**Lecture # 2**

**Size of a PR Department.**

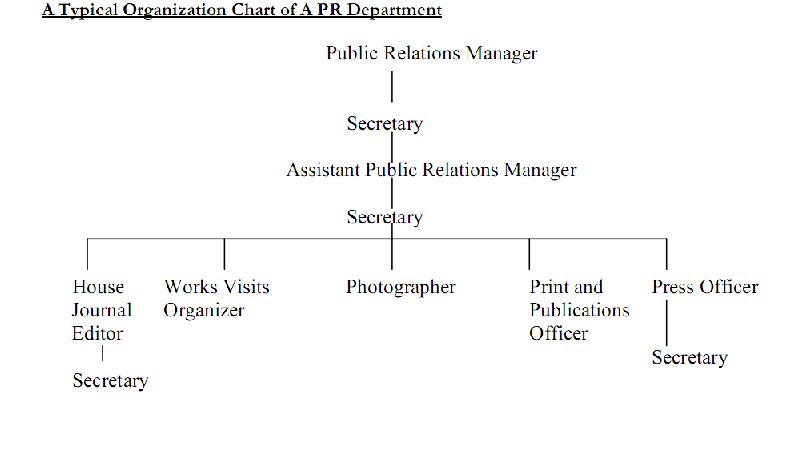
PR department may be large or small depending upon:

* Size of the organization.
* Value placed on PR by management;
* Special PR requirements of the organization.

Taking a stage further, a mass consumer product manufacturer may spend much more on advertisement than on PR, while a technical or industrial company may spend little on advertisement but rely strongly on PR.

**PR Department Staff.**

The PR department may consist of no more than a PR Manager and a secretary with word processing capability. Depending upon the activity & size of operation the organization may have Press officer, photographer and a presentation specialist. See chart below for possible staffing of a PR department in a large manufacturing company.



**Role Of PR Manager**

PR manager is the executive who manages the company’s PR. His / Her responsibilities can be;

* To set the targets **or define objectives** for PR operations;
* To estimate the **working hours and other resources** that needs to be cost.
* To decide **priorities** that will control the choice of publics, media to reach them, timing of operations, best use of manpower and other resources such as equipment etc.
* To decide the **feasibility** of carrying out the declared objectives in the light of available funds, existing staff and equipment etc.

**Four Fold Specialist Task Of PR Manager**

1. To establish and **maintain a correct image** of the organization and its policies, products, services and personnel.
2. Monitor **outside opinion & convey** this intelligence to management;
3. **Advise management** on communication problems, solutions & techniques;
4. **Inform all publics** about policies, activities, products, services & personnel so that maximum knowledge & understanding is won.