28: Professional Misconduct</b>	This Clause defines the offenses that constitute professional misconduct, ensuring clarity and certainty for sanctioning purposes.

<b>Clause 29: Disciplinary Committee</b>	This section establishes a Disciplinary Committee and sets out its composition and procedures to enable the Institute to resolve complaints.
<b>Clause 30: Complaints</b>	This Clause sets out the procedure for lodging a complaint and its reference to the disciplinary committee for resolution.
<b>Clause 31: proceedings of the disciplinary committee.</b>	This Clause sets out the procedure for hearing and determination of complaints by the disciplinary committee.
<b>Clause 32: recommendations of the disciplinary committee.</b>	This Clause sets out the sanctions that may be meted out and timeline for communicating the decision by the disciplinary committee.
<b>Clause 33: Appeal</b>	This Clause Provides a mechanism for appealing mechanism to the council arising from a decision of the Disciplinary Committee. A further opportunity for appeal to the court of competent. Jurisdiction provided where a party is dissatisfied by the decision of the council.
<b>Clause 34: Funds of the Institute</b>	This Clause stipulates the source of funds for the operations of the Institute. This ensures that the Institute has monetary resources for the effective execution of its functions.
<b>Clause 35: Financial Year</b>	This Clause defines the financial year of the Institute.
<b>Clause 36: Annual Estimates of Revenue and Expenditure</b>	This Clause mandates the council to prepare an annual budget three months before the commencement of a financial year and emphasizes that expenditure can only be incurred with the express approval of the Council.
<b>Clause 37: Accounts and Audit</b>	This Clause prescribes the financial accountability to be undertaken by the institute. The records of accounts must be audited and approved by members.
<b>Clause 38: Offences</b>	The Clause provides for offences and sanctions for breach of the provisions of the Act.
<b>Clause 39: Cancellation, Savings, and Transition Provisions</b>	This Clause provides for the transition of the Public Relations Society of Kenya to the new Institute of Public Relations Communication Management. This will safeguard the gains made by PRSK and ensure the expertise and regulatory aspects made are seamlessly transitioned to the new Institute. It also preserves existing rights and obligations, including contracts and staffing into the new Institute. For continuity of the operations of the institute the members of the council of the former society existing before the establishment of the Act shall assume the responsibilities of the council of the institute until the first election is held under the Act.

## PART FIVE

### 5.0 COMMITTEE RECOMMENDATION

40. The Committee having considered the Public Relations and Communication Management Bill, (*National Assembly Bill No. 17 of 2024*) recommends that the House approves the Bill with amendments as contained in the proposed Schedule of Amendments in Part Six of this report.

**PART SIX**

**6 SCHEDULE OF PROPOSED AMENDMENTS**

**CLAUSE 17**

**THAT**, Clause 17 of the Bill be amended by deleting sub paragraph (1) and substituting therefore the following new sub paragraph-

- (1) The Chief Executive officer may be removed from office by the Council in accordance with the Employment Act or other terms of appointment.

**CLAUSE 20**

**THAT**, Clause 20 of the Bill be amended in sub clause (2) by deleting the expression "18 and substituting therefor the expression, "19".

**Justification**

To correct a cross-reference error, that occurred during the drafting of the Bill.

**CLAUSE 21**

**THAT**, Clause 21 of the Bill be amended in sub clause (1) (d) by deleting the expression "18 and substituting therefor the expression "19".

**Justification**

To correct a cross-reference error.

**CLAUSE 25**

**THAT**, Clause 25 of the Bill be amended by deleting the words "or perform" appearing immediately before the words "services" in paragraph (b).

**Justification**

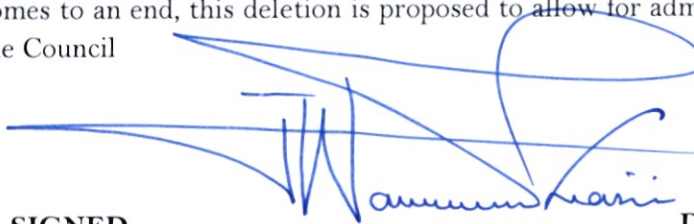
To correct a typographical error.

**CLAUSE 36**

**THAT**, the Bill be amended by deleting clause 36.

**Justification**

The proposal was made to delete the aspect of having a definitive financial year and when a year comes to an end, this deletion is proposed to allow for administrative flexibility in the operations of the Council

  
SIGNED..... DATE..... 19/11/2024

**HON. JOHN WAWERU KIARIE, MP**  
**CHAIRPERSON**  
**DEPARTMENTAL COMMITTEE ON COMMUNICATION, INFORMATION AND**  
**INNOVATION**



**THIRTEENTH PARLIAMENT - THIRD SESSION – 2024**  
**DIRECTORATE OF DEPARTMENTAL COMMITTEES**  
**DEPARTMENTAL COMMITTEE ON COMMUNICATION, INFORMATION AND INNOVATION**

*ADOPTION SCHEDULE*

**Report on the consideration of the Public Relations and Communications Management Bill, 2024 (National Assembly Bill No. 17 of 2024)**

No.	MEMBER	SIGNATURE
1.	Hon. John Kiarie Waweru, MP - Chairperson	
2.	Hon. Alfah Miruka Ondieki, MP – Vice Chairperson	
3.	Hon. Shakeel Shabbir Ahmed, CBS, MP	
4.	Hon. Erastus Kivasu Nzioka, MP	
5.	Hon. Joseph Kipkosgei Tonui, MP	
6.	Hon. Bensuda Joyce Atieno Osogo, MP	
7.	Hon. Bernard Kibor Kitur, MP	
8.	Hon. Geoffrey Wandeto, MP	
9.	Hon. Gideon Kimaiyo Kipkoech, MP	
10.	Hon. Flowrence Jematiah Sergon, MP	
11.	Hon. Irene Nyakerario Mayaka, MP	
12.	Hon. Kakuta Maimai Hamisi, MP	
13.	Hon. Khalif Ali Abdisirat, MP	
14.	Hon. Mumina Gollo Bonaya, MP	
15.	Hon. Umulkher Harun Mohamed, MP	

**THE NATIONAL ASSEMBLY**  
**PAPERS LAID**

**DATE: 27 NOV 2024**  
**DAY: Wednesday**

**Tabled by: Hon. Alfah Miruka - Vice Chairperson**

**CLERK-AT-TABLE**



**REPUBLIC OF KENYA**  
**THE NATIONAL ASSEMBLY**  
**THIRTEENTH PARLIAMENT – THIRD SESSION - 2024**  
**DIRECTORATE OF DEPARTMENTAL COMMITTEES**

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**MINUTES OF THE 45<sup>TH</sup> SITTING OF THE DEPARTMENTAL COMMITTEE ON  
COMMUNICATION, INFORMATION & INNOVATION HELD AT 1<sup>ST</sup> FLOOR  
COMMITTEE ROOM 4, BUNGE TOWER, ON 19<sup>TH</sup> NOVEMBER 2024 AT 10.30 AM.**

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**PRESENT**

- |  |   |                         |
|--|---|-------------------------|
| 1. Hon. John Kiarie Waweru, MP         | - | <b>Chairperson</b>      |
| 2. Hon. Alfah Miruka Ondieki, MP       | - | <b>Vice-Chairperson</b> |
| 3. Hon. Erastus Kivasu Nzioka, MP      |   |                         |
| 4. Hon. Geoffrey Wandeto, MP           |   |                         |
| 5. Hon. Joseph Kipkosgei Tonui, MP     |   |                         |
| 6. Hon. Bernard Kibor Kitur, MP        |   |                         |
| 7. Hon. Irene Nyakerario Mayaka, MP    |   |                         |
| 8. Hon. Gideon Kipkoech Kimaiyo, MP    |   |                         |
| 9. Hon. Bensuda Joyce Atieno Osogo, MP |   |                         |
| 10. Hon. Flowrence Jematiah Sergon, MP |   |                         |
| 11. Hon. Kakuta Maimai Hamisi, MP      |   |                         |
| 12. Hon. Khalif Ali Abdisirat, MP      |   |                         |

**ABSENT**

1. Hon. Shakeel Shabbir Ahmed, CBS, MP
2. Hon. Mumina Gollo Bonaya, MP
3. Hon. Umulkher Harun Mohamed, MP

**SECRETARIAT**

- |                          |   |                             |
|--------------------------|---|-----------------------------|
| 1. Ms. Nuri Kitel Nataan | - | Clerk Assistant I           |
| 2. Mr. Sakana Saoli      | - | Clerk Assistant II          |
| 3. Ms. Marlene Ayiro     | - | Principal Legal Counsel     |
| 4. Mr. Boaz Chebiego     | - | Research Officer III        |
| 5. Mr. Githinji Wanjohi  | - | Research Officer III        |
| 6. Ms. Lilian Mburugu    | - | Media Relations Officer III |
| 7. Ms. Florence Wanja    | - | Protocol Officer            |
| 8. Mr. Paul Shana        | - | Serjeant-At-Arms            |

**Agenda**

1. Preliminaries





2. Confirmation of the Minutes
3. **Consideration and Adoption of Reports on:**
  - a. **Public Relations and Communication Management Bill 2024, NA Bill 17 of 2024**
  - b. **National Addressing Bill 2023 – Legislative Proposal**
  - c. **Kenya Information Communication Bill 2024 – Legislative Proposal**
  - d. **Science, Technology & Innovation (Amendment) Bill 2024**
4. Any Other Business
5. Adjournment

**MIN.NO/NA/CII/2024/213: PRELIMINARIES**

The Chairperson called the meeting to order at 10:50 am, followed by a word of prayer.

