



***POLICY REGULATIONS  
ON PUBLIC RELATIONS AND COMMUNICATION***

**Article 1  
Introduction**

International University of Sarajevo (IUS) is a higher educational institution established by the Foundation for Education Development Sarajevo (SEDEF). IUS has been signed into court registry on October 23, 2003 (UF/I-1656/03) and officially registered with the Ministry of Education of the Canton of Sarajevo on June 23, 2004. IUS conducts an important role in the Bosnian-Herzegovinian society, and therefore it is of great significance for IUS to communicate with both domestic and foreign public.

IUS has to inform public on its activities and establish communication on both external and internal level. In order for this communication to be successful, IUS has to develop Public Relations and Communications Policy.

**Article 2  
Policy Regulations on Public Relations and Communications**

Public Relations and Communications Policy defines the approach of IUS towards internal and external public. Policy also aims to improve communication between internal and external public. In order for public to receive timely and truthful information, IUS has to adequately define the manners in which public is given the necessary information.

**Article 3  
Aims of the Policy Regulations**

Aims of the Policy on Public Relations and Communications is to define manner on how to raise awareness of the IUS mission, vision and study programs amongst target audience and beyond. It also aims to create positive image of the IUS.

**Article 4  
Internal Communications**

Internal communications represent communications that happen between IUS employees, students and management. Internal communication at IUS happens through announcements via official e-mail address of PR manager or Rector's Office and IUS web site, as well as through IUS bi-monthly Newsletter.



## **Article 5**

### **External Communications**

IUS target groups for external communications are: prospective students, their parents, NGO's, governmental institutions, etc. All external communications have to go through the Public Relations Office.

PR Office establishes and nurtures relations with various parts of the society in Bosnia and Herzegovina and abroad. These parts include, but are not limited to, industries, government and NGO's. Communications with industries include establishing contacts with prestigious industrial companies in order to have IUS students do their practical courses there. Industrial representatives are also welcomed for guest lecturers where they can share their knowledge with students.

PR Office encourages IUS Management to establish close relations with different levels of government in national and international area. Joint activities have to be planned and conducted at IUS. PR Office has to nurture relations with NGO's in order to see which joint projects can be started to benefit the society in general. PR Office is open for IUS students and Clubs that wish to organize activities with different social aims and that can also be used for IUS promotion.

PR Office has to be open to all public inquiries via its telephone numbers (033 957 177), e-mail (info@ius.edu.ba) and regular mail. PR Office has to answer all inquiries as soon as possible and not later than seven days. PR Office has to go through all inquiries and see the best possible way for their solving/fulfilling. IUS Management has to be informed about all inquiries and no solving will be made without Management's prior consent (Rector or Secretary General).

## **Article 6**

### **Manners of Communications**

IUS will use following manners of communications: Press releases, Web news, Interviews, Public lectures, Round tables, Newsletters, E-mails, Meetings, Internet presentation, Enrollment campaigns, Adds in media.

All media requests for information have to be channeled through the Public Relations Office. Requests have to be forwarded in written form by e-mail or regular mail. Depending on what is requested and upon the approval from Management, PR Manager is obliged to find experts/professors for interviews and rooms/labs in which to conduct interviews or reportages. IUS Management has to be informed of these activities with the written request for approval as soon as the request by media is received.



## **Article 7** **Carriers of Communications**

The carriers of the internal communications at IUS are all employees and students. The carriers of the external communications are: 1. Rector, 2. Vice- Rector, 3. President of the IUS Board of Trustees, 4. Members of the IUS Board of Trustees, 5. President of the Foundation for Education Development Sarajevo, 6. Members of the Foundation for Education Development Sarajevo and other administrative or academic employees upon the permission from Rector.

If the media contacts an employee regarding the information on the university and its study programs, the employee has to notify the Public Relations Office. In the same manner, if the PR office is contacted about a specific program for information, employee has to be notified prior to a contact from the media. In case of misuse of IUS information by media, PR Office has to request in written the correction of the information in media immediately, at latest 24 hours after the publishing/broadcast.

