



Department of Information and Publicity
Government of Goa
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CIRCULAR

Sub: Guidelines for PRO's of Departments/Autonomous bodies/Corporations

Read: Circular No.DI/INF/Desig-/PRO/Pub/2015-16/5579 dt.27/11/2017

With a view of appraising general public, on a regular basis, the developmental and progressive activities undertaken by different organization of the State of Goa and to effectively deal with critical news emanating due to lack of information or otherwise, the Government had directed to designate one responsible Gazetted Officer in every department/autonomous body as a Public Relation Officer (P.R.O) who will serve as Departmental Publicity Officer (DPO).

The role and responsibilities of PRO are as under:

1. Develop PR campaigns and media relations strategies:

A public relations or PR campaign allows to control the spread of information about programmes and policies, creating a media narrative that attracts general public. However, public relations doesn't happen all on its own. To create and implement a PR campaign, there needs to be a comprehensive plan that includes preparing a media plan or advertisement, press note, articles, press conferences, media tours, seminars, workshops, using radio and television medium to reach the desired targeted people.

2. Promotional material:

Edit and update promotional material and publications (brochures, videos, social media posts etc.) based on analysis of their performance.

3. Prepare and distribute press release and serve as the departments spokesperson:

PRO needs to develop the skills to write an effective press release ensuring the media and public get the correct message. Department of Information and Publicity may be consulted for any advise in this regard.

4. Address inquiries from the media and other parties:

Whenever Media approaches PRO directly, PRO needs to consult HOD which will also enable on to check out some possible questions/answers and to receive some direction before returning the reporter's call and convey the stand/message of the department and not the personal opinion.

5. Track media coverage and Report the critical news Report:


PRO needs to monitor media and keep track of potential media coverage. The role of PRO is to project the good work of the Department and Government and also rebutt any critical or negative news etc.

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6. PRO should on regular basis prepare and submit PR reports.

The Department of Information and Publicity (DIP) being a nodal department the PRO's of all the Department/Autonomous bodies shall co-ordinate with DIP for any information to be shared with the Press. Due approvals should be taken before release.

Further any change in PRO after transfer/retirement should be immediately brought to the notice of DIP along with the contact number in order to ensure better coordination.


10/09/2020
(Darshana Narulkar)
Director, Information & Publicity

To,

- 1) All HOD's/Autonomous Bodies/Corporations/Municipalities
- 2) PS/PA to Hon'ble Chief Minister/Ministers/Secretaries to Government