



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND
TECHNOLOGY**

**DOCUMENT : PROCEDURE FOR MANAGEMENT OF PUBLIC
RELATIONS SERVICES**

DOCUMENT NO : JOOUST/P/PRO/OP 39

AUTHORISED BY : VICE-CHANCELLOR

SIGNATURE:

ISSUED BY : PUBLIC RELATIONS

OFFICER

SIGNATURE:

0.1 DOCUMENT DISTRIBUTION

S.NO.	TYPE	OFFICE
i.	Master Copy	QMR
ii.	Copy	VC
iii.	Copy	PRO
iv.	Soft Copy	JOOUST Website by password

0.2 DOCUMENT CHANGES

DATE	CHANGES	AUTHORIZED BY
27/4/12	Handling of protocol at Shows and Exhibitions, distribution of printed Materials for Shows and Exhibition	
29/4/13	Procedure reviewed to reflect change of status from BUC to JOOUST	

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30/04/2015 Procedure reviewed for adequacy



1.0 Purpose: To provide professional Public Relations services in order to cultivate, maintain, and enhance positive relations between the University and its stakeholders.

2.0 Scope: This Procedure covers all Public Relations matters of JOOUST.

3.0 References

- 3.1 ISO 9001: 2008 Standard
- 3.2 JOOUST Quality Manual
- 3.3 JOOUST Statutes

4.0 Terms and Definitions

- 4.1 **QMR:** Quality Management Representative
- 4.2 **PRO:** Public Relations Officer
- 4.3 **VC:** Vice-Chancellor
- 4.4 **JOOUST:** Jaramogi Oginga Odinga University of Science and Technology
- 4.5 **BUC:** Bondo University College
- 4.5 **CHO:** Complaints Handling Officer
- 4.6 **CHC:** Complaints Handling Committee
- 4.7 **APRO:** Assistant Public Relations Officer
- 4.8 **Write up:** Information compiled for the purpose of advertising
- 4.9 **Editing:** Checking a document for accuracy; correctness of grammar, tone and typography.
- 4.10 **Artwork:** Text, photographs and pictures prepared for advertising.
- 4.11 **Dummy:** Draft copy of the final document.
- 4.12 **Event owner:** The office directly concerned with an event which requires planning and media coverage.
- 4.13 **Proof reading:** Checking a document to rid it of errors

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- 4.14 **Promotional material:** All items produced for aiding in establishing, maintaining and enhancing the corporate identity and raising the profile of JOOUST. They include branded T-shirts, caps, pens, fliers, document pockets, gift bags, umbrellas brochures, clocks, documentaries, etc.
- 4.15 **Corporate communication materials:** All publication whose basic purpose is to enhance communication between JOOUST and its internal and external publics. They include newsletters, bulletins, news releases
- 4.16 **Production:** The entire work of assembling information and/or data, editing, designing and printing corporate communication and promotional materials
- 4.17 **Mass media:** the various channels used in conveying information *en-masse* to the public.

5.0 Responsibility:

The Public Relations Officer shall be responsible for the implementation and effective supervision of this Procedure.

6.0 Methods

6.1 Media Coverage

- 6.1.1 The PRO shall receive requests for media coverage from the event owner.
- 6.1.2 The PRO shall contact the event owner for details concerning the event.
- 6.1.3 The PRO shall contact relevant media houses accordingly.
- 6.1.4 The PRO shall put together a press kit containing among other; speeches, information on JOOUST, course brochures and other promotional materials and a fact sheet on the event.

6.2 Placing of Advertisements in Mass Media

- 6.2.1 An officer intending to place an advertisement in the media shall forward a write-up of the intended advertisement to the PRO at least one week to the intended date of placement.
- 6.2.2 The PRO shall forward the write up to the VC for approval.