**MIN.NO/NA/CII/2024/214: CONFIRMATION OF MINUTES**

The agenda was deferred.

**MIN.NO/NA/CII/2024/215: CONSIDERATION AND ADOPTION OF REPORT ON PUBLIC RELATIONS AND COMMUNICATION MANAGEMENT BILL 2024, NA BILL 17 OF 2024**

The Committee having considered the Public Relations and Communication Management Bill, (*National Assembly Bill No. 17 of 2024*) recommended that the House approves the Bill with amendments as contained in the proposed Schedule of Amendments in Part Six of its report

**MIN.NO/NA/CII/2024/216: CONSIDERATION AND ADOPTION OF REPORT ON NATIONAL ADDRESSING BILL 2023 – LEGISLATIVE PROPOSAL**

The Committee having considered the comments from the sponsor of the proposed Bill, the comments from the Kenya Law Reform Commission and the Department of Justice, the Committee recommended that the Legislative Proposal be published with amendments.

**MIN.NO/NA/CII/2024/217: CONSIDERATION AND ADOPTION OF REPORT ON KENYA INFORMATION COMMUNICATION BILL 2024 – LEGISLATIVE PROPOSAL**

The Committee having considered the Kenya Information Communications (Amendment) Bill, 2024, recommended that the Legislative Proposal be published with amendments.

**MIN.NO/NA/CII/2024/218: CONSIDERATION AND ADOPTION OF REPORT ON SCIENCE, TECHNOLOGY & INNOVATION (AMENDMENT) BILL 2024**



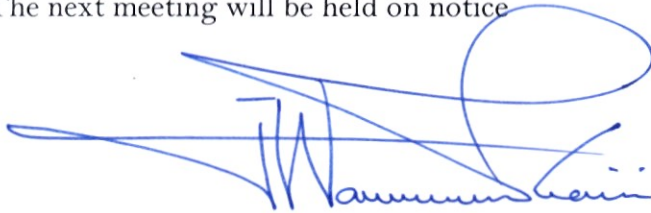
The Committee agreed with the proposal from KLRC however proposed that the amendments be incorporated in the Technopolis Bill (National Assembly Bill No. 6 of 2024)

**MIN.NO.NA/CII/2024/219: ANY OTHER BUSINESS**

There was no other business

**MIN.NO.NA/CII/2024/220: ADJOURNMENT**

There being no other business to deliberate on, the meeting was adjourned at noon (12.00 pm).  
The next meeting will be held on notice



SIGNED: .....DATE: ..... 19/11/2024

**HON. JOHN KIARIE, MP (CHAIRPERSON)  
DEPARTMENTAL COMMITTEE ON COMMUNICATION, INFORMATION AND  
INNOVATION**





REPUBLIC OF KENYA  
13TH PARLIAMENT - THIRD SESSION (2024)  
THE NATIONAL ASSEMBLY

IN THE MATTER OF ARTICLE 118(1) (b) OF THE CONSTITUTION  
AND

IN THE MATTER OF CONSIDERATION BY THE NATIONAL ASSEMBLY OF:

1. THE PUBLIC RELATIONS AND COMMUNICATION MANAGEMENT BILL (NATIONAL ASSEMBLY BILL NO. 17 OF 2024);
2. THE BREASTFEEDING MOTHERS BILL (NATIONAL ASSEMBLY BILL NO. 8 OF 2024);
3. THE UNIVERSITIES (AMENDMENT) BILL (NATIONAL ASSEMBLY BILL NO. 16 OF 2024)

INVITATION TO SUBMIT MEMORANDA

WHEREAS, Article 118(1) (b) of the Constitution requires Parliament to facilitate public participation and involvement in the legislative and other business of Parliament and its Committees and National Assembly Standing Order 127(3) requires House Committees considering Bills to facilitate public participation;

AND WHEREAS, the Public Relations and Communication Management Bill (National Assembly Bill No. 17 of 2024); the Breastfeeding Mothers Bill (National Assembly Bill No. 8 of 2024); the Universities (Amendment) Bill (National Assembly Bill No. 16 of 2024); were Read a First Time on 25<sup>th</sup> April 2024 and 2<sup>nd</sup> May 2024 respectively and thereafter referred to the relevant Departmental Committees for consideration and reporting back to the House;

IT IS NOTIFIED THAT:

1. The Public Relations and Communication Management Bill (National Assembly Bill No. 17 of 2024) is a Bill sponsored by the Leader of Majority, Hon. Kimani Ichung'wah, EGH, MP that seeks to provide a legal framework for the promotion, development and regulation of the public relations and communication management profession. The Bill seeks to promote professionalism within the public relations and communication management sector and to provide mechanisms for training, registration and licensing.
2. The Breastfeeding Mothers Bill (National Assembly Bill No. 8 of 2024) is a Bill sponsored by the Hon. Sabina Chege, MP that seeks to provide a legal framework for mothers who may wish to breastfeed their children at their work place. The Bill provides for the right of a mother to breastfeed at the work place and requires employers to provide breastfeeding employees with lactation rooms to either breastfeed or express milk for their children.
3. The Universities (Amendment) Bill (National Assembly Bill No. 16 of 2024) is a Bill sponsored by the Hon. Yaa Owen Baya, MP that seeks to amend the Universities Act 2012 to allow the President to appoint Chancellors of Public Universities devoid of current provisions of the Act. The current procedures in the second schedule of the Act discourages persons from applying for the position of Chancellor as it is long and time consuming especially for targeted persons who are normally eminent personalities in the country who may not have time to go through the entire procedure.

NOW THEREFORE, in compliance with Article 118(1)(b) of the Constitution and Standing Order 127(3), the Clerk of the National Assembly hereby invites the public and stakeholders to submit memoranda on the Bills to the respective Departmental Committees as listed below:

BILL	COMMITTEE
1. The Public Relations and Communication Management Bill (National Assembly Bill No. 17 of 2024)	Communication, Information and Innovation
2. The Breastfeeding Mothers Bill (National Assembly Bill No. 8 of 2024)	Social Protection
3. The Universities (Amendment) Bill (National Assembly Bill No. 16 of 2024)	Education

Copies of the Bill are available at the National Assembly Table Office, Main Parliament Buildings and on the parliamentary website [www.parliament.go.ke/the-national-assembly/house-business/bills](http://www.parliament.go.ke/the-national-assembly/house-business/bills).

The memoranda may be forwarded to the Clerk of the National Assembly, P.O. Box 41842-00100, Nairobi; hand-delivered to the Office of the Clerk, Main Parliament Buildings, Nairobi or emailed to [cna@parliament.go.ke](mailto:cna@parliament.go.ke) to be received on or before Monday 3<sup>rd</sup> June, 2024 at 5.00 p.m.

S. NJOROGE  
CLERK OF THE NATIONAL ASSEMBLY  
21<sup>st</sup> May 2024

"For the Welfare of Society and the just Government of the People"

KNBS 2024 Economic Survey

Growth The economy grew by 5.6 per cent last year



Top selected monthly average wage earnings per employee (Sh)

Activities of extraterritorial institutions	339,273
Electricity, gas, steam and air conditioning supply	193,833.9
Financial and insurance activities	190,150.1
Administrative and support service activities	157,455.8
Transportation and storage	140,993
Professional, scientific and technical activities	139,718.3

# Where to get the best paying jobs

Highest earners work for global bodies, NGOs, but most Kenyans still taking home low pay

BY PATRICK ALUSHULA

**M**ultilateral bodies and non-governmental organisations such as the World Bank and United Nations offer the best paying jobs with dominant sectors like real estate and agriculture among the least rewarding.