## **Article 8** **Communications Channels**

IUS uses, but is not limited to, following channels of communications: IUS web site, daily and weekly newspapers, radio and TV stations (both national and cantonal), promotional materials, IUS Open Day, school presentations, direct communication with visitors, meetings.

The main IUS web pages ([www.ius.edu.ba](http://www.ius.edu.ba), established and founded by Statute no. IUS-SENATE 11-013/2011 adopted by IUS Senate on March 8 2011 in Article 8 is defined: "*IUS has its own website: www.ius.edu.ba*" ) in English, Bosnian and Turkish language are designed by IUS VACD team and IUS Web Master, as well as Public Relations Manager. IUS Web Master updates web pages by the request of PR Manager. All requests for update or correction of information published on web site have to go through PR Manager and Vice Rector for External Cooperation.

All news, announcements and activities found on IUS web site are published by the IUS Public Relations Manager. Manager is also obliged to write news, announcements and activities in English and edits the ones in Bosnian language. All IUS academic and administrative staff is obliged to send information they think could be of use for IUS web site to PR Manager. Manager then has to edit the text and, if text is appropriate, publishes it on the web site. All news, announcements and activities have to be translated to Turkish language. All news, announcements and activities have to be published on IUS Facebook pages in three languages: English, Bosnian and Turkish.

All IUS promo materials have to be printed under the guidance of Public Relations Office. Promo materials don't include office supplies, such as envelopes, work notebooks, and materials needed for the



everyday work in the office. In case IUS staff needs or has new ideas for promo materials, PR Manager should be contacted to discuss these publishing projects, including format, print quantities, and creative ideas to enhance the project. Flyers, brochures and other available printed materials can be found in PR Office. All employees can use these promo materials.

Employees are not allowed to post handwritten posters, as well as announcements on the walls and glass surfaces in IUS building. The Public Relations Office can assist in the design of posters, but a one-week notice is requested.

IUS Newsletter is a bi-monthly publication that includes information on university activities, events, faculty accomplishments, etc. It is published online on IUS web site. All contributions to Newsletter by students and staff are welcomed. Contributions are to be submitted via e-mail to PR Manager who is also a Newsletter editor who has the right to correct the contributions or completely reject them if necessary.

PR Office takes photographs of IUS Campus, students, professors on a regular basis using a digital camera. If these photos are needed for the employees, requests to the Public Relations Office should be made. Digital camera can only be borrowed from PR Office in extraordinary situations.

News releases have to be emailed on a regular basis to newspapers, radio and television stations, and other news outlets for the events that Public Relations Office finds suitable. Information for upcoming events has to be submitted to the Office whenever possible at least a week prior to the date the event will be held. The Public Relations Office is obliged to submit press releases about upcoming or past events to media. However, each media reserves the right to publish or not publish these releases.

### **Article 9 Yearly Report**

Public Relations Office is obliged to prepare yearly report on the Communication activities at IUS that analyses weaknesses and strengths of IUS. It also gives overview of activities and sums the results.

### **Article 10 IUS Image**

Successful communications and positive publicity will contribute to the IUS image, since it is very important that public has good perception of IUS. Good perception takes lots of time to be built and has to be done in a responsible, transparent and quality way.



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IUS should make a questionnaire amongst public in Bosnia and Herzegovina to see how much people who are not connected to IUS, know about it. The similar questionnaire should be done amongst IUS employees to see how much they are aware of IUS activities. Based on the results, corrections to Public Relations and Communications Policy can be made.

### **Article 11**

#### **Disciplinary responsibilities**

Grave violation of the articles of Policy Regulations may cause the starting and conducting of disciplinary actions against person responsible for these violations, all in accordance with the Law on Higher Education of Sarajevo Canton, IUS Statute and other Book of Rules.

### **Article 12**

This Policy Regulation enters into force on the day of its adoption.