





MASENO UNIVERSITY

DOCUMENT	PROCEDURE FOR MANAGEMENT OF PUBLIC RELATIONS		
DOC. NO:	MSU/ VC/PR/OP/ 01	ISSUE NO:	2
DATE OF ISSUE	8 TH JUNE, 2018	REV. NO:	1
AUTHOR	DIRECTOR, PUBLIC RELATIONS		
AUTHORIZED BY:	VICE-CHANCELLOR	ISSUED BY:	MR
SIGNATURE		SIGNATURE	

DOCUMENT	PROCEDURE FOR MANAGEMENT OF PUBLIC RELATIONS		
DOC. NO:	MSU/VC/PR/OP/01	ISSUE NO:	2
DATE OF ISSUE	8 TH JUNE, 2018	REV. NO:	1

0.1 DOCUMENT CHANGES

#	Date (dd-mm-yy)	Details of Change		Authorization
		Page	Clause/sub clause	Title
1	08/06/2018	1	Inclusion of title, author and issuance by MR and change of document number	VC
2	08/06/2018	2	Clause 0.2 reviewed to state the procedure shall be available on the University website	VC
3	08/06/2018	2	0.1 addition of page and title column in the table	VC
4	08/06/2018	2	1 Omission of title	VC
5	08/06/2018	2	3.1, and 3.4 Reference to ISO 9001:2015 Standard and MSU/VC/MR/OP/01 respectively	VC
6	08/06/2018	3,4,5,6	6. Restructuring of the clauses and assigning of responsibilities to DPR	VC
7	08/06/2018	All	Change of font type and size	VC

0.2 DOCUMENT DISTRIBUTION

1. PURPOSE

To provide professional public relation services in order to maintain and improve the positive image of the University.

2. SCOPE

Covers all public relations matters concerning the University.

3. REFERENCES

- 3.1 ISO 9001-2015: Quality Management System Requirements.
- 3.2 Maseno University Quality Manual
- 3.3 University Statutes
- 3.4 MSU/VC/MR/OP/01 Control of Documented Information

DOCUMENT	PROCEDURE FOR MANAGEMENT OF PUBLIC RELATIONS		
DOC. NO:	MSU/VC/PR/OP/01	ISSUE NO:	2
DATE OF ISSUE	8 TH JUNE, 2018	REV. NO:	1

4. TERMS (DEFINATIONS) & ABBREVIATIONS

- 4.1 **VC** - Vice-Chancellor
- 4.2 **Write up** - Compiled information to be advertised
- 4.3 **Editing** - Checking for grammatical accuracy and typing errors
- 4.4 **Artwork** - Text, photographs and pictures prepared for advertisement
- 4.5 **DVC** - Deputy Vice-Chancellor
- 4.6 **DPR** – Director Public Relations
- 4.7 **Dummy** - Draft copy of the final document
- 4.8 **Proof reading** - Checking for grammatical accuracy and typing errors

5. RESPONSIBILITIES

The Director, Public Relations shall be responsible for the effective implementation of this procedure.

6. METHOD

6.1 Press coverage

- 6.1.1 DPR Director shall receive requests for press coverage from event organizers.
- 6.1.2 DPR Director shall contact event organizers for clarification of event details.
- 6.1.3 Notification shall be made to relevant media houses through appropriate channels of communication.
- 6.1.4 Press briefing on event coverage and provision of relevant documentation shall be given to the press for further reference.

6.2 Advertisements

- 6.2.1 A draft advert shall be received at the P.R office from relevant department(s) or divisions.
- 6.2.2 The DPR Director shall forward the draft to the relevant DVC for approval.
- 6.2.3 DPR shall receive the approved write up from the relevant DVC and prepare, design and proofread the final advert.
- 6.2.5 The DPR shall forward the final advert to the VC for approval.

DOCUMENT	PROCEDURE FOR MANAGEMENT OF PUBLIC RELATIONS		
DOC. NO:	MSU/VC/PR/OP/01	ISSUE NO:	2
DATE OF ISSUE	8 TH JUNE, 2018	REV. NO:	1

6.2.6 DPR shall place space orders to the respective media houses.

6.2.7 DPR shall forward the approved advert to the respective media house for publication.

6.2.8 DPR shall file photocopied published copy or broadcast documentation for reference.

6.3 Crisis Management

6.3.1 The DPR shall gather information on the crisis.

6.3.2 The DPR shall brief the VC and other relevant offices on the crisis situation.

6.3.3 If the crisis warrants intervention, the DPR shall disseminate information to affected parties regarding the crisis in liaison with the VC.