Kenya Bureau of Statistics (KNBS) data released Monday showed extraterritorial organisations and bodies such as the UN were last year paying workers an average of Sh339,274 per month, making them the highest payers despite seeing one of the slowest jumps (1.6 per cent) in pay rise during the period under review.

In the private sector, jobs in electricity, gas, steam and air conditioning supply sector, were fetching workers an average of Sh202,680 per month, becoming the second highest paying, followed by financial and insurance activities (Sh190,151).

Top three highest paying jobs in the public sector were in accommodation and food service activities (Sh234,698), transport and storage (Sh202,680) and financial and insurance services where workers averaged Sh176,275 a month.

The lucrative jobs are in contrast with those where monthly pay is below Sh50,000, including those in water supply, sewerage, waste management and remediation (Sh27,635), real estate activities (Sh29,339), agriculture, forestry and fishing (Sh33,790), accommodation and food services (Sh40,028) and mining and quarrying (Sh45,350).

This means that many of the job-rich sectors such as agriculture, which accounted for 344,300 jobs or 10.97 per cent of the total 3.13 million people in wage employment, were fetching less pay.

Kenya's economy relies on farm-

ing, which contributes more than a fifth of annual economic output, and abundant rains after years of drought helped the sector to recover from contractions in the previous two years.

The sector is also the largest employer and its low wages relative to extraterritorial organisations, which hires a mealy 1,500 workers, has egged on Kenya's widening income inequality.

About 83,200 people work in financial and insurance services.

The economy last year grew by 5.6 per cent compared with 4.9 per cent in the previous year, powered by a recovery in the agricultural sector creating 848,100 new jobs even as the economy struggled to create quality formal jobs.

The informal sector, which accounts for more than three quarters of all employment in the country, accounted for 720,900 new openings, helping take the country's total employment to 19.99 million from 19.14 million previously.

New formal sector jobs stood at 122,900 up from 109,300 recorded in 2022, a blow to the more than one million young people who graduate from colleges and secondary schools. Workers search for high paying jobs has become more pressing, given that public and private sector employees collectively for the past four years, failed to cushion workers from inflation.

Latest data shows real wages—earnings adjusted for inflation, fell 4.1 per cent last year, continuing the trend that started in 2020.

KNBS data also puts jobs in the fi-

**Sh339,274**

Average monthly salary for employees of multilateral bodies such as the UN in 2023

financial sector, administration, information technology, transport and storage electricity, gas, steam and air conditioning and human health as among those where workers take home at least Sh100,000 a month—an earning that was by end of 2022 enjoyed by just under 372,000 workers or 12.3 per cent of those in wage employment.

Jobs in the public sector's transport and storage activities and those in private firms in the electricity, gas, steam and air conditioning supply sector were fetching workers an average of Sh202,680 and 193,834 respectively last year, according to KNBS.

Financial and insurance activities in the private sector, including banking, insurance and fund management were paying workers an average of Sh190,151, a 4.6 per cent rise from the previous year. Workers engaged in the same activities in the public sector were taking home about Sh176,275 a month, making them the fifth highest earners.

The average pay of workers in administrative and support service activities saw a 4.4 per cent jump in average monthly pay to Sh157,456, making it the sixth highest paying category of jobs.

Public sector workers involved in human health and social work activities, including doctors and nurses, were earning about Sh153,759 a month, compared with those serving in similar roles in the private sector where the pay averaged Sh101,470 in the same period.

Private sector professional, scientific and technical activities such as management consultancy architecture, law and accounting ranked as the eighth highest with a monthly pay averaging Sh139,718, marking a 6.6 percent growth from the previous year. Other workers earning monthly pay of at least Sh100,000 include those working in corporations controlled by the government, including parastatals (Sh116,485) and those in private firms in the ICT sector (Sh107,491).



## HOMA BAY COUNTY ASSEMBLY

**HOMA BAY COUNTY COMMUNITY PARTICIPATION IN PUBLIC PROCUREMENT FOR THE CONSTRUCTION OF EARLY YEARS EDUCATION CLASSROOMS UNDER THE COUNTY WARD BASED PROJECTS PROGRAMME POLICY**

### PUBLIC PARTICIPATION

Pursuant to Article 10(2), Article 196(1) of the Constitution of Kenya 2010 and Section 87 of the County Governments Act, 2012, the Homa Bay County Assembly Education, Human Capital Development and Vocational Training Committee invites the members of the Public, Private Sector organizations, interested parties and all stakeholders to submit any representations they may have on the Homa Bay County Community Participation in Public Procurement for the Construction of Early Years Education Classrooms under the County Ward Based Projects Programme Policy.

The representations may be made orally or by written memorandum in the following manner:

1. Written memorandum may be forwarded to the Clerk, Homa Bay County Assembly, P.O. Box 20-40300, Homa Bay, or hand delivered to the office of the Clerk, Homa Bay County Assembly Building in Homa Bay Town or emailed to [info@homabayassembly.go.ke](mailto:info@homabayassembly.go.ke) to be received on or before **Tuesday 28<sup>th</sup> May, 2024**.
2. Public hearings to be held from 9.00am to 5.00pm in the County Assembly Committee Room on **Tuesday 28<sup>th</sup> May, 2024**.

Members of the public can get copies of the document from the Office of the Clerk, Homa Bay County Assembly during official working hours.

**AUKO F.A**  
**THE CLERK**  
**HOMA BAY COUNTY ASSEMBLY**

## KISII COUNTY GOVERNMENT



### KISII COUNTY ASSEMBLY THIRD ASSEMBLY-THIRD SESSION

#### COMMITTEE ON BUDGET AND APPROPRIATIONS

**IN THE MATTER OF CONSIDERATION OF THE KISII COUNTY BUDGET ESTIMATES, 2024-2025  
PUBLIC HEARING / RECEIPT OF MEMORANDA**

Pursuant to the provisions of Article 196 (1)(b) of the Constitution of Kenya, 2010, Section 87(a),(b), of the County Governments Act, 2012 the Select Committee on Budget and Appropriations invites members of the General Public, the Business Community, Civil Society Organizations, Professionals and Special Interest Groups to give their views and submit presentations that they may have on the above document.

The presentations may be made orally or by submissions of written memoranda in the following manner:-

1. Public hearing shall be held from 4<sup>th</sup> June, 2024 to 6<sup>th</sup> June, 2024 from 11:00 am at centres and venues listed in the table below.
2. Written memoranda may be hand delivered to the Kisii County Ward and Sub-County Administrators' Offices, Office of the Clerk-County Assembly Buildings, Kisii or addressed to Kisii County Assembly P.O. Box 4552-40200, Kisii.
3. Electronic Submissions to be e-mailed to [info@kisiiassembly.go.ke](mailto:info@kisiiassembly.go.ke). The submissions above should be received on or before 4:00pm, Friday, 7<sup>th</sup> June, 2024.

NO.	SUB-COUNTY	VENUE	DATE	TIME
1.	Bonchari	Suneka	04/06/2024	11.00 AM
2.	Bobasi	Nyamache	04/06/2024	11.00 AM
3.	Kitutu Chache North	Marani	04/06/2024	11.00 AM
4.	Nyaribari Chache	Keumbu	05/06/2024	11.00 AM
5.	Nyaribari Masaba	Masimba	05/06/2024	11.00 AM
6.	South Mugirango	Nyamarambe	05/06/2024	11.00 AM
7.	Bomachoge Chache	Ogembo	06/06/2024	11.00 AM
8.	Bomachoge Borabu	Kenyanya	06/06/2024	11.00 AM
9.	Kitutu Chache South	Mosocho	06/06/2024	11.00 AM

The Kisii County Budget Estimates, 2024-25 may be accessed on the Kisii County Assembly Website, [www.kisiiassembly.go.ke](http://www.kisiiassembly.go.ke).

