

The relevance and survival of any organization in today's informed world strongly depends on a good corporate image. The purpose of this study was to identify the factors affecting the corporate image of Kenya Prisons Service. This project study was confined in the Nairobi area prisons including the Department's headquarters. The objectives of the study was: To establish if facilities; training and development of prison officers and support staff especially in public relations and human rights; communication and attitudes of both prison officers and the general public; prisons organizational structure and public relations department; legislation are determinants of a good corporate image for prisons in Nairobi and its vicinity. The entire prisons staff population is about 13,000, but the target was 1500 officers and 300 members of public in Nairobi area where a sample size of 180 from Commissioned and Non-Commissioned uniformed prisons officers, non-uniformed officials and public will be selected using stratified sampling method. Data was collected using mainly questionnaires and subsequently analyzed Qualitatively and Quantitatively and presented by use of Descriptive Statistics. The findings were that Prisons in Nairobi and its vicinity do not enjoy a good Corporate image because of the provision of basic facilities to both staff and prisoners, inadequate training for staff on Public Relations and Human Rights, poor communication and attitudes both within the Prisons and externally, their organizational structure and current Prisons legislations. It is recommended that the above mentioned conditions be urgently addressed to give the entire Prison Service a good face. However there is room for further studies on topics such as: The Role of Media in Prison Reforms; Privatization of Prisons to Improve Efficiency; Alternative Sentencing, the African Perspective.