6.3.4 When necessary the DPR will brief the media on the crisis.

6.3.5 The DPR shall do a follow up on the resolution of the crisis.

6.4 Management of Publications

6.4.1 Notice shall be sent to relevant departments to avail raw data for the publication.

6.4.2 The DPR shall receive the raw information from the relevant departments.

6.4.3 The DPR shall design the publication dummy.

6.4.4 The publication dummy shall be forwarded to the Vice-Chancellor for approval of the artwork and design. If not approved the DPR shall redesign the artwork.

6.4.5 If approved the DPR shall contact procurement department for printing procurement, stating the specifications of the publication. The DPR shall then forward the approved artwork to the appointed printer.

6.4.6 DPR shall do final proofreading and approval of the artwork at the printers place.

6.4.7 Printed material shall be received in stores for onward distribution to relevant departments.

6.5 Marketing of Academic Programmes

Press Adverts

6.5.1 A draft shall be received by DPR from relevant department(s) or division.

6.5.2 The DPR shall forward the draft to the relevant DVC for approval.

6.5.3 DPR shall receive the approved write up from the relevant DVC, prepare, edit and proofread the final draft.

6.5.5 The DPR shall forward the final draft to the VC for approval.

DOCUMENT	PROCEDURE FOR MANAGEMENT OF PUBLIC RELATIONS		
DOC. NO:	MSU/VC/PR/OP/01	ISSUE NO:	2
DATE OF ISSUE	8 TH JUNE, 2018	REV. NO:	1

6.5.6 DPR shall place space orders to the respective media houses.

6.5.7 DPR shall forward the approved final document to the respective media houses for publication.

6.5.8 DPR shall file photocopied, published copy or broadcast documentation for reference.

Shows & Exhibitions

6.5.9 Academic departments shall be notified to provide raw information for print exhibits.

6.5.10 The DPR shall receive the raw information to facilitate the designing of various print exhibits.

6.5.11 The DPR shall contact the user departments for approval of the design for the print exhibits.

6.5.12 When approved the DPR in liaison with the chairman Shows and Exhibitions shall organize and implement the printing of the print exhibits.

6.5.13 The DPR shall distribute to the various departments the printed materials after they have been received at the stores.

Internal Visits/ Outreach

6.5.14 The DPR shall receive or make correspondence from/to various visiting schools and institutions.

6.5.15 The DPR shall send or receive acceptance notification.

6.5.16 If accepted, relevant departments shall be contacted on intended visit, or to prepare outreach materials.

6.5.17 DPR staff shall guide the visiting party to the relevant departments or shall visit the selected institutions and distribute the relevant literature.

6.5.18 The DPR staff shall facilitate an interactive session with the aforesaid members of the particular institution.

6.6 Corporate Social Responsibility

6.6.1 DPR shall identify appropriate social endeavors in line with the University's mission.

6.6.2 DPR shall forward the various identified social endeavors to the VC for approval

6.6.3 DPR shall solicit for various resources internally and externally for mounting the operation.

6.6.4 DPR shall implement the social intervention in liaison with relevant departments or institutions.

DOCUMENT	PROCEDURE FOR MANAGEMENT OF PUBLIC RELATIONS		
DOC. NO:	MSU/VC/PR/OP/01	ISSUE NO:	2
DATE OF ISSUE	8 TH JUNE, 2018	REV. NO:	1

6.7 Special Events Management

- 6.7.1 Information of event shall be received by the DPR
- 6.7.2 DPR shall liaise with the Vice-Chancellor's office and other relevant departments.
- 6.7.3 DPR shall notify the media houses for coverage where necessary or arrange for in-house coverage.
- 6.7.4 The DPR shall communicate with Estates and Catering departments for preparation of venue and catering services respectively.

6.8 Customer Complaints Handling

- 6.8.1 Complaints shall be received in respective departments by an officer responsible for customer care through email, suggestion box, verbally, letters, or any other means available.
- 6.8.2 Once a complaint is received, the officer shall record it in a complaints register.
- 6.8.3 The officer concerned shall acknowledge receipt of the complaint within five (5) working days.
- 6.8.4 The respective department shall initiate the process of resolving the complaint or forward it to the relevant office if necessary for appropriate action.
- 6.8.5 The department shall make sure the complaint is resolved within 15 working days from the day of receipt of the complaint. If the complaint is not resolved within 15 working days, the complainant shall be notified and advised accordingly.
- 6.8.6 After the complaint is resolved the complainant shall be notified accordingly
- 6.8.7 The DPR shall compile the reports from the various departments and submit quarterly report to the Commission of Administrative Justice (Ombudsman Office).