



FINAL PROJECT (JAN – MAR 2021)

PRC 205: WRITING FOR PUBLIC RELATIONS

Case Details:



You have been hired as a consultant by **KENYA SOLAR ENERGY LIMITED [KENSEN]**. This is a locally registered private company incorporated in the year 2012 under the Company's Act Cap 486 of the Laws of Kenya to invest in renewable energy. Electricity production in Kenya today highly depends on imported energy. In order to decrease the dependency of the Kenya on international fuel prices, to enhance security of supply and to shift patterns of energy supply and demand into a more sustainable direction, the Government of Kenya, initiated an Energy Strategy. It set ambitious goals for the development of renewable energies. By the year 2030 as per this vision, the share of renewable energies in primary energy supply is to increase from the current 5% to 25%. This will contribute to addressing the Global Climate Change and Environmental Impact.

KENSEN is a relatively new company and not well known in Kenya. They have hired you to publicize their company and their solar products for home and commercial use. They feel this is the most suitable time, given the ever rising fuel costs in Kenya.

REQUIRED

Prepare publicity materials for distribution to various media outlets. These should include the following PR writing products:

- a) A company profile for **KENYA SOLAR ENERGY LIMITED [KENSEN]**
(10 marks)
- b) A feature article about their solar products for home and commercial use.
(10 marks)
- c) A news release about the launch of one of their products **(10 marks)**
- d) CEO's speech during the launch **(5 marks)**
- e) Media invite to the launch event **(5 marks)**

Project due on April 9th 2021 at 23:59hrs