CHAPTER- 4

PUBLIC RELATIONS IN HIGHER EDUCATION: STRUCTURE

ORGANIZATIONAL STRUCTURE OF PUBLIC RELATIONS

An Ideal set-up for in-house Public Relations department means coverage of all aspect of Public Relations as well as communication activities. The department is expected to have an adequate infrastructure, capacity and resources to fulfill its assignments.

The PR professionals in general feel that they can only lead the organization with confidence and achieve self-reliance in PR and communication task. It is the fact that the PR people have the better capability to understand organizational policies and objectives as compare to outside consultant. But a truly meaningful relationship (internal and external) will come through mutual understanding by including other factors like management, labour, community as well as media. The in-house person can act as a spokes person, which no other agency can afford.

Internal communication is almost synonymous with in-house PR. A proper internal communication accelerates the interest in the organization and supports the organization. There cannot be any adequate substitute for in-house PR for accelerating organization’s identity to stand up against the internal crises.

In-house PR provides fulltime service with the continuity of functions. They have direct access to the decision makers within the framework of organization. The management can ensure easily with value for money and time spends on PR activities in the diverse field. The organization having people oriented structures require in house PR in order to promote and maintain good relationship with emphasis on people aspects at all the levels of working. PR personal can protect the interest of the organization better at the time of crises, communication, investor’s relationship and consumer relationship. But, there seems some problem lies with in-house PR. These are-

1) In-house PR people are normally not interested in knowing the good aspects of PR activities in other organization.

2) In-house PR person fails to seek the information of value from various outside sources, which is the more disadvantages from the national and Global
communication point of view.
3) Employment condition prohibits going away with inefficient PR persons and they become redundant.
4) Many PR persons lose an unbiased behavior as a result of loyalty to the organization.

Despite of some limitations, the in-house PR is our advantage for organizations and a management function plays active and key role in achieves organizational objectives.

4.1 PR IN UNIVERSITIES

The PR departments in Indian universities are engaged in the task of information, image management, publicity, internal communications, media relations, and associated activities. The PR departments of universities engaged in publicizing policies, changes, and activities of organization among various publics. The PR departments inform the publics of the policies, programmes, developmental activities, events, performance, achievements, of concerned organization throughout the year with the help of tools such as press release, guided media tours, press conferences, press meets and interviews, articles, features, brochures, booklets, handbills, exhibitions, advertisement and through online. Several publicity campaigns are being carried out in order to inform and educate the people on operations, services, and development of the organization.

Public Relations department maintains dialogue with the target group through regular flow of positive information in order to sensitize, inform, motivate, and convince their opinion and to gain positive understanding for organization. With established in-house functioning of Public Relations these departments strive to maintain cordial relation and better coordination with media and other departments to conduct the Public Relations work efficiently and smoothly.

The objectives of the Public Relations in universities:

- Ensure that details of the institute’s activities, appointments and awards are publicized and communicated appropriately to the membership and to the wider market as necessary.
- Decide what is the “appropriate” vehicle for communication; website,
newsletter, professional publication (including Institute’s Journal or Network News), e-mail, flyer, personal letter or telephone.

- Agree with University the strategy for publicity and formulate a plan for implementation.
- Report regularly to the authority on both the communications and success rate, recommending any revision to the plan.
- Deals with the media on behalf of the university ensuring that details of any such media involvements and immediately communicated to the authority.
- Ensure that any university press releases are timely distributed.
- In many universities the Public Relations officer is responsible for the production and distribution of the institute’s newsletter.
- Even if the Public Relations officer is not responsible for the distribution of the institute’s programme or events, he / she should have an adequate supply available, together with current copies of related literature.

