



SAGE University, Bhopal

Standard Operating Procedure

SAGE TV Coverage



Name of Approval
Authority:
Signature:
Date:

Vice Chancellor

21/10/2022

SOP No.: 36

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SAGE TV

SAGE TV was launched on January 4th in 2019, on the occasion of Foundation Day of the SAGE Group. The moto behind the launch is to cover and disseminate the information about the institutions of the SAGE Group. Initiated primarily as a YouTube channel by the Institute of Journalism and Mass Communication SAGE University Indore, SAGE TV is also working as an institution of learning for the students of Journalism and Mass Communication. SAGE University Bhopal is also proposed to join in from 2022.

SOPs

1. Coverage requisition form has to be filled by the concerned School / Department / Institution for getting the coverage done.
2. The Coverage requisition form must be signed by the HOS/ HOD of the concerned School / Department / Institution and duly approved by the Coordinator SAGE TV and HOD SOJMC.
3. After the coverage the first cut will be sent for the approval of HOS SoJMC and the HOS of concerned Department / School.
4. The final cut will be sent for the review of Branding Team by HOD-SoJMC.
5. After the necessary corrections, the Branding Team will take the final approval from ED of the SAGE Group.
6. The final approved copy from ED, the HOD-SoJMC, SUB will send it for the Publication in SAGE TV to HOD -JMC, SUI.
7. The coverage outside the campus of SAGE University Bhopal will be chargeable.
8. The final video will be the property of SAGE University Bhopal as copyright.
9. The concern person or Department/School will be responsible for the plagiarism or copy of content or idea under IPR.
10. SoJMC will maintain the final records of the published videos on cloud.
11. First copy of the event coverage shall be prepared with in next 3 hours after event.



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12. The Committee for the SAGE TV coverage would be:-

- (i) Dr. Vanya Chaturvedi-Editor in Chief /Chairperson
- (ii) Mr. Tejindar Pal Singh -Producer/Coordinator
- (iii) Mr. Rajesh Bijronia - Shoot In-Charge
- (iv) Mr. Vimlendra Shekhar Singh - Editor



SAGE UNIVERSITY, BHOPAL

Katara Extension, Sahara Bypass Road, Bhopal (MP) 0755-6614400

SAGE TV Coverage Requirement Form

Name of School:

Event Name:

Date and Time of Event:

Duration of Event:

Venue of Event:

Contact No of Brand Coordinator:

Coverage Charges Receipt No

Name of Event Coordinator

Signature of HoS/HoD

Recommended BY:

Approved By

HOD
SoJMC , SUB

HoS
(SoPA/JMC/Design/LC)