

CHRIST CHURCH COLLEGE, KANPUR

MEDIA AND INFORMATION CELL

POLICY DOCUMENT

The Media and Information Cell of Christ Church College, Kanpur, is established to fulfil a pivotal role in projecting college activities and disseminating essential information to students concerning admissions, academics, co-curricular activities, extension activities, examinations, and overall achievements of the college. It serves as a crucial link between students, teachers, and other stakeholders in the academic community.

The Objective of the Cell:

The Media and Information Cell is constituted with the following objectives:

- **Communication of Achievements:** To establish improved communication channels for showcasing the achievements of the college through electronic, print, and social media platforms, especially in newspapers and electronic media.
- **Information Dissemination:** To provide timely and relevant information about academic, co-curricular, and government programs to students and all other stakeholders associated with the college.
- **Educational and Administrative Communication:** To furnish information regarding educational and administrative decisions, as well as notices of the college and the affiliating University.

Responsibilities of the Media and Information Cell:

The Media and Information Cell is committed to the following responsibilities:

- **Strengthening College Image:** To actively contribute to building and enhancing the image of Christ Church College through strategic communication and promotion of its achievements.
- **Information Dissemination:** To disseminate information to students through mass media, ensuring transparency and accessibility to all relevant stakeholders.
- **Coordination with Media Outlets:** To establish and maintain effective coordination with media outlets, including newspapers and electronic media, to ensure accurate and comprehensive coverage of college activities.
- **Documentation and Archives:** To maintain comprehensive documentation and archives of all media-related activities and coverage for future reference and institutional memory.
- **Crisis Communication:** To develop and implement effective crisis communication strategies in collaboration with relevant authorities to manage and mitigate any potential negative impact on the college's image.

Guidelines for Communication:

- **Accuracy and Clarity:** All communication should be accurate, clear, and reflective of the college's values and objectives.
- **Timeliness:** Information should be disseminated in a timely manner, especially concerning academic and administrative decisions.
- **Collaboration:** The Media and Information Cell should collaborate with various departments to ensure comprehensive coverage of all college activities.
- **Social Media Management:** The Cell should actively manage and monitor the college's social media presence, ensuring responsible and positive engagement.

This policy document is hereby approved and implemented with immediate effect.


PRINCIPAL




IQAC COORDINATOR

Coordinator
Internal Quality Assurance Cell
Christ Church College, Kanpur