4.2 ROLE OF PR

The Public Relations Office plays vital role in disseminating the information for barrier free communication and in organizing various programmes of the University. By having, a regular and systematic contact with the experts in the field, the functioning of the University is made accessible to the Student community, Parents and guardians, employees and the General Public. As part of its activity, the PR section acts as a convenient bridge to various Academic Departments and to the Administrative Sections. A PR department contributes in the image management and branding of the organization. It has a firm role in crisis management also. It often works as a shield to organization during crisis by combating propaganda, maintaining line of communication, proactively engaging in counter communication and by publicizing the stand of organization and its willingness to resolve the issue.

The Public Relations Officer is responsible for ensuring that the University and its activities, achievements and awards are communicated appropriately to both the internal and external public. PRO handles activities including marketing and branding, media liaising with all the stakeholders, Internal communication, Research and Information Services. A PR is responsible for gathering news and feature
information within the University, planning, drafting and writing press releases, feature articles, fact sheets, background material and other copy material for use in internal and external communications. PRO is involved in developing and maintaining contacts with the relevant media, promoting the use of university personnel in broadcast and written media, and the publication of organization’s information across all media. The PRO has a specific responsibility for developing comprehensive internal communications, writing, commissioning and editing material for the University magazine and the website, as well as coming forward with new imaginative initiatives to improve the flow of relevant information to and between staff. PRO seeks new and creative opportunities to exploit the considerable potential of university with the objective of raising the public profile of the University across all its disciplines, as well as enhancing the University’s reputation with better public awareness of its goals, achievements and development, in accordance with the strategic objectives of the University.

4.3 BANARAS HINDU UNIVERSITY

Banaras Hindu University has a well-established Public Relations department. Department has been in the service of the university since more than last four decades.

Fig. 4.1 Cover of the leaflet produced by PRO
4.3.1 Information & Public Relations Office - This division, headed by Information and Public Relations Officer and assisted by an Assistant Public Information Officer, consists of two units viz. Information & Public Relations Unit and Publication Unit.

Fig.4.2 Office building of the PRO BHU

4.3.2 Objectives

1. Repository of information of the university

2. Manage communication and public relations activities of the University.

3. Coordinating publication activities of the University.

4. Editing and publishing BHU News Letter.

5. Organizing University Memorial Lectures.

6. Publication of Advertisements in national, regional and local newspapers/journals.

7. Maintaining liaison with the Press and Media.

8. Any other work assigned by the higher authorities.
### 4.3.3 Organizational Structure - People

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Designation</th>
<th>Name</th>
<th>Original Department</th>
<th>Nature of job</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Chairman</td>
<td>Prof. Rajesh Singh</td>
<td>Inst. Of Agriculture</td>
<td>Additional responsibility</td>
</tr>
<tr>
<td>2.</td>
<td>Member</td>
<td>SR Yadav</td>
<td>-</td>
<td>Additional responsibility</td>
</tr>
<tr>
<td>3.</td>
<td>Member</td>
<td>US Dwivedi</td>
<td>-</td>
<td>Additional responsibility</td>
</tr>
<tr>
<td>4.</td>
<td>Member</td>
<td>V Singh</td>
<td>-</td>
<td>Additional responsibility</td>
</tr>
<tr>
<td>5.</td>
<td>PRO</td>
<td>V Pandey</td>
<td>PRO</td>
<td>Core Responsibility</td>
</tr>
<tr>
<td>6.</td>
<td>APRO</td>
<td>Rajesh Singh</td>
<td>PRO</td>
<td>Core Responsibility</td>
</tr>
<tr>
<td>7.</td>
<td>Photo Artist</td>
<td>Ram Prasad Singh</td>
<td>PRO</td>
<td>Core Responsibility</td>
</tr>
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<td>8.</td>
<td>P N Singh</td>
<td>Senior Asst.</td>
<td>PRO</td>
<td>Core Responsibility</td>
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<tr>
<td>9.</td>
<td>S N Dubey</td>
<td>Senior Asst.</td>
<td>PRO</td>
<td>Core Responsibility</td>
</tr>
<tr>
<td>10.</td>
<td>M P Vishwakarma</td>
<td>Section Officer</td>
<td>PRO</td>
<td>Core Responsibility</td>
</tr>
<tr>
<td>11.</td>
<td>Keshav Prasad Yadav</td>
<td>Senior Asst.</td>
<td>PRO</td>
<td>Core Responsibility</td>
</tr>
<tr>
<td>12.</td>
<td>Abhilash Singh</td>
<td>Office Asst. (contract)</td>
<td>PRO</td>
<td>Core Responsibility</td>
</tr>
<tr>
<td>13.</td>
<td>Basant Lal</td>
<td>Office Asst. (contract)</td>
<td>PRO</td>
<td>Core Responsibility</td>
</tr>
<tr>
<td>14.</td>
<td>Srikant Gaud</td>
<td>Peon</td>
<td>PRO</td>
<td>Core Responsibility</td>
</tr>
<tr>
<td>15.</td>
<td>Rajesh Mishra</td>
<td>Peon</td>
<td>PRO</td>
<td>Core Responsibility</td>
</tr>
</tbody>
</table>

