SAGE University, Bhopal

Standard Operating Procedure

Media Management

Name of Approval Authority:	**Vice Chancellor**	**SOP No.:**	19
Signature:		**Page No.:**	1 of 4
Date:	6/6/2022	**Revision No.:**	
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1. General Definition

The role of Public Relations PR /Media Management Department is to enhance the reputation and visibility of SAGE University Bhopal (SUB) and image building by exploiting the Local, Regional and National Media outlets. This would include radio, print as well as electronic media. SAGE School of Journalism and Mass Communication will be responsible to liaise with media to ensure maximum publication and transmission of positive news about the activities undertaken by the University.

2. Objectives

The objectives are as follows:

(a) To highlight the activities of SAGE University Bhopal through news, articles, Interviews and photographs in media, including electronic media, social media & new media.

(b) Liaise between the media and the University.

(c) Provide best media coverage to all the Schools of the University.

(d) To increase publicity, promote brand and enhance the image showcasing the contributions of the University in the field of education as well as towards the society.

(e) Highlight the achievements of the University in academics, research and innovation along with its leading role in the region

(f) Encourage goodwill of the University by emphasizing on the events which include initiatives of social responsibility and public welfare.

(g) Explore new areas of online and print publications for extension of coverage.

(h) Build strategy to minimize the negative perception about the University, if any and damage control in case of any adverse news.

(i) To create and manage a PR club for the students and to give them training/internship in core areas like reporting, editing, photography, videography, web page design etc.

(j) Be instrumental in co-coordinating advertisements, publicity and joint events undertaken in conjunct with the media.

(k) To create a blog of the University for the purpose of publicity and image building.

3. Role and Responsibilities of Media Co-ordinator (School Wise)

(a) To cover all the events organized in SUB campus and generate the report/write up/news release or as directed.

(b) Prepare News/write-ups, arrange photographs and initiate coverage in the Newspapers, Magazines and Websites. Coordinate with the constituent Schools/Institutes of the University to develop the news content and prepare the same. He/She should get all kinds of write-ups approved by the authorities and provide the same to the media for further publication.

(c) Liaison and building relations with media, the constituent Schools/Institutes of the University and public officers to strengthen the brand promotion. Generate content and create / prepare advertisements (as and when desired by the authorities).

(d) To maintain the Record (printed/hard copy) of the published news (online captured jpg/e-data base) and filing the same on a regular basis. (Record File may be presented to the higher authority for inspection twice a month).

(e) To update the news/write ups appeared in the newspapers/websites (preferably online captured jpg/e- news) on SUB website regularly and intimate the daily uploading status to the concerned authorities.

(f) To create the links of uploaded news clippings from the website and generate fortnightly reports submitted through mail to the concerned authorities.

(g) To prepare and submit the Monthly Report of news coverage/clippings appearing in the newspapers/magazines/websites. (till the last working day of the month).

(h) May execute Outdoor Work Visit/ meeting with journalists etc. after the approval. The outdoor work visit may be permitted for/up to 4 hours during office timings (extension in time limit are subject to the recommendation and further approval by the Higher Authorities). These visits should be recorded in the "Outdoor Activity Register" which will be maintained by the PR department. After each outdoor work/visit, Outdoor Work/Visit Outcome: Brief Report should be provided (duly signed hard copy), maintained and preserved in the file.

(i) Report anything negative which appears/ misreported in the media/public/ new media/social media sphere to the Dean (PR) and suggest the best method of communication strategy during crisis.

(j) To explore the areas of new publications and local associations for further publicity.

4. General Guidelines.

(a) The PR department will work under the directions of a Manager (**PR/Media Management Officer**).

(b) All text, image, content and oral communication for media should bear an approval of appropriate authority.

(c)The concept and strategy for communication should be approved by the authorities before execution.

(d) No commitment or promise should be extended without prior approval/permission/decision of the SUB Management.

5. Policy on E-mails and Communications to Media/Public

E-mail should not include the following:

(a) False or wrong information.

(b) Content that is religious or political in nature.

(c) Personal philosophies, quotes and/or slogans.

(d) Links to websites other than the University.

(e) e-mail IDs/contact numbers of senior functionaries (only if necessary).

(f) Any confidential information/material related to the University/employee/staff.

(g) Any document related to the University (unless permitted by the authorities).

(h) False promises, tip off, claims or assurance.

6. Press Release/Event Coverage Requests by Institutes/Depts

The Schools/Institutes may directly approach the Head PR/MMT Department through mail with a request for Press Release/Event Coverage. The School/Institute requesting for coverage of the event should depute a coordinator to provide required information to the PR/MMT department. To achieve the objective of the best coverage, the event organizing School must share an informative draft of

events before the event and final write-up after the conclusion of the event, in a timely manner. It may be noted that the draft press release/report to be published in the print media, should reach the media (through PR/MMT dept.) before 6pm the previous day.

7. **Requests for Audio/Video/Photography Coverage of Events**
The request for Photography/ Videography may be directly mailed to the Head of School JMC with schedule well in advance with copies endorsed to Hon'ble Vice Chancellor and Pro-Vice Chancellor after getting prior verbal approval from them.

8.Handling of Sensitive News/Events
Any news/event which may have an adverse impact on the image of the University and or persons of the University will be handled with utmost diligence and in consultation with the Senior Authorities.

9. Conclusion

This SOP gives only the guidelines and is not exhaustive and may be suitably modified/changed from time to time and depending upon situations. Application of mind, fore thought and timely liaison should be the keywords for media management.