



# STANDARD OPERATING PROCEDURE

*FOR*

## PUBLICATIONS AND MEDIA RELATIONS

<b>Prepared By</b>	Publications and Media Relations
<b>Reviewed By</b>	Quality Enhancement Cell
<b>Approved By</b>	Vice Chancellor
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## 1. Purpose & Scope:

The purpose of this document is to streamline the functioning of Publications and Media related activities as per requirement under the Jinnah Sindh Medical University.

This procedure is applicable to Publications and Media Cell's activities under the supervision of Vice Chancellor's office, JSMU. These activities include printing promotional material, managing media coverage and relationships, promoting activities on social media

## 2. Policy Statement:

Relationships are built and maintained with print, web and electronic media outlets for the purpose of promoting the university's image. Publications and printing material using University's logo and name is also supervised according to a plan.

Policy guidelines authorize the Media Cell to:

- a. approve any print material in any form (may include but is not restricted to: flyers, posters, panaflex, invitation cards, shields and certificates, books, booklets, prospectus, files, folders, letterheads, logos, event-related material, visiting cards, official newspaper advertisement and any other printed material meant for public dissemination)
- b. make contact with media on behalf of the University. Any communication made with the media regarding JSMU in any way must be routed through the Media Cell. Any communication with the Media without the Media Cell's involvement shall not be considered the official position of the University.
- c. operate official University pages on Facebook, @JSMUmediacell ([www.facebook.com/JSMUmediacell](http://www.facebook.com/JSMUmediacell)), Twitter, LinkedIn. Anything posted on any other pages shall not be considered official.

Therefore, any entity of JSMU willing to initiate any of the above must route it through the Publications & Media Cell. The authorized email addresses are [asfiya.aziz@jsmu.edu.pk](mailto:asfiya.aziz@jsmu.edu.pk) and [media.cell@jsmu.edu.pk](mailto:media.cell@jsmu.edu.pk). Failure to comply will be treated according to the prevailing rules of JSMU. Detailed SOPs are available at the Publications and Media Cell.

## 3. Linked/Referenced Documents:

Publications and Media Cell Goals and Objectives

## 4. Operation Procedure:

Following are the list of areas with