### PRESS PUBLICATION AND PUBLICITY CELL

(O) 230-7260, 2368598, 6701905, FAX-2368598

E-Mail: pppcellbhu@gmail.com, pppcellbhu@yahoo.co.in

Blog: [http://pppcellbhu.blogspot.com](http://pppcellbhu.blogspot.com)
NOTIFICATION

Dated: 29th April, 2013

It is notified for information of all concerned that as per order of the Vice-Chancellor, the Press, Publication and Publicity Cell of the University is hereby expanded, upgraded and reconstituted with immediate effect till further orders. It will now be a larger body with inclusion of BHU Press and BHU website within its ambit. New functionalities like a Design Studio and Souvenir Outlet are added to the functions of PPP Cell. The PPP Cell shall be headed by a Chairman and will have six divisions comprising of certain members and a Convener. All the Conveners, members and Chairman will together constitute the PPP Cell. The Conveners shall be incharge of the activities of their division and will report to the Chairman in discharge of their function. The Chairman shall bear the overall financial and administrative control of all the divisions of the PPP Cell, and shall be responsible for coordination and synergy between all the six divisions and also shall report to the Vice-Chancellor. The constitution of the Cell shall be as follows:

Prof. Ravi Pratap Singh
Director
Institute of Agricultural Sciences. -Chairman

1. Public Relation and Media Division
   (i) Prof. J.P. Srivastava
       Department of Plant Physiology - Convener
   (ii) Prof. Reeta Singh
       Mahila Mahavidyalaya - Member
   (iii) Prof. Aloki Rai
       Faculty of Management Studies - Member
   (iv) Prof. B.K. Singh
       Department of Physics, Faculty of Science. - Member
   (v) Shri Hajesh Singh
       Asst. Public Relations Officer - Member

2. Publication Division
   (i) Prof. B.K. Singh
       Faculty of Commerce - Convener
   (ii) Prof. Anita Singh
       Department of English, Faculty of Arts. - Member
   (iii) Dr. Padmini Ravidranath
       Mahila Mahavidyalaya - Member
   (iv) Dr. Vishwanath Pandey
       Public Relations Officer - Member

3. BHU Press Division
   (i) Prof. M.S. Pandey
       Department of English, Faculty of Arts. - Convener
   (ii) Dr. Kirti Prabha Srivastava
       Department of Genetics & Plant Breeding, IAgScs. - Member
   (iii) Dr. M.K. Srivastava
       Department of Geophysics, Faculty of Science. - Member

P.T.O.

Copy of the Notification of organization of Press & Publicity cell of BHU
The above circular is issued by the Registrar Office of the BHU showing the constitution of the Press & Publicity cell.
4.3.4 Chairman Press, Publication and Publicity Committee - The chairman is the overall head of the PPP cell. He is the controller of the all financial, administrative and other activities of the cell and the units of the cell. Presently a Professor is designated as the chairman of the cell.