**Jacob M. Onkeo**  
**AG. CLERK, KISII COUNTY ASSEMBLY**



REPUBLIC OF KENYA  
13TH PARLIAMENT- THIRD SESSION (2024)  
**THE NATIONAL ASSEMBLY**

**IN THE MATTER OF ARTICLE 118(1) (b) OF THE CONSTITUTION  
AND**

**IN THE MATTER OF CONSIDERATION BY THE NATIONAL ASSEMBLY OF:**

1. **THE PUBLIC RELATIONS AND COMMUNICATION MANAGEMENT BILL (NATIONAL ASSEMBLY BILL NO. 17 OF 2024);**
2. **THE BREASTFEEDING MOTHERS BILL (NATIONAL ASSEMBLY BILL NO. 8 OF 2024);**
3. **THE UNIVERSITIES (AMENDMENT) BILL (NATIONAL ASSEMBLY BILL NO. 16 OF 2024)**

### INVITATION TO SUBMIT MEMORANDA

**WHEREAS**, Article 118(1) (b) of the Constitution requires Parliament to facilitate public participation and involvement in the legislative and other business of Parliament and its Committees and National Assembly Standing Order 127(3) requires House Committees considering Bills to facilitate public participation;

**AND WHEREAS**, the Public Relations and Communication Management Bill (National Assembly Bill No. 17 of 2024); the Breastfeeding Mothers Bill (National Assembly Bill No. 8 of 2024); the Universities (Amendment) Bill (National Assembly Bill No. 16 of 2024); were Read a First Time on 25<sup>th</sup> April 2024 and 2<sup>nd</sup> May 2024 respectively and thereafter referred to the relevant Departmental Committees for consideration and reporting back to the House;

**IT IS NOTIFIED THAT:**

1. **The Public Relations and Communication Management Bill (National Assembly Bill No. 17 of 2024)** is a Bill sponsored by the **Leader of Majority, Hon. Kimani Ichung'wah, EGH, MP** that seeks to provide a legal framework for the promotion, development and regulation of the public relations and communication management profession. The Bill seeks to promote professionalism within the public relations and communication management sector and to provide mechanisms for training, registration and licensing.
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**NOW THEREFORE**, in compliance with Article 118(1)(b) of the Constitution and Standing Order 127(3), the Clerk of the National Assembly hereby invites the public and stakeholders to submit memoranda on the Bills to the respective Departmental Committees as listed below:

NO.	BILL	COMMITTEE
1.	<b>The Public Relations and Communication Management Bill (National Assembly Bill No. 17 of 2024)</b>	Communication, Information and Innovation
2.	<b>The Breastfeeding Mothers Bill (National Assembly Bill No. 8 of 2024)</b>	Social Protection
3.	<b>The Universities (Amendment) Bill (National Assembly Bill No. 16 of 2024)</b>	Education

Copies of the Bill are available at the National Assembly Table Office, Main Parliament Buildings and on the parliamentary website [www.parliament.go.ke/the-national-assembly/house-business/bills](http://www.parliament.go.ke/the-national-assembly/house-business/bills).

The memoranda may be forwarded to the **Clerk of the National Assembly, P.O. Box 41842-00100, Nairobi**; hand-delivered to the **Office of the Clerk, Main Parliament Buildings, Nairobi** or emailed to [cna@parliament.go.ke](mailto:cna@parliament.go.ke) to be received on or before **Monday 3<sup>rd</sup> June, 2024 at 5.00 p.m.**

**S. NJOROGI**  
**CLERK OF THE NATIONAL ASSEMBLY**  
21<sup>st</sup> May 2024

*"For the Welfare of Society and the just Government of the People"*



THE NATIONAL ASSEMBLY  
OFFICE OF THE CLERK

P. O. Box 41842-00100  
Nairobi, Kenya  
Main Parliament Buildings

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When replying, please quote

Ref: NA/DDC/CII/2024/036

8<sup>th</sup> August, 2024

**Eng. John K. Tanui, M.B.S**  
Principal Secretary  
State Department for ICT and The Digital Economy  
Ministry of Information, Communication and The Digital Economy  
Teleposta Towers  
**NAIROBI**

**Prof. Edward Kisiangani, C.B.S.**  
Principal Secretary  
State Department for Broadcasting and Telecommunication  
Ministry of Information, Communication and The Digital Economy  
Teleposta Towers  
**NAIROBI**

Dear *Prof Kisiangani*

**RE: STAKEHOLDER ENGAGEMENT ON THE PUBLIC RELATIONS AND  
COMMUNICATION MANAGEMENT BILL, 2024**

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Yours



**JEREMIAH W. NDOMBI, MBS**  
**For: CLERK OF THE NATIONAL ASSEMBLY**



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When replying, please quote

Ref: NA/DDC/CII/2024/034

30<sup>th</sup> July, 2024

**CHRP. Quresha Abdullahi**  
Executive Director  
Institute of Human Resource Management  
[quresha.abdullahi@ihrm.or.ke](mailto:quresha.abdullahi@ihrm.or.ke)

**Ms. Mercelline Maroma**  
Head of PR and Corporate Communications  
Institute of Certified Public Accountants of Kenya  
[merceline.maroma@icpak.com](mailto:merceline.maroma@icpak.com)

**Mr. Arik Karani**  
President  
Public Relations Society of Kenya  
P.O. Box 43098 – 00100  
**NAIROBI**

Dear *Mr. Karani,*

**RE: STAKEHOLDER ENGAGEMENT ON THE PUBLIC RELATIONS AND  
COMMUNICATION MANAGEMENT BILL, 2024**

The Departmental Committee on Social Protection is established under Standing Order 216 and is mandated, *inter alia*, "to study and review all legislation referred to it".

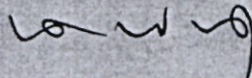
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Yours

*Sincerely,*



**PETER K. CHEMWENO**

**For: CLERK OF THE NATIONAL ASSEMBLY**



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**Ms. Mercelline Maroma**  
Head of PR and Corporate Communications  
Institute of Certified Public Accountants of Kenya  
[merceline.maroma@icpak.com](mailto:merceline.maroma@icpak.com)

**Mr. Arik Karani**  
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P.O. Box 43098 – 00100  
**NAIROBI**

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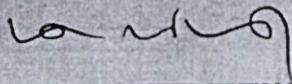
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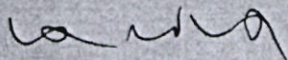
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30<sup>th</sup> July, 2024

**Prof. Hellen Mberia**  
Principal, JKUAT Karen  
Jomo Kenyatta University of Agriculture and Technology  
[hemberia@jkuat.ac.ke](mailto:hemberia@jkuat.ac.ke)

**Prof. Murej Mak'Ochieng**  
Associate Professor  
Multimedia University of Kenya  
[makochiengmurej@gmail.com](mailto:makochiengmurej@gmail.com)

**Dr. Fatuma Hirsi, CBS, FPRSK**  
Communications Specialist,  
The World Bank  
[fhirsi@gmail.com](mailto:fhirsi@gmail.com)

**Ms. Kentice Tikolo, OGW, FPRSK**  
Managing Director  
Cause Impact Limited  
[kentice.tikolo@cause-impact.com](mailto:kentice.tikolo@cause-impact.com)

**Mr. Peter Mutie, FPRSK, FAPRA, FZIPRC**  
Chief Executive Officer  
Integrated Communications Limited  
[pmutie@peterson.co.ke](mailto:pmutie@peterson.co.ke)

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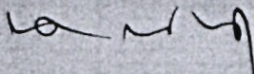
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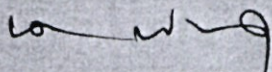
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**PETER K. CHEMWENO**

**For: CLERK OF THE NATIONAL ASSEMBLY**



PUBLIC RELATIONS SOCIETY  
OF KENYA

**SUBMISSION TO THE  
DEPARTMENTAL COMMITTEE ON  
COMMUNICATION, INFORMATION  
AND INNOVATION ON THE PUBLIC  
RELATIONS AND COMMUNICATION  
MANAGEMENT BILL 2024**

**13<sup>TH</sup> AUGUST 2024**

## **Introduction**

The Public Relations Society of Kenya (PRSK) is the umbrella body for all Public Relations and Communication Management practitioners in Kenya. Established in 1971 and registered under the Society's Act, PRSK is governed by a Constitution and is the only professional body for Public Relations and Communication practitioners in the country. The Society's broad objective is to advance excellence in public relations and communication management while ensuring that the practice thrives within an ethical framework. PRSK has over 5,000 registered members from government ministries and departments, state corporations, private companies, and small and medium enterprises.

## **PRSK Support for the Public Relations and Communication Management Bill**

Kenya has a vibrant public relations and communication management industry. However, it currently operates without a legal framework to regulate the manner in which the practice is conducted. There are also no mechanisms in place to enforce a code of conduct or standards for training of practitioners. This lack of regulation and coherent understanding of the practice of PR and communication management has led to manipulation within the industry, resulting in negative perceptions that have injured the profession.