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- 6.2.3 The PRO shall inform the officer concerned on the changes – if any - made or suggested by the VC on the write-up.
- 6.2.4 The PRO shall edit the write-up and forward the same to the selected media house for design.
- 6.2.5 The media house shall forward to the PRO a draft copy of the designed work.
- 6.2.6 The PRO shall proof edit the draft copy.
- 6.2.7 The PRO shall arrange to sign and stamp the space order, which shall specify space size or air time and value and then forward back the same to the media house.
- 6.2.8 The PRO shall proof read the designed artwork from the media house and if satisfied shall approve or endorse it for publication.
- 6.2.9 The APRO shall photocopy and file the newspaper section containing the advertisement. For electronic media, the APRO shall record the date and time the advertisement goes on air.
- 6.2.10 APRO shall arrange to get invoice for the advertisement form the media house and forward the same to accounts to process payment.
- 6.2.11 External enquiries on the advertisement shall be directed to the PRO.

6.3 Management of Crises

- 6.3.1 The PRO shall gather information on the crisis.
- 6.3.2 The PRO shall brief the VC and other relevant offices on the crisis situation.
- 6.3.3 The PRO, in consultation with the VC, shall disseminate information as appropriate to the affected parties.
- 6.3.4 As warranted by the magnitude of the crisis, the VC shall constitute and appoint a crisis management committee whose secretary shall be the PRO.
- 6.3.5 The VC or an officer expressly authorized by him/her shall address the media on the crisis.

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6.3.6 The PRO shall compile a report on the crisis detailing the effects and necessary intervention and mitigation measures.

6.4 Production of Communication and Promotional Materials

6.4.1 The PRO shall make a proposal to the VC to make a publication or print materials.

6.4.2 Once the VC gives clearance, the PRO shall give notice to the relevant offices to submit data for compilation.

6.4.3 The PRO shall receive and edit all the write ups submitted for the particular publication and make a consolidated copy.

6.4.4 The PRO shall contact the procurement department to procure the design and printing services.

6.4.5 The PRO shall work with the appointed printing firm to design a dummy of the publication.

6.4.6 The PRO shall forward the dummy to the VC for approval.

6.4.7 The PRO shall then forward the artwork to the appointed printer.

6.4.8 The PRO shall do the final copy editing and proofreading, and approval of the artwork.

6.4.9 The appointed printer shall print and deliver the printed material.

6.5 Participation in Shows and Exhibitions

6.5.1 The PRO shall facilitate the production of all publicity materials to be used at each show or exhibition.

6.5.2 The PRO shall notify all departments to be involved in the exhibition to provide raw information for print exhibits.

6.5.3 The PRO shall receive the raw information to facilitate the designing of various print exhibits.

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- 6.5.4 The PRO shall contact the procurement department to procure design and printing services.
- 6.5.5 The PRO shall contact the user departments for approval of the design for the print exhibits.
- 6.5.6 The PRO shall work with the selected design and printing firm to produce a dummy of materials to be printed.
- 6.5.7 The PRO shall discuss the dummies with respective departments and the Chairman of the Publicity Committee for their approval.
- 6.5.8 PRO shall submit the approved design to the selected firm for printing.
- 6.5.9 The selected printing firm shall print and deliver the printed materials to the JOOUST stores.
- 6.5.10 PRO shall distribute the printed materials to the respective department at least three days to the departure for the show/exhibition.
- 6.5.11 APRO or in her absence the PRO shall be in charge of all protocol matters (VIP room arrangement, visitors book, reception) at the Show and Exhibition stand.

6.6 Management of Visits by Institutions

- 6.6.1 The PRO shall receive correspondence/requests from various schools or other institutions wishing to visit JOOUST.
- 6.6.2 The PRO shall discuss the proposed visit with the relevant departments and convey the decision to the requesting institution.
- 6.6.3 The APRO shall assemble information kit containing information on JOOUST, course brochures and other promotional materials to be given to the visiting party.
- 6.6.4 The APRO shall, together with the concerned department, arrange to receive the visiting party.
- 6.6.5 The department to be visited shall conduct the party on a tour of the department’s facilities.

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6.6.6 The APRO shall facilitate the tour of other facilities outside the sphere of the visited department that the party may request to visit, or which the Public Relations Office thinks the party should tour.