Fig. 4.3 Internal look of the Chairman’s chamber (PRO-BHU)

Fig. 4.4 Addressing Press Conference in PRO-BHU Conference hall
4.3.5 Coordinators - The cell has been organized into six divisions. Public Relation and Media Division, Publication Division, BHU Press Division, BHU Website Division, Design Studio Division, Souvenir Outlet Division. Conveners are responsible for the activities of the division with the consent of the chairman and with the help of the members. Convener has to report to the chairman of the cell and members have to report to the convener of the division.

4.3.6 PRO - The formal organization and management of the Public Relations Office of the university is under the control of the Public Relations Officer. He is responsible for the management, administration and coordination of the office. He is figurehead of the office and bears responsibilities of the interaction, liaison on behalf of the office. PRO reports to the registrar and VC and other members of the office report to him.

4.3.7 APRO - An Assistant Public Relations Officer is working under the leadership of the PRO. He is next to the PRO. APRO accompanies the public relations works under the supervision of the PRO.

4.3.8 Photo Artist - Photo artist is responsible to develop, provides, and store still photographs of various events of the university. He reports to the PRO and assists in providing visual inputs in the press release, website, magazine, newsletters and other publications of the office.

4.3.9 Section Officer - He works for office management. He is the supervisor of the office and his key responsibilities include record keeping, file management, noting and drafting and other office related matters.
4.3.10 Sr. Asst. - PR Office has three senior assistants. They assist PR works and office works. Their key responsibilities includes news drafting assistance, filing, noting, record preparation, DTP work etc.
4.3.11 Office Asst. - Office assistants assist the office works and other DTP works of the office.

![Image](image1.png)

Fig. 4.7 Value Promotion Policy (by PRO-BHU)

4.3.12 Peon - They work as the office attendant and additionally they take care of the newspaper cutting, pasting, and storage. They perform job of messenger also.
4.4 REPORTING PATTERN and LINE OF COMMAND

The hierarchy of authority in an organization is designed to benefit it and the employees. The organization grows with the strength of a competent managerial staff, and employees look to management to provide career development. A hierarchy is also a method of maintaining managerial integrity. The hierarchy of authority in an organization is important to the sustained success of the organization.

4.4.1 Organizational Structure of Press, Publication, and Publicity Cell

- Chairman
- Coordinators
- Public Relation and Media Division, Publication Division,
  BHU Press Division, BHU Website Division, Design Studio
  Division, Souvenir Outlet Division
- Members
  Public Relation and Media Division, Publication Division, BHU Press Division, BHU Website Division, Design Studio
  Division, Souvenir Outlet Division
- Office of the PR
A simple pyramid structure is found in the hierarchy of public relations office in the BHU. Top to bottom command is followed in placing order and subordination. Planning, coordinating, leadership and administration functions are taken care by top management i.e. Chairman, PRO, and to some extant APRO. Others report to them and work on the planning done by top managers.

4.5 JOB ROTATION

Mixed job rotation is observed in the office. Some posts such as PRO, APRO, and Photo Artist are non-transferable as these are sanctioned for PR works exclusively. Other including Chairman have interdepartmental job transfer pattern.

4.6 INTERNAL COMMUNICATION

Internal communication simply indicates the sharing of information within the organization for public relations purpose. This takes place through conventional and non-conventional means. Speech, electronic boards, email, social networks, intercom, telephone, publications, office notices, CCTV, fax, LAN, and other computer
networks are used for internal communication.

In BHU public relations office uses number of methods and means to conduct internal communication affairs. With inbuilt infrastructure it communicates electronically, through print media, through notice board and circulation and through direct communication. Mobile, telecom and telephone are also used for it.

