



## PRESS, MEDIA & PUBLICITY COMMITTEE-2025-26

### 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<br>Coordinator | Member Secretary          |
| 7.     | Ms.K.Sandhya         | Student -- Final Year ECE      | Student<br>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

PRINCIPAL  
A.M. REDDY MEMORIAL COLLEGE OF  
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