Subsequently, it is a challenge to implement both Article 35 of the Constitution of Kenya 2010, which guarantees the right to access information and the Access to Information Act, 2016 in a manner that aligns to national values and principles of governance as outlined in Article 10 of the Constitution. The Ministry of Information, Communication and the Digital Economy and PRSK have been actively involved in the drafting of the Public Relations and Communication Management Bill 2024 (referred to as PRCM Bill), which proposes a statutory self-regulatory mechanism by the Institute of Public Relations and Communication Management. The drafting process involved the formation of a task force that collected and collated feedback from stakeholders from practitioners, academia and other industry players across the country. The PRCM Bill is expected to regulate all Public Relations and Communication Management professionals in Kenya, both in the public and private sectors. Some of the other benefits of the Bill are as follows:

1. The Bill will legitimise the PR and communications profession by providing clear operational guidelines for practitioners and a regulatory framework that will ensure that only those who merit can enter the profession.
2. The Bill will bring great benefits to the target population, including the advancement of professionalism in the field of PR and Communication Management.
3. Members will benefit from strong Continuing Professional Development (CPD) training programmes that the Institute will provide.

Recent crises, such as the devastating floods and widespread anti-government protests, highlight the urgent need for a well-regulated public relations framework. These events have exposed gaps and inconsistencies in how communication is managed and how organisations respond to public and media scrutiny. The proposed PRCM

Bill addresses this need by establishing a comprehensive regulatory framework for the PR profession which includes continuous professional development to ensure that members are well and continuously trained for the purpose. A well-crafted communication strategy ensures that organisations can effectively align their communication efforts with their objectives and respond to crises in a structured manner.

The Bill outlines clear guidelines for professional conduct, enhances accountability and sets standards for communication practices. Such standards include the creation of detailed communication plans, which include protocols for managing crises, engaging with stakeholders and maintaining transparency. By providing a statutory framework, the PRCM Bill will help organisations navigate complex situations more effectively, ensuring that public relations efforts are both strategic and consistent, thus reinforcing public trust and credibility. In line with the above, we support the Bill as it will promote excellence in the Public Relations and Communication Management profession and practice in Kenya.

## Further Proposals for Adjustments

Clause Number	Proposal	Brief Justification
<b>PART II-ESTABLISHMENT OF THE INSTITUTE OF PUBLIC RELATIONS AND COMMUNICATION</b>		
Section 17 - Removal of the Chief Executive Officer and vacancy in the Office.	Delete the section and replace with the following "17. The CEO may be removed from office by the Council in accordance with the Employment Act or other terms of appointment"	The reason is that the office of the CEO is not a public office and general laws of employment ought to govern terms of the CEO.
<b>PART III-REGISTRATION AND MEMBERSHIP OF THE INSTITUTE</b>		
Section 20 - Application for registration.	On subclause 20(2) Replace "section 18" with "section 19".	This is to correct the cross-referencing error.
Section 21 - Member categories	On subclause 21(1d) Replace "section 18" with "section 19".	This is to correct the cross-referencing error.
Section 25 - Professional practice	On sub clause 25(b) replace "perform" with "performs" right after "or".	This is to correct a typographical error.
PART V to PART VII	On PART V to PART VII the headings have been misnumbered. Correct the headings to follow sequential order	This is to ensure that the Bill follows a sequential order.
<b>PART VI-FINANCIAL PROVISIONS</b>		
Section 36 - Financial year	Delete Clause 36	To enable future administrative leeway to change the financial year without amendments if required.

**FIRST SCHEDULE**

First Schedule - Code of Ethics	On sub clause 6(2) Insert the word “NOT” right after the word shall.	This brings out the clarity in the sub clause.
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**Conclusion**

PRSK is in support of this Bill and recommends that the National Assembly passes the Bill for enactment.

SUBMISSION TO THE DEPARTMENTAL COMMITTEE ON COMMUNICATION,  
INFORMATION AND INNOVATION ON THE PUBLIC RELATIONS AND  
COMMUNICATION MANAGEMENT BILL 2024 13TH AUGUST 2024 BY THE  
STATE DEPARTMENT FOR BROADCASTING AND TELECOMMUNICATIONS

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The Public Relations and Communications Management Bill, 2024 (PRCM Bill, 2024) is expected to regulate all Public Relations and Communication Management professionals in Kenya, both in the public and private sectors. Some of the other benefits of the Bill are as follows:

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The PRCM Bill, 2024 establishes a comprehensive regulatory framework for the PR profession which includes continuous professional development to ensure that members are well and continuously trained for the purpose. A well-crafted communication strategy ensures that organization's can effectively align their communication efforts with their objectives and respond to crises in a structured manner.

Ms. Nuri Kikel

Pls bring to the attention of the  
Dept. Committee on Communication & Innovation.

Dtd 16/08/2024



The Bill outlines clear guidelines for professional conduct, enhances accountability and sets standards for communication practices. Such standards include the creation of detailed communication plans, which include protocols for managing crises, engaging with stakeholders and maintaining transparency. By providing a statutory framework, the PRCM Bill will help organizations navigate complex situations more effectively, ensuring that public relations efforts are both strategic and consistent, thus reinforcing public trust and credibility.

In line with the above, we support the Bill as it will promote excellence in the Public Relations and Communication Management profession and practice in Kenya.

Annexed is a justification matrix for the PRCM Bill, 2024.

**JUSTIFICATION MATRIX FOR THE PUBLIC RELATIONS AND COMMUNICATION BILL 2024**

NO	CLAUSE	PROVISION	JUSTIFICATION
<b>PART I- PRELIMINARY</b>			
1.	Short title.	1. This Act may be cited as the Public Relations and Communication Management Act, 2024.	➤ Provides for the Citation of the Act.
2.	Interpretation.	<p>2. In this Act, unless the context otherwise requires—</p> <p>“Cabinet Secretary” means the Cabinet Secretary for the time being responsible for matters relating to information and communication;</p> <p>“Chief Executive Officer” means the person appointed as such under section 14;</p> <p>“Code of Ethics” means the Code of Ethics specified under the First Schedule to this Act;</p> <p>“Council” means the Council of the Institute established under section 7(1);</p> <p>“Disciplinary Committee” means the Committee constituted under section 29;</p> <p>“Examination Board” means the Kenya Accountants and Secretaries National Examination Board established under section 14 of the Accountants Act;</p>	<p>➤ The clause provides for interpretation of technical terms used in the Act.</p>

		<p>“Institute” means the Institute of Public Relations and Communication Management established under section 4;</p> <p>“member” means a person registered as such under this Act;</p> <p>“practicing certificate” means a practicing certificate issued by the Council pursuant to section 25;</p> <p>“practitioner” means a person registered as a member of the Institute in good standing and holds a valid practicing certificate; and</p> <p>“President” means the President of the Institute elected pursuant to section 9(1).</p>	
3.	Objects of the Act.	<p><b>3.</b> The objects of this Act are—</p> <p>(a) to regulate the practice of public relations and communication management;</p> <p>(b) to protect the interest of the public by ensuring transparency, accuracy and fairness in all public relations and communication management activities; and</p> <p>(c) to promote provision of public relations and communication management services to the public.</p>	<ul style="list-style-type: none"> <li>➤ The clause defines the scope and the purpose of this Act.</li> <li>➤ The overriding objective of the Act is to provide for the regulation of the Public Relations and Communication Management (PRCM) profession which hitherto did not exist as a legislative instrument in Kenya.</li> </ul>
<b>PART II— ESTABLISHMENT OF THE INSTITUTE OF PUBLIC RELATIONS AND COMMUNICATION</b>			