4.7 MAHATMA GANDHI KASHI VIDYAPITH

Public Relations set up in MGKVP is ad hock in nature. A person from the teaching community is designated as the PRO and he offers his services to the university as extension approach. University has practice of public relations in the same manner since so many years. Earlier a full flagged committee was serving as Public relations and publicity committee with chairman and various members. For some times a complete directorate was created for public relations and a member from teaching community was assigned additional responsibility of director of the directorate. Directorate was operational with an office and supporting staff in the central office building. At its peak the directorate was functional with 11 members and a director. Later the status was deteriorated and directorate was dissolved. The office space and supporting infrastructure was allotted for other job.

Fig. 4.7 Logo of the MGKVP
4.7.1 Objective -
1. Coordinating media relations and liaison with media persons
2. Coordinating public relations activities for university
3. Managing Press meet and media events for VC secretariat
4. Functions as the PR representative in various event organizing committee
5. To co-ordinate with Press/Media and Information & Public Relation Department of other institutions.
6. To submit the Clippings of coverage of university news from daily newspapers to the Vice Chancellor and Registrar.
7. To ensure that programs of the university are covered effectively and enough by Press, Media, Doordarshan and Akashvani etc.
8. To prepare the press release of the programme on the request of several institutes/ departments.
9. Any other task assigned.

4.7.2 People -

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>PRO</td>
<td>Dr. M M Verma</td>
<td>Department of Social Work</td>
<td>Additional responsibility</td>
</tr>
</tbody>
</table>

4.7.3 PRO - At present an Associate Professor from Department of social work is taking responsibility of public relations activities. His main function is to coordinate with media professionals to felicitate them for news coverage. He does not have office or manpower support from the university. Based on the assignment basis he can use infrastructure of the registrar office, get advance money to meet out expenses and expenditures. PRO reports to the registrar and vice chancellor of the university.
4.8 REPORTING PATTERN AND LINE OF COMMAND

Since only one person has been deputed as the PRO so any managerial structure is not created in the organization for PR unit. PRO is coordinator of assigned duties and he can ask for need based HR support from the organization. No line of command is found as only one person is working. However, PRO creates Hierarchy from top to bottom in term of reporting to VC and Registrar.

Copy of the Notification for media circulation by MGKVP.
4.9 ORGANIZATIONAL STRUCTURE OF PUBLIC RELATIONS OFFICE

Vice Chancellor

Public Relations Officer

Registrar

**Job Rotation**- Job rotation does not exist.

4.10 INTERNAL COMMUNICATION

Meetings, interaction on idea generation etc. used for internal communication.

4.11 SAMPURNANAD SANSKRIT UNIVERSITY (SSU)

Sampurnand Sanskrit University has established PR Office. PRO is the head of the office. He reports to the registrar. Three other staffs including two office assistants and one attendant is serving in the office. They report to the PRO on routine matters.

Fig 4.8 Cover page of the Convocation issues of the University Magazine
4.11.1 Objectives -

1. To function as the spokesperson of the university

2. To assist the principal officer/ coordinator in case of RTI

3. To co-ordinate with Press/Media and Information & Public Relation Department of other institutions.

4. To submit the Clippings of coverage of university news from daily newspapers to the Vice Chancellor and Registrar.

5. To ensure that programs of the university are covered effectively and enough by Press, Media, Doordarshan and Akashvani etc.

6. To prepare the press release of the programme on the request of several institutes/ departments.

7. Any other task assigned.
4.11.2 People -

<table>
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<th>Original Department</th>
<th>Nature of job</th>
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<tr>
<td>1.</td>
<td>PRO</td>
<td>Sashindra Mishra</td>
<td>PRO</td>
<td>Core Responsibility</td>
</tr>
<tr>
<td>2.</td>
<td>Routine Clerk</td>
<td>Ajitesh Dube</td>
<td>-</td>
<td>Core Responsibility</td>
</tr>
<tr>
<td>3.</td>
<td>Routine Clerk</td>
<td>Santosh Kumar Dube</td>
<td>-</td>
<td>Core Responsibility</td>
</tr>
<tr>
<td>4.</td>
<td>Office Asst.</td>
<td>Kashinath Patel</td>
<td>-</td>
<td>Core Responsibility</td>
</tr>
</tbody>
</table>

4.11.3 Public Relations Officer - PRO works as the head of the public relations unit of the university. He works under the supervision of the registrar and acts as coordinator and in charge of the media relations. University PRO has additional responsibility of APIO and he assists the PIO of the university in RTI matters.

