QUESTIONNAIRE

Public Relations Practices in Educational Institutions

(A Study of State and Central Universities Public Relations in India)

NAME -

GENDER

POST -

SCALE OF PAY-

EDUCATIONAL QUALIFICATION-

NATURE OF SUB-:

managerial □

Administrative □

Clerical □

Multi Tasking □

Other □

JOB MOBILITY:

Internal only □

Inter -depan……… □

PASSING TECHNICAL SKILLS:

Internal □

Photography □

Videography □

Data Analysis □

Content Writing □

INFRASTRUCTURE:-

A. Which of the following Items are available in your office:-

1. Fax Machine
2. Internet connection
3. Land line Phone
4. Mobile phone
5. Two Wheeler
6. Four Wheeler
7. Xerox Machine
8. Computer Printer
9. Scanner
10. CC TV
11. Still Camera
12. Video Camera
13. Printing Press
14. Electronic Display Bound
15. Conference Room
16. Public Address System
17. Any Other

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B. Which of the following Documents You Have prepared for conducting PR work efficiently:-

1. Mailing list ---- Yes/ No/ Under preparation
2. List of Local Media persons ------ Yes/ No
3. Address list and email of the media organizations---- Yes/ No
4. Basic Information Booklet ----- Yes/ No

C. How do your organization inform media persons for coverage.

1. Through PRO only  2. By Concerned Department
3. Through Registrar office  4. Any other

D. Is there any guidelines available in your organization for media relations…

Yes/ No

E. If Yes , then the nature is : 

1. Mandatory to circulate any information through PRO only
2. Only Administrative unit information should go through PRO
3. Any other

F. Who is preparing press release of any event:

1. PRO officials  2. Coordinators of the event
3. Any experienced person  4. Not sure

G. Which out of these tools are used by your office :

1. Email – frequently □ occasionally □ rarely □ Never □
2. Website Design – Only advice □ Not Duty of PR □
give …when □ Other □
3. Blogs- writing regularly □ Do not use □
   Coordinating blogs on the internal public □
4. Electronic Brochure :- use with updates ☐ do not use ☐

5. Organization online conference :- frequently ☐ occasionally ☐ rarely ☐ Never ☐

6. Managing --------- :- Yes ☐ No ☐
through content only ☐ University don’t have FB account ☐

7. Managing Twitter account :- Yes ☐ No ☐
University don’t have twitter account ☐

8. Availability of ------ logo :- Yes ☐ No ☐

9. Calendar preparation :- Yes ☐ done by others and advisor given ☐
No role ☐ university does not have calendar ☐ Any other ☐

10. SMS :- At individual level ☐ uses bulk sms ☐
Only to invite media/ key persons ☐ don’t use ☐

11. Call Center Services :- regularly ☐ occasionally ☐ No ☐

12. Information desk :- when needed ☐ No ☐ phase specify time on event ☐

13. Staged Event :- Yes ☐ No ☐

14. Community event :- Yes ☐ NO ☐

15. Social/ national Event :- Yes ☐ No ☐

16. Sports Event :- Yes ☐ No ☐

17. Exhibition/Display :- Yes ☐ No ☐

18. Par............ :- Yes ☐ No ☐

19. Rally :- Yes ☐ No ☐

20. Feedback Research :- Yes ☐ No ☐

21. Media Scanning :- Yes ☐ No ☐

22. Environmental Scanning :- Yes ☐ No ☐

23. Focused Interviews :- Yes ☐ No ☐
24. House Journal :-  
   Regular [ ] Not Continued [ ] No Publication [ ]
25. News Letter :-  
   Yes [ ] No [ ]
26. Video Magazines :-  
   Yes [ ] No [ ]
27. Press release :-  
   Only hand copy [ ] Only soft copy [ ]  
   Both [ ] No preparation [ ]
28. Video News release :-  
   Yes [ ] No [ ]
29. Back Grounders :-  
   Yes [ ] No [ ]
30. Rejoinders :-  
   Yes [ ] No [ ]
31. Idea Boxes :-  
   Yes [ ] No [ ]
32. Promo Videos :-  
   Yes [ ] No [ ]

H. Which of the following jobs are preferable ass….. the PRO only

   1. Spokespersons of the university :-  
      Yes [ ] No [ ] can’t say [ ]
   2. Media relations :-  
      Yes [ ] No [ ] can’t say [ ]
   3. Community Relations :-  
      Yes [ ] No [ ] can’t say [ ]
   4. Crisis communication :-  
      Yes [ ] No [ ] Can’t Say [ ]
   5. Image Management :-  
      Yes [ ] No [ ] can’t Say [ ]
   6. Any other (please specify) :-  
      ............................................................

I. How frequently you are meeting with the Vice Chancellor

   1. At least Once in a week  2. At least once in a month  3. Daily  
   4. Not fixed  5. Any other

J. How frequently you are meeting with Registrar

   1. At least once in a week  2. At least once in a month
   3. Daily  4. not fixed  5. any other
K. To whom you are reporting?

L. With which out of the following bodies you are associated?

1. Executive Council - Yes ☐ No ☐
2. Academic council - Yes ☐ No ☐

M. How do you contribute in the policy making of the university?

(i) As member of the body (Give name of the body)
(ii) As advisor
(iii) As technical expert
(iv) No Contribution

N. What not do you play in releasing university advertisement:

(a) it is prepared and released by PRO
(b) Only advisory role is played
(c) No role is assigned
(d) it is done throughout sourcing

O. Publication of the university house journal:

(a) it is completely done by the PRO
(b) only advisory role is played
(c) No role is assigned
(d) it is done throughout sourcing
(e) No house journal published by university
P. Do your office subscribe to newspapers :-

(a) Yes , Regularly
(b) Only when needed
(c) No

Q. Do you get impact money to meet out office .....:-  Yes    No

R. Do you get any other financial assistance ?  Yes    No

S. Do you satisfy with your job ?  Yes    No    Can’t say

T. What is your opinion on contribution of public relations in universities ?

U. In your opinion what is future of education PR in india ?

Positive    Negative    can’t say

V. How do you your authority roles your works ?

(a) Essential   (b) complimentary (c) supplementary  (d) No notice  (e) can’t say

W. What things would you like to suggest for PR to contribute more valuably in educational institutions ?