

### Public Relations / Media & Press Committee

Public Relations and the Media is the practice of managing the spread of information about Our Institution's mission, policies and practices in a positive, consistent and credible manner to the Public through Media relations.

The Public relations and Media Committee directly interact organisation's Management members regarding critical Internal and External Organisational events and report these events with editors, reporters and journalists. The media can be newspapers, radio, television and Social Media.

#### **Basic Functions of the Committee**

- To send advertisements, news items about the functions or events organised in the college to the dailies and get the news published.
- To bring reporters to the college through invitations or by phone to provide coverage about the functions or events organised in the college.
- To make promotional activities about the college such as printing of pamphlets or brochures in attractive way and to distribute them to the public and students as and when required.