4.11.4 Office Assistant- Office assistants assist the office works and other DTP work of the office.

Attendant- He serves as the multi-task worker.

4.11.5 Reporting Pattern and line of Command - A simple pyramid structure is found in the hierarchy of public relations office in the SSU. Top to bottom command is followed in placing order and subordination. Planning, coordinating, leadership and administration functions are taken care by top management i.e. Chairman, PRO, and to some extent APRO. Others report to them and work on the planning done by top managers.
Organizational Structure of Public Relations Office

Registrar

PRO

Routine Clerk    Routine Clerk

Office Attendant
4.11.6 **Job Rotation** - Mixed job rotation is observed in the office. Some posts such as PRO is non-transferable as this is a sanctioned post for PR works exclusively. Others have interdepartmental job transfer pattern.

4.11.7 **Internal Communication** - Meetings, interaction, idea generation etc. are main practices or part of internal communication.

![Fig 4.11 University Calendar of the SSU](image-url)
4.12 ASSAM UNIVERSITY

Assam University manages its public relations activities on need based, event based management. At present university does not have any formally designated PR personnel and office. The information needs and communication objectives of the organization are met out with two approaches designated committee for specific programme and as administrative responsibility of office concerned. In first case, when special need occurs a committee is constituted with employees of the university and they look after the documentation, dissemination, and communication of the information to the media and other target groups. For preparing important events such as convocation, annual day, book fairs etc Public Relations/Publicity/ Documentation committee is constituted with a chairman, convener and members. Committee through media relations, website information, documentation through audio-visual, still camera, and scripting prepares the information that is circulated to the press, and other stakeholders.

In second case, information to the media is managed by registrar office directly. Normally copies of the notification with a request to publish in the newspaper, broadcast on TV, Radio is sent to media concerned in soft/hard copy.

4.12.1 Objectives -

1. Source of information of the university for visitors, students, and other public.

2. Manage communication and public relations activities of the University.

3. Coordinating publication activities of the University.

4. Editing and publishing News Letter.

5. Organizing media events for university.

6. Publication of Advertisements in national, regional and local newspapers/journals.

7. Maintaining liaison with the Press and Media.

8. Documentation of university events.
9. Any other work assigned by the higher authorities.

10. To submit the Clippings of coverage of university news from daily newspapers to the Vice Chancellor and Registrar.

11. To ensure that programs of the university are covered effectively and enough by Press, Media, Doordarshan and Akashvani etc.

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Fig 4.12 An Issue of the Newsletter of the AUS

**4.12.2 People** - Assam University does not have and regular public relations official. Though, post of PRO has been advertised and it can assumed that a PR setup in the university would maintain the flow of information from various sections through advertisements, press-note releases, development of features and articles and
perform liaison with important public and stakeholders. However, need based public relations is maintained in the university by following mechanism-

4.12.3 Committee for documentation/ press and publicity - When university organizes important events such as convocation, foundation day function, and any other mega event a committee is constituted with persons from various departments/ sections to take care publicity and public relations activities. In past, number of times, such committee is headed and constituted by department of mass communication people. This committee takes care of the media relations, documentation, and preparation of press release.

In case of departmental events separately a media relations/publicity committee works and takes care of the information business. In case of administrative matters Registrar office works as nodal point for information dissemination.

4.12.4 Reporting Pattern and line of Command - In managing affairs of concerned committees both linear top to bottom approach and collective management is followed. Such committees identify tasks, selection of tools, modalities of functioning decide collectively through meetings and accordingly various responsibilities are distributed among the members of the committee.