4.	Establishment of the Institute.	<p><b>4.</b> (1) There is established an Institute to be known as the Institute of Public Relations and Communication Management.</p> <p>(2) The Institute shall be the successor of the Public Relations Society of Kenya established under the Societies Act.</p> <p>(3) The Institute shall be a body corporate with perpetual succession and a common seal and shall, in its corporate name, be capable of—</p> <ul style="list-style-type: none"> <li>(a) suing and being sued;</li> <li>(b) purchasing, acquiring, holding or disposing of property;</li> <li>(c) borrowing money; and</li> <li>(d) doing or performing all such other things or acts necessary for the proper performance of its functions under this Act, which may lawfully be done by a body corporate.</li> </ul>	<ul style="list-style-type: none"> <li>➤ The clause establishes the Institute of Public Relations and Communication Management as a body corporate to administer this Act which shall be the successor of the Public Relations Society of Kenya registered under the Society's Act.</li> <li>➤ This ensures transitioning of the wealth of experience in regulation of the profession by the Institute.</li> <li>➤ The Institute shall regulate the Public Relations and Communication Management profession in Kenya.</li> </ul>
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5.	Functions of the Institute.	<p>5. The functions of the Institute shall be—</p> <ul style="list-style-type: none"> <li>(a) to register members and regulate the members' professional conduct;</li> <li>(b) to establish and promote standards of professional competence and practice amongst its members;</li> <li>(c) to enforce compliance of professional and ethical guidelines, rules and standards amongst professionals;</li> <li>(d) to promote, maintain and enhance the reputation and standing of the profession;</li> <li>(e) to collaborate with relevant training institutions for professional education and training;</li> <li>(f) to advise Government on matters relating to public relations and communication management;</li> <li>(g) to register the public relations and communication management firms;</li> <li>(h) to develop and facilitate adequate training programmes for practitioners;</li> <li>(i) to collaborate with national, regional and global bodies in the matters of public relations and communication management;</li> <li>(j) to establish mechanisms to resolve disputes within the profession;</li> </ul>	<p>This clause gives the Institute the mandate of regulating the profession as follows:</p> <ul style="list-style-type: none"> <li>(a) Ensuring only qualified persons render PRCM services.</li> <li>(b) Maintaining high ethical standards for the profession.</li> <li>(c) Formulating guidelines, rules and standards of the profession.</li> <li>(d) Providing a framework for training and certification of PRCM professionals.</li> <li>(e) Making recommendations to the Cabinet Secretary for the better management of the profession.</li> <li>(f) Keeping and maintaining a register of PRCM professionals and firms.</li> <li>(g) Ensuring continuous professional development of PRCM professionals.</li> <li>(h) Providing a mechanism for collaboration with all stakeholders at national, regional and global level.</li> <li>(i) Providing for a dispute resolution mechanism for the profession.</li> <li>(j) Undertaking research and development on PRCM matters.</li> </ul>
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		<p>(k) to undertake research in public relations and communication management practice and related disciplines;</p> <p>(l) to establish chapters or other organizational structures to facilitate the discharge of the functions of the Institute; and</p> <p>(m) to do anything incidental to or conducive to the performance of any of the preceding functions.</p>	<p>(k) Providing for governance structures of the Institute for the better management of the profession.</p>
6.	Powers of the Institute.	<p>6. The Institute shall have the powers to do all things necessary for the proper and effective achievement of its objects and the performance of its functions.</p>	<p>➤ The powers under this clause will enable the Institute to administer its functions under the Act.</p>
7.	Council of the Institute.	<p>7. (1) There is established a Council of the Institute which shall, subject to this Act, have general management and control of the Institute.</p> <p>(2) The Council shall consist of—</p> <p>(a) a President elected in accordance with section 9 (1);</p> <p>(b) the Principal Secretary responsible for information and communication or a designated representative;</p> <p>(c) one Fellow member nominated by the Fellow members of the Institute;</p> <p>(d) eight other members elected in accordance with</p>	<p>➤ The management of the Institute is vested on the Council.</p> <p>➤ The composition of the Council comprises both State and Non State Actors to provide the requisite skills and competences required for the better management of the Institute.</p> <p>➤ The establishment of the Council complies with best governance practice as provided under the Mwongozo framework.</p> <p>➤ The Bill also proposes the qualification criteria for elected Council members as</p>

		paragraph 2(1) of the Second Schedule; and (e) the Chief Executive Officer who shall be an <i>ex-officio</i> member and the Secretary to the Council.	provided in the second schedule.
8.	Functions of the Council.	<p>8. (1) The functions of the Council shall be—</p> <p>(a) to develop and enforce administrative guidelines, disciplinary code, code of ethics and standards for the purposes of this Act;</p> <p>(b) to approve policies, budgets, programs and strategies of the Institute;</p> <p>(c) to determine fees for applications, registration and membership to the Institute; and</p> <p>(d) to perform such other functions as may be expedient for the discharge of the functions of the Institute under this Act.</p> <p>(2) Subject to this Act, the Council may, by resolution delegate to committee of the Council or to a member, officer, employee or agent of the Council, the exercise of the powers or the performance of a function or a duty of the Council under this Act.</p> <p>(3) The Council shall conduct its business in the manner specified in the Second Schedule.</p>	<p>➤ This provision sets out the responsibilities of the Council in administration of the Institute and the manner in which duties may be delegated.</p> <p>➤ The section also provides how the business of the Council shall be conducted as summarized in the second schedule.</p>

<p>9.</p>	<p>President of the Institute.</p>	<p>9. (1) There shall be a President of the Institute who shall be elected by members at the Annual General Meeting.</p> <p>(2) A person is qualified to be elected as the President of the Institute, if that person—</p> <ul style="list-style-type: none"> <li>(a) has been a practitioner for a continuous period of at least ten years;</li> <li>(b) has served as a member of the Council for at least one term; and</li> <li>(c) has not been found liable for professional misconduct by the Disciplinary Committee in the three years immediately preceding the election.</li> </ul> <p>(3) A person elected as the President shall hold office for a term of three years and shall not be eligible for re-election.</p>	<ul style="list-style-type: none"> <li>➤ The provision establishes the office of the President of the Institute, the criteria for eligibility for election and term.</li> <li>➤ The President is responsible for offering leadership in the Council.</li> </ul>
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<p>10.</p>	<p>Vacancy in the Office of the President.</p>	<p><b>10.</b> (1) The Office of the President shall become vacant if the holder—</p> <ul style="list-style-type: none"> <li>(a) dies or his term comes to an end;</li> <li>(b) resigns by a notice to the Council;</li> <li>(c) is convicted of a criminal offence and sentenced to a term of imprisonment exceeding six months;</li> <li>(d) is found guilty of professional misconduct; or</li> <li>(e) is unable to perform the functions of the office due to mental or physical infirmity.</li> </ul> <p>(2) Where the Office of the President becomes vacant, another person shall be elected the president in accordance with section 9(1).</p>	<p>➤ The clause provides grounds for vacation of office by the President and the procedure for filling the vacancy.</p>
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11.	Vacancy in the Office of a member.	<p><b>11.</b> (1) The Office of a member of the Council other than an ex-officio member shall become vacant if the member—</p> <ul style="list-style-type: none"> <li>(a) dies or his term comes to an end;</li> <li>(b) resigns from the office by writing, to the President;</li> <li>(c) is absent without the permission of the Council from three or more consecutive ordinary meetings of the Council;</li> <li>(d) is convicted of a criminal offence and sentenced to a term of imprisonment exceeding six months;</li> <li>(e) is found guilty of professional misconduct; or</li> <li>(f) is unable to perform the functions of the office due to mental or physical infirmity.</li> </ul> <p>(2) Where the Office of an elected member of the Council becomes vacant, another member shall be elected to fill the vacancy in accordance with paragraph 2(1) of the Second Schedule.</p>	<ul style="list-style-type: none"> <li>➤ The clause provides grounds for vacation of office by a Council member and the procedure for filling the vacancy.</li> </ul>
12.	Tenure.	<p><b>12.</b> A Council member shall serve for a term of three years and shall be eligible for re-election for one further term of three years.</p>	<ul style="list-style-type: none"> <li>➤ The clause provides for a definite term of office for a Council member to ensure democratic leadership in the Institute.</li> </ul>
13.	Remuneration of Council members.	<p><b>13.</b> The Council member shall be paid such remuneration and allowances as approved by members at the Annual General Meeting.</p>	<ul style="list-style-type: none"> <li>➤ The remuneration of Council members is determined by members of the Institute.</li> </ul>

14.	Chief Executive Officer.	<p><b>14.</b> (1) There shall be a Chief Executive Officer of the Institute who shall be appointed by the Council.</p> <p>(2) The Chief Executive Officer shall serve on such terms and conditions as may be determined by the Council.</p> <p>(3) A person is qualified to be appointed as the Chief Executive Officer if that person—</p> <p>(a) is a practitioner of at least seven years proven managerial experience; and</p> <p>(b) satisfies the requirements of Chapter Six of the Constitution.</p> <p>(4) A person who is appointed as the Chief Executive Officer shall hold office for a period of three years and shall be eligible for reappointment for one further term of three years.</p>	<ul style="list-style-type: none"> <li>➤ The provision establishes the office of the CEO of the Institute, the criteria for eligibility for appointment and term of office.</li> <li>➤ The appointment of the CEO is by the Council.</li> </ul>
15.	Functions of the Chief Executive Officer.	<p><b>15.</b> The Chief Executive Officer shall—</p> <p>(a) be responsible for the day-to-day management of the affairs of the Institute;</p> <p>(b) have general responsibility for the execution of strategies, programmes and policies of the Institute; and</p> <p>(c) have such other powers and duties as may be assigned by Council.</p>	<ul style="list-style-type: none"> <li>➤ The CEO is responsible for the day-to-day management of the affairs of the Institute.</li> </ul>