6.7 Management of Corporate Social Responsibility

6.7.1 The PRO shall identify appropriate endeavors in line with the University’s mission and vision.

6.7.2 The PRO shall receive all requests for assistance and file them.

6.7.3 The PRO shall forward to and discuss with the VC the cases for consideration.

6.7.4 The PRO shall, in collaboration with other relevant departments, identify possible internal and/or external sources of resources necessary for implementing the identified CSR project.

6.7.5 The PRO shall implement the project in liaison with relevant departments or institutions.

6.8 Handling of Customer Complaints

6.8.1 A customer shall lodge their complaints with the CHO.

6.8.2 The complaints handling officer shall issue the complainants with a Complaints Form where the complainant will record the matter. Where the complainant cannot write, the officer shall assist in recording the complaint.

6.8.3 The CHO shall, within 24 hours, contact the Officer/Head of Department concerned for appropriate action.

6.8.4 The CHO shall communicate the final decision on the complaints to the aggrieved party within 15 working days.

6.8.5 If the issue cannot be resolved within 15 days, the CHO shall inform the complainant accordingly and report the progress made in resolving the matter.

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- 6.8.6 The CHO shall forward to the VC, on a weekly basis a summary of complaints.
- 6.8.7 Complaints that require the VC’s immediate attention shall be referred to him/her within the same day of receipt of the complaint.
- 6.8.8 When a complaint is made directly to the Officer/Department:
 - a) the department concerned shall inform the CHO not later than two days after complaint is launched
 - b) CHO shall contact the complainant to acknowledge receipt of the complaint
 - c) Concerned the officer/department shall handle the case in liaison with the CHO
 - d) CHO shall communicate to the complainant the action taken.
- 6.8.9 When a complaint is made directly to the VC, he/she shall:
 - a) either; refer the case to CHO
 - b) or handle the case with the officer concerned and contact the aggrieved party giving details on the action taken, and thereafter inform the CHO for record

Complaints Box

- 6.8.10 The CHO shall place Boxes labeled “COMPLAINTS/SUGGESTIONS BOX” within open and easily accessible areas of the University.
- 6.8.11 Clients with complaints shall fill in the Complaints Form, stating clearly the nature of complaint and office/officer involved, and drop it into the box.
- 6.8.12 The Complaints Form shall be made available to customers online through the JOOUST website, at the customer complaints desk and in all departmental offices.
- 6.8.13 The CHO, together with other members of the CHC shall open the Complaints Box and collect the forms.

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- 6.8.14 The CHO shall contact the complainant to acknowledge receipt of the complaints.
- 6.8.15 The CHO shall contact the Officer/Head of Department concerned within 24 hours for appropriate action.
- 6.8.16 The CHO shall communicate the final decision to the aggrieved party within 15 working days. If the issue cannot be resolved within this time, the CHO shall inform the complainant accordingly and report the progress so far made in resolving the matter.
- 6.8.17 The CHO shall forward to the VC a summary of all complaints. Matters that require the VC’s immediate attention shall be referred to him/her within the same day of complaint.

6.9 Management of Corporate Events

- 6.9.1 The PRO shall receive notification from the event owner concerning the upcoming event.
- 6.9.2 The PRO shall contact the event owner for details concerning the event.
- 6.9.3 The PRO shall liaise with the VC and other relevant departments to organize the event.
- 6.9.4 PRO shall notify media houses for coverage where necessary or and/or organize in-house coverage.
- 6.9.5 The PR department shall liaise with Central Service and Head of Catering for preparation of venue and catering services respectively.

6.10 Management of Protocol and VIP Visits

- 6.10.1 The VC shall brief the PRO on the visits.
- 6.10.2 The PRO shall receive details on the visit from the VC or deputy Vice-Chancellors.
- 6.10.3 The PRO shall work with relevant officers i.e. departments related to the visit, to facilitate reception and where necessary, accommodation for the visitors

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- 6.10.4 The PRO shall, in consultation with the VC and other officers, prepare the itinerary for the visitors.
- 6.10.5 The PRO shall arrange meetings between the VC and the visitors and take minutes of the proceedings.
- 6.10.6 The APRO shall facilitate procurement/processing of giveaways where necessary.

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