Public Relations is not taken seriously by the University of Nairobi. It is not recognised as a management process. This is exemplified by the fact that the moment officers from two different departments are responsible for performing PR duties.

The Planning, Public Relations and Information department is headed by Mr. F. M. Waweru. Its functions include the production of the University Calendar, the annual report, and the organisation of the graduation ceremony. The other officer, Kimaita Kirimania, is based in the V.C.'s office. His duties include the day to day liaison of the V.C.'s activities, writing speeches and issuing press releases for the University.

As a remedial measure a new reception desk was recently introduced at the entrance of the Gandhi Wing. It is manned by staff, who are apparently new to their job and one wonders if they are in command of locations and directions. It operates during working hours and a visitor needing help during lunch hour and after 5pm would be of a loss as to where to get it from.

Kimaita Kirimania has now entered the scene. Prior to taking up the new post he was the editor of The University Press. A holder of Bachelor of Arts degree and a Postgraduate Diploma in Mass Communication from the University of Nairobi, he plans to rejuvenate the PR office. He blames the dismal performance of 'The university Focus' on individual ineffectiveness and on the many administrative duties in the V.C.'s office which bog down the PRO, leaving him with no time to gather information for regular issues. There is no comprehensive PR unit and support staff.

He hopes to boost the magazine with stories contributed on a voluntary basis by the university community as a whole. It will be a communication channel between the university administration and the staff and students; between policy makers and mainstream media and between the university and financiers like the government, NGOs and trusts.

A good image for the university can be realised if its objectives are recognised. Kirimania asserts that the university per-se aims at academic excellence - good education, training and research. Riots and damage control are not really its problems. Rarely do students go the streets because of academic grievances. He hopes to promote the institution's pursuit and achievement of its academic goals and to improve on the university's corporate image by use of media.

Mr. Kimaita Kirimania