



## PUBLIC RELATIONS COMMITTEE

**Purpose :** Consistent communication is vital to building relationships with local media outlets and the public we serve. Notifying the media and our communities to news and non-news events that happen at K. J. Somaiya College of Physiotherapy. Informing the public and media, whether positive or negative, connects them to our institution which builds a greater sense of loyalty and involvement.

**Scope :** Media outlets include television, radio and newspapers on a local and state level. Media Notification includes notifying the media of events and accomplishments through Vidyavihar PR team. This is accomplished through press releases, photographs and video submissions. Public Relations includes open communication to the general public via newsletters, email communications and social media.

**Procedure :** An event that occurs in K. J. Somaiya College of Physiotherapy, is brought to the attention of the college level Public Relation Officer; in the format given below\* (Preferably at least 10 days in advance). Details of the event are then compiled in the form of a press release and/or photographs and submitted to PRO. He/She would further send it to Vidyavihar PR team for sending it to the applicable media outlets and communities we serve via our public communication channels.

**\* Format of Information :**

- a) Why are we doing it
- b) Who is doing it
- c) What are we doing
- d) Where
- e) When
- f) Money Invested
- g) Target Audience

**Roles and Responsibilities :**

- a) To coordinate with college faculty, non teaching staff and students for any event.
- b) To communicate with Vidyavihar PR team about events occurring in college.
- c) To attend meetings of PR team at Vidyavihar.
- d) To maintain a record of annual media coverage.



K J Somaiya College of Physiotherapy

**Responsibility :**

Members :

Dr Mayur Revadkar(PT)

**Principal :** Dr. Shweta Manwadkar (PT)

Effective Date: 1st August 2018



Ayurvihar Complex, Eastern Express Highway, Sion, Mumbai – 400022, India  
Telephone: +91 2224091796 Website: [www.physiotherapy.somaiya.edu](http://www.physiotherapy.somaiya.edu)