



The Catholic University of Eastern Africa

TITLE	AUTHOR
PROCEDURE FOR PUBLICITY / MEDIA RELATIONS (CUEA/VC/CIR/02)	HEAD OF COMMUNICATIONS AND INTERNATIONAL RELATIONS
	NO. OF APPENDICES:
	NONE
AUTHORIZATION This Standard Operating Procedure is issued under the authority of:	
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NOTE: 1. Write amendments on the page provided (Clause 0.2) 2. Controlled copies of this document will be in the Communications Office and the Vice Chancellor's Office	

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0. CONTENTS AND RECORD OF CHANGES

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0.2 Record of Changes

No.	Date	Details of Changes		Authorization
	<i>(dd-mm-yyyy)</i>	<i>Page</i>	<i>Clause, Sub-clause</i>	<i>Designation</i>
1.	04-12-2018	All	As per the requirements of the new standard	Head CIR


0.3 Distribution / Circulation

This Standard Operating Procedure is available at relevant functions for authorized users.

1.0 PURPOSE

The purpose of this procedure is to ensure media publicity for CUEA's enhanced image.

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2.0 SCOPE

This procedure describes the process of media participation and engagement in CUEAs related activities

3.0 REFERENCES

- 3.1 Students Handbook
- 3.2 Catholic Identity Document
- 3.3 ISO 9001:2015 Standard
- 3.4 CUEA Quality Management Manual

4.0 DEFINITION OF TERMS

Public Relations (PR) is a strategic communication process that builds mutually beneficial relationships and goodwill between organizations and their publics/stakeholders


5.0 PRINCIPAL RESPONSIBILITIES

The principle responsibility for this procedure lies with the Head of Communications and International Relations or the delegated staff.

6.0 METHOD

- 6.1 The Head of CIR receives/seeks relevant information from various Departments that can go to the media.
- 6.2 If it is an event, depending on the magnitude the Head of CIR assigns with Public Relations Assistant to develop a media invite or press release
- 6.3 The Head of CIR then releases the media invite at least three (3) days before the event and receives media confirmations. If it is a press release, it is released at least one day after the event. Articles for possible media publication can be shared any day by the

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Head, CIR.

- 6.4 If it's an event, the CIR office will handle the media from confirmations, registration / accreditation and sharing all the event details with the media
- 6.5 If it is media query, the Head of CIR receives the query in writing and consults with the VCs and other officers in developing appropriate responses. The final response is shared with the VC for validation before sending to the media
- 6.6 The Head CIR will continually and proactively seek opportunities for the University to feature in various media. Once an opportunity is secured, the Head CIR will determine how best to participate, clear with the VC and run the logistics for the participation.
- 6.7 The Head CIR will maintain a file detailing all the publicity realized


7.0 APPENDICES

7.1 CONTEXT

7.1.1 External / Internal Factors

(a)	External Factors	Identified Risk / Opportunity
(i)	Negative news on the University	Dented image Business loss Opportunity to share positive news
(b)	Internal Factors	Identified Risk / Opportunity
(i)	Lack of confidentiality by staff	Internal information in the media Sensitize staff on brand management
(ii)	Low customer-orientation	Customer sharing their complaints/frustrations with media Sensitize staff on effective customer service


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7.1.2 Relevant Interested Parties

	Party	Needs and Expectations
(i)	Media	Timely and complete information/clarification and proactive engagement
(ii)	Students/customers	Positive brand, effective customer service
(iii)	Staff	Positive brand, timely information, good working environment


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7.2 RISK ANALYSIS AND CONTROL

No	Risk	Cause	Risk Assessment			Risk Level	Control / Treatment
			Likelihood	Impact	Likelihood / Impact		
1	Competing Events	Customer sharing their complaints/frustrations with media	2	3	6	Medium	Effective Customer Service
2	Cancellation of an event	Negative news/dented image	2	3	6	Medium	Provide information on true position
		Internal information going to media/lack of confidentiality	2	2	4	Medium	Sensitise staff on impact of dented image to business

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7.3 REQUIRED ORGANIZATIONAL KNOWLEDGE

- (a) One needs to have a good understanding of the University
- (b) Be able to pick information that can be newsworthy
- (c) Have understanding of media and how they work, have media contacts and be able to engage media
- (d) Ensure that all media queries are responded in good time

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