

PRESS, MEDIA & PUBLICITY COMMITTEE-2024-25

Purpose

To strategically manage the institution's public image, enhance its visibility, and disseminate information about its achievements, events, and milestones through various media channels, ensuring a consistent and positive brand presence.

Functions

- Develop and implement a comprehensive media and publicity strategy for the institution
- Issue press releases, write articles, and create content for print, electronic, and digital media
- Manage the institution's official website, social media platforms, and online presence
- Coordinate with local and national media houses for coverage of college events
- Document college events through photography and videography
- Maintain a digital archive of all media clippings, press releases, and publicity material
- Brand management and ensuring consistency in all official communications
- Handle media inquiries and manage public relations

Objectives

- **Enhanced Visibility:** Increase the institution's visibility and recognition at local, national, and international levels.
- **Positive Brand Building:** Proactively build and maintain a positive and reputable image of the institution.
- **Effective Communication:** Ensure timely, accurate, and effective communication of institutional news and achievements.
- **Digital Engagement:** Actively engage with students, alumni, parents, and the public through digital media.
- **Crisis Communication:** Be prepared to manage communication effectively during any sensitive situation.
- **Event Publicity:** Maximize coverage and attendance for college events through effective publicity.

Committee Composition

S. No.	Name	Designation	Role in Committee
1.	Dr. Ch. Mallikarjun	Principal	Chairman
2.	Mrs. P.V. Padmavathi	Administrative Officer	Member
3.	Mr.Sk.Meeravali	Asst. Prof.	Coordinator
4.	Ms. A. Lavanya	Asst. Prof.	Member
5.	Mr. Vinod	System Administrator	Member
6.	Mr.K.Ramu	Student Affairs Coordinator	Member
7.	Ms. K. Anjali	Student -- Final Year ECE	Student Representative

Meeting Frequency

- **Semester-wise Meetings:** One at the start of each semester to plan the publicity calendar and one post-mid-semester to review coverage.
- **Special Meetings:** Convened as needed before major events or for urgent publicity matters.

Reporting & Documentation

- **Minutes of Meeting (MoM):** Recorded for every meeting with the publicity plan.
- **Media Coverage File:** Copies of all press clippings, news links, and media mentions.
- **Social Media Analytics Reports:** Performance metrics of posts and campaigns.
- **Event Coverage Portfolio:** Photographs and videos of events.
- **Press Release Log:** Record of all press releases issued.

Principal
A.M. REDDY MEMORIAL COLLEGE OF
ENGINEERING & TECHNOLOGY
PETLURIYARI PALEM
Narasaraopet (M.D), Guntur, Dr.