Fig 4.13 Publication Cover by the AUS
Fig 4.1 Newsletter by AUS
4.12.5 Job Rotation - No regular job rotation is found as the organization and dissolving of committee is need based and one time only. One committee does not offer its services for other events. For every event a new committee is constituted.

4.12.6 Internal Communication - Matters of internal communication are taken care by registrar office and other offices so administrative approach is followed. Some works such as release of advertisement, approval of press information is finalized by registrar/VC office directly.

4.13 CENTRAL UNIVERSITY OF TIBETAN STUDIES

Central university of Tibetan studies has regular public relations office which works under the direct control of the registrar. It works as the official information felicitator and helps people to get he news and information of the organization.

![Fig 4.15 Publication by CUTS](image)

4.13.1 Objectives -

1. To function as the spokesperson of the university
2. To co-ordinate with Press/Media and Information & Public Relation Department of other institutions.

3. To submit the Clippings of coverage of university news from daily newspapers to the Vice Chancellor and Registrar.

4. To ensure that programs of the university are covered effectively and enough by Press, Media, Doordarshan and Akashvani etc.

5. To prepare the press release of the programme on the request of several institutes/ departments.

6. Any other task assigned.

**4.13.2 People -**

<table>
<thead>
<tr>
<th>Sl. No.</th>
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<th>Name</th>
<th>Original Department</th>
<th>Nature of job</th>
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<tr>
<td>1.</td>
<td>PRO (contractual)</td>
<td>Tenzin Kunsel</td>
<td>PRO</td>
<td>Core Responsibility</td>
</tr>
<tr>
<td>2.</td>
<td>Senior Asst.</td>
<td>Yashi Dhonden</td>
<td>-</td>
<td>Core Responsibility</td>
</tr>
<tr>
<td>3.</td>
<td>Office Asst.</td>
<td>Tenzin Sidon</td>
<td>PRO</td>
<td>Core Responsibility</td>
</tr>
</tbody>
</table>

**4.13.3 Public Relations Officer** - PRO in CUTS works under the registrar. PRO is unit head of the PR office and he is responsible for activities of the office. He takes care of the media relations and coordinates the activities of media scanning and media analysis.

Senior Assistant- Senior assistant works under the PRO. He is concerned with the routine matters of the office. Record keeping, DTP, filing, noting, data maintenance are some of the jobs of senior assistant.

Office Assistant- He works as multi-task worker. He assists in the routine office matters, and functions as messenger also.
Fig 4.16 PR personal working in the office (CUTS)

**Organizational Structure of Public Relations Office**

```
Registrar
  ↓
PRO
  ↓
Senior Assistant
  ↓
Office Assistant
```

**4.13.4 Reporting Pattern and line of Command** - A simple pyramid structure is found in the hierarchy of public relations office in the CUTS. Registrar actively takes care of the affairs of the office. PRO reports to the registrar and other staffs report to the PRO.
4.13.5 Job Rotation - Internal and interdepartmental job mobility exists.

4.13.6 Internal Communication - Normally linear formal internal communication pattern exists in the office. Other units mostly do communication with other departments and PR has very little role into it. In case of communication with
public both electronic and print media tools are used. Notice, requests, notes, sms, telephone etc are also used.

Fig 4.18 An Invitation Card by CUTS

4.14 CONCLUSION

After describing the organizational structure of the Public Relations departments of the select universities we can conclude the chapter into following points:

(1) Public Relations is integral part of all universities.

(2) All universities do not have well-structured PR setup.

(3) Strength of the PR department affects the efficiency and performance of the public relations.

(4) All PR departments follow linear top to bottom pattern of departmental management.

(5) Vice chancellor and Registrar are two top reporting officers for PROs.

(6) Most of PR departments do not have technical experts as full time employee.

(7) Both internal and inter-departmental job mobility exists.
(8) A variation in the pay scale and grade pay found in different university’s PRO salaries.

(9) Media relations has been an established practice in all PR departments.

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