16.	Removal of the Chief Executive Officer and vacancy in the Office.	<p><b>16.</b> (1) The Chief Executive Officer may be removed from Office by the Council if the Chief Executive Officer—</p> <ul style="list-style-type: none"> <li>(a) is absent without the permission of the President from three or more consecutive ordinary meetings of the Council;</li> <li>(b) is convicted of a criminal offence and sentenced to a term of imprisonment exceeding six months;</li> <li>(c) is found guilty of professional misconduct; or</li> <li>(d) is unable to perform the functions of the office due to mental or physical infirmity.</li> </ul> <p>(2) Where there is a vacancy—</p> <ul style="list-style-type: none"> <li>(a) under subsection (1);</li> <li>(b) by reason of death; or</li> <li>(c) by end of the term of office,</li> </ul> <p>a person shall be approved to fill the vacancy in accordance with section 14(1) of this Act.</p>	<ul style="list-style-type: none"> <li>➤ The clause provides grounds for removal of the CEO from office and the procedure for filling the vacancy.</li> </ul>
17.	Staff of the Institute	<p><b>17.</b> The Council may appoint such staff as may be necessary for the proper and efficient discharge of the functions of the Institute, upon such terms and conditions of service as the Council may determine.</p>	<ul style="list-style-type: none"> <li>➤ The provision enables the Institute to hire staff/ Secretariat to discharge the mandate of the Institute.</li> </ul>
<b>PART III—REGISTRATION AND MEMBERSHIP OF THE INSTITUTE</b>			

18.	Qualifications for registration as a member.	<p><b>18.</b> (1) Subject to this Act, a person is qualified to be registered as member of the Institute, if that person—</p> <p>(a) has been awarded by the Examination Board a certificate or other evidence confirming that the applicant has passed the final certified public relations and communications examination; or</p> <p>(b) holds other qualifications approved by the Council.</p> <p>(2) Despite subsection (1), the Council may require a person making an application for registration to satisfy the Council, in such manner as it may direct, that the person has adequate knowledge and experience in the practice.</p>	<p>➤ The clause sets out the eligibility criteria for registration as a member of the Institute.</p>
19.	Application for registration.	<p><b>19.</b> (1) A person wishing to be a member of the Institute shall apply to the Council for registration in the manner as shall be specified by the Council and accompanied by the requisite fee.</p> <p>(2) The Council shall, where an application is made, approve the application if it is satisfied that the person meets the criteria set out in section 18 of this Act.</p>	<p>➤ The clause provides for the procedure for making an application for membership.</p>

20.	Member categories.	<p><b>20.</b> (1) The membership of the Institute shall be in the following classes—</p> <p>(a) Fellows, comprising persons who become Fellows pursuant to an invitation under subsection (2) each of whom shall be titled “Fellow of the Institute of Public Relations and Communication Management Kenya” (designatory letter “FIPRC-K”);</p> <p>(b) Full members, comprising of members with at least three years’ experience in the practice of public relations and communication management and shall be titled “Member of the Institute of Public Relations and Communications Management Kenya (designatory letters “MIPRC-K”);</p> <p>(c) Associate members, comprising members with less than three years’ experience in the practice of public relations and communication management and shall—</p> <p style="padding-left: 40px;">(i) be titled “Associate of the Institute of Public Relations and Communications Management Kenya” (designatory letters “AIPRC-K”); and</p> <p style="padding-left: 40px;">(ii) have no voting rights.</p> <p>(d) Trainee members, comprising of individuals not qualified to be registered under section 18, but who are undertaking professional studies in public relations and</p>	<p>➤ The clause provides for classes of membership based on experience and other criteria as shall be determined by Council from time to time.</p>
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		<p>communication management and shall have no voting rights.</p> <p>(2) Where the Council considers that a member of the Institute has fulfilled the established criteria for admission as a Fellow of the Institute, the Council may invite such member to become a Fellow of the Institute.</p> <p>(3) The Council shall develop a framework, approved by members at an Annual General Meeting, for admission of Fellows to the Institute.</p>	
21.	Honorary Fellow.	<p><b>21.</b>(1) Where the Council considers that a person not being member of the Institute, has rendered special services to the Institute or the public relations and communication management profession, the Council may invite such a person to become an Honorary Fellow of the Institute.</p> <p>(2) The Council shall develop a framework, approved by members at an Annual General Meeting, for admission of Honorary Fellows.</p> <p>(3) An Honorary Fellow shall enjoy such rights and privileges as may be determined by Council.</p>	<p>➤ The clause provides for Honorary Fellow membership in special circumstances based on special services rendered to the Institute.</p>

22.	Member rights.	<p><b>22.</b> The members of the Institute shall have the following rights—</p> <p>(a) a paid-up member with a practicing certificate shall have all rights of a member;</p> <p>(b) a non-practicing member shall have all the rights except that such member shall have no right to practice, vote or vie for office in any election or matter; and</p> <p>(c) an honorary member has all rights of a member but shall have no right to practice, vote or vie for office in any election or matter.</p>	<p>➤ The clause guarantees various members rights.</p>
23.	Fees.	<p><b>23.</b> The members of the Institute shall pay such annual subscription fees as the Council may from time to time, determine.</p>	<p>➤ The clause enables the Institute to charge subscription fees for members to enable the Institute discharge its mandate.</p>



24.	Professional practice.	<p><b>24.</b> (1) For the purposes of this section, a person is deemed to be a public relations and communication management practitioner, if the person—</p> <p>(a) engages in the practice of Public Relations and Communication Management either as an employee or consultant or holds himself out to the public as a person entitled to do so; and</p> <p>(b) offers to perform or perform services involving expertise of public relations and communication management.</p>	<p>➤ The clause provides a description of professional practice of a PRCM practitioner.</p>
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25.	Practicing certificate.	<p><b>25.</b> (1) A person who intends to practice as a Public Relations and Communication Management practitioner shall apply to the Council for a practicing certificate.</p> <p>(2) An application made under subsection (1) shall be in a manner specified by the Council and shall be accompanied by the requisite fees.</p> <p>(3) The Council shall issue a practicing certificate or renew an existing certificate, if it is satisfied that the person—</p> <ul style="list-style-type: none"> <li>(a) is registered as a Full member;</li> <li>(b) has attained the requisite Continuous Professional Development points for the period specified by the Council; and</li> <li>(c) satisfies such other requirements as the Council may determine.</li> </ul> <p>(4) A practicing certificate shall be valid for a period of one year from the date of issuance unless its holder—</p> <ul style="list-style-type: none"> <li>(a) is removed from the register; or</li> <li>(b) has been suspended under this Act.</li> </ul> <p>(5) A person who engages in the practice without a valid practicing certificate commits an offence and shall be liable, on conviction, to imprisonment for a term not exceeding eight months or a fine not exceeding five hundred thousand Kenya shillings or to both.</p>	<p>➤ The clause provides a description of defines professional practice to enable the Institute to distinguish professionals to be governed by the Act.</p>
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26.	Registration of Firms.	<p><b>26.</b> (1) A person may register a Public Relations and Communication Management firm, if the firm—</p> <p>(a) has a certificate of registration of a business name or certificate of incorporation;</p> <p>(b) has at least one partner or principal shareholder who is registered as a Practitioner; and</p> <p>(c) fulfills any other condition as may be specified by the Council.</p> <p>(2) A firm which has the qualifications set out in subsection (1) may apply to the Council for registration.</p> <p>(3) An application under subsection (2) shall be made in the manner specified by the Council and accompanied by the requisite fees.</p> <p>(4) Upon being satisfied that the applicant meets the criteria set out in subsection (1), the Council may issue a certificate of registration to the firm.</p> <p>(5) A certificate of registration shall be valid for a period of one year from the date of issuance.</p>	<p>➤ The clause provides for eligibility and procedure for registration of PRCM firms.</p>
<b>PART V— DISCIPLINARY PROVISIONS</b>			
27.	Code of Ethics.	<p><b>27.</b> A member of the Institute shall adhere to and subscribe to the Code of Ethics set out in the First Schedule.</p>	<p>➤ To promote professional ethics, this clause requires members to adhere to a code of ethics provided for under the</p>

			Act. This is in furtherance of the Institute's mandate of maintaining standards and reputation of the profession.
28.	Professional misconduct.	<p><b>28.</b> A member of the Institute commits a professional misconduct, if the member—</p> <p>(a) allows any person to practice in their name as a practitioner;</p> <p>(b) practices without a practicing certificate;</p> <p>(c) engages in conduct that is dishonest, fraudulent or deceitful; or</p> <p>(d) breaches the code of ethics.</p>	➤ The clause describes what constitutes an offence of professional misconduct under the Act. This ensures certainty for sanction purposes.

29.	Disciplinary Committee.	<p><b>29.</b> (1) The Council shall constitute a Disciplinary Committee which shall consist of seven members not being members of the Council.</p> <p>(2) The Chairperson of the Disciplinary Committee shall be a Fellow.</p> <p>(3) The functions of the Disciplinary Committee shall be to hear and determine any complaint referred to it by the Council against a practitioner.</p> <p>(4) The Disciplinary Committee may publicize as it considers appropriate, the facts relating to a practitioner who is found guilty of, and punished for, professional misconduct.</p> <p>(5) The Disciplinary Committee shall regulate its own procedure.</p> <p>(6) Where the involvement of a Disciplinary Committee member in a decision of the Committee is likely to result in conflict of interest, the Committee member shall not take part in the proceedings.</p>	<p>➤ This section establishes a Disciplinary Committee and sets out its composition and procedures to enable the Institute to resolve complaints.</p>
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30.	Complaints.	<p><b>30.</b> (1) Any person aggrieved by the conduct of a practitioner may lodge a complaint to the Institute.</p> <p>(2) A complaint lodged under subsection (1) may be made orally or in writing.</p> <p>(3) The Institute may refer the complaint to the Disciplinary Committee where the Institute has reasonable grounds to believe that a practitioner has contravened the Code of Ethics or any provision of this Act.</p>	<p>➤ This clause sets out the procedure for lodging a complaint and its referral to the Disciplinary Committee for resolution.</p>
31.	Proceedings of the Disciplinary Committee.	<p><b>31.</b> A complaint submitted to the Disciplinary Committee shall be determined in accordance with the procedure set out in the Third Schedule.</p>	<p>➤ This clause sets out the procedure for hearing and determination of complaints by the Disciplinary Committee.</p>
32.	Recommendations of the Disciplinary Committee.	<p><b>32.</b> (1) The Disciplinary Committee may, on the completion of an inquiry into the alleged professional misconduct of a practitioner, make one or more of the following decisions—</p> <p>(a) order the cancellation of the Practicing Certificate or the Certificate of Registration;</p> <p>(b) order the suspension of the Practicing Certificate or the Certificate of Registration for a specified period and on</p>	<p>➤ This clause sets out the sanctions that may be meted out and timelines for communicating the decision by the Disciplinary Committee.</p>

		<p>such conditions as the Disciplinary Committee shall determine;</p> <ul style="list-style-type: none"><li>(c) reprimand the practitioner;</li><li>(d) impose an administrative penalty, not exceeding two million shillings;</li><li>(e) order that the practitioner be re-trained;</li><li>(f) direct the practitioner whose conduct is the subject of the complaint to compensate the complainant an amount not exceeding one million Kenya shillings; or</li><li>(g) dismiss the complaint.</li></ul> <p>(3) The Institute shall communicate the decision of the Disciplinary Committee to the parties within seven days from the date the decision is made.</p> <p>(4) The decision of the Disciplinary Committee shall be binding on the parties.</p>	
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33.	Appeal.	<p><b>33.</b> (1) A party aggrieved by a decision of the Disciplinary Committee may appeal to the Council within thirty days from the date of the decision providing the grounds upon which the appeal is made.</p> <p>(2) The Council shall upon receipt of an appeal, consider the appeal and may—</p> <p>(a) uphold the decision of the Disciplinary Committee;</p> <p>(b) vary the decision of the Disciplinary Committee; or</p> <p>(c) make any other decision as may be appropriate.</p> <p>(3) The Council shall make the decision on the Appeal within sixty days from the date of receipt of the appeal.</p> <p>(4) A person aggrieved by the decision of the Council may appeal to a court of competent jurisdiction.</p>	<ul style="list-style-type: none"> <li>➤ This clause provides for an appeal mechanism to the Council arising from a decision of the Disciplinary Committee.</li> <li>➤ A further opportunity for appeal to a court of competent jurisdiction is provided where a party is dissatisfied by the decision of the Council.</li> </ul>
<b>PART VI—FINANCIAL PROVISIONS</b>			
34.	Funds of the Institute.	<p><b>34.</b> The funds of the Institute shall consist of—</p> <p>(a) such monies or fees as may be payable to the Institute under this Act;</p> <p>(b) such monies or assets as may accrue to the Institute in the exercise of its powers or the performance of its functions; and</p> <p>(c) grants or donations to the Institute.</p>	<ul style="list-style-type: none"> <li>➤ The clause stipulates the source of funds for the operations of the Institute.</li> <li>➤ This ensures that the Institute has monetary resources for the effective execution of its functions.</li> </ul>



35.	Financial year.	<p><b>35.</b> The Financial year of the Institute shall be the period of twelve months ending on the 31st day of December in each year.</p>	<p>➤ This clause defines the financial year of the Institute.</p>
36.	Annual estimates of revenue and expenditure.	<p><b>36.</b> (1) At least three months before the commencement of each financial year, the Council shall cause to be prepared estimates of the revenue and expenditure of the Institute for that financial year.</p> <p>(2) No expenditure shall be incurred except in accordance with the annual estimates approved by the Council.</p>	<p>➤ This clause mandates the Council to prepare an annual budget 3 months before commencement of a FY and lays emphasis that expenditure can only be incurred with the express approval of the Council.</p>
37.	Accounts and Audit.	<p><b>37.</b> (1) The Council shall cause to be kept proper books and other records of accounts of the income, expenditure, assets and liabilities of the Institute.</p> <p>(2) The accounts of the Institute shall be audited by auditors appointed by the Institute and approved at an Annual General Meeting.</p> <p>(3) The auditors shall submit an audit report annually to the Council.</p> <p>(4) Within six months after the end of the financial year, the Council shall lay audited accounts before the Annual General Meeting of the members together with the report of the auditor.</p>	<p>➤ This clause prescribes the financial accountability measures that must be undertaken by the Institute.</p> <p>➤ The records of accounts must be audited and approved by members.</p>
<b>PART VII—PROVISIONS RELATING TO OTHER OFFENCES AND PENALTIES</b>			

38.	Offences.	<p><b>38.</b> (1) A person who practices while either suspended or expelled commits an offence and shall be liable on conviction to a fine not exceeding one hundred thousand shillings.</p> <p>(2) A person who, not being eligible to be registered under this Act, uses any title appropriate to a person so registered, or holds himself out directly or indirectly as being so registered, commits an offence and shall be liable on conviction to a fine not exceeding two hundred thousand shillings.</p> <p>(3) A person who willfully makes or causes to be made any false entry in, or falsification of, any register or record kept under this Act commits an offence and shall be liable on conviction to a fine not exceeding two hundred thousand shillings.</p>	<ul style="list-style-type: none"> <li>➤ The clause provides for offences and sanctions for breach of the provisions of the Act.</li> </ul>
<b>PART VIII—CANCELLATION, SAVINGS AND TRANSITION PROVISIONS</b>			
39.	Cancellation, Savings and Transition.	<p><b>39.</b> (1) The Certificate of Registration issued under the Societies Act establishing the Public Relations Society of Kenya shall be cancelled in accordance with the Societies Act on the day of the first election of the Council under this Act, and—</p> <p>(a) all property, assets, rights, liabilities, obligations, agreements and other arrangements of the former Society shall vest in the Institute;</p> <p>(b) anything done by the former Society before the commencement of this Act shall be deemed to have</p>	<ul style="list-style-type: none"> <li>➤ This clause provides for the transition of the Public Relations Society of Kenya to be the new Institute of Public Relations and Communication Management.</li> <li>➤ This will safeguard the gains made by PRSK and ensure the expertise and regulatory aspects made are seamlessly transitioned.</li> <li>➤ It also preserves the existing rights and obligations including contracts, staff into the new Institute.</li> </ul>

		<p>been done by the Institute;</p> <p>(c) all persons who prior to commencement of this Act were in the employment of the former Society, shall be deemed to be the employees of the Institute on such terms as the Council may determine;</p> <p>(d) any membership certificate issued by the former Society shall remain valid unless otherwise revoked under this Act; and</p> <p>(e) a member of the former Society shall assume a corresponding membership status in the Institute under this Act.</p> <p>(2) The Council of the former Society existing before the enactment of this Act shall assume the responsibilities of the Council of the Institute until the first election is held under this Act;</p> <p>(3) For the purpose of this section, "former Society" means the Public Relations Society of Kenya registered pursuant to the Societies Act.</p>	<p>➤ For continuity of the operations of the Institute the members of the Council of the former Society existing before the enactment of the Act shall assume the responsibilities of the Council of the Institute until the first election is held under the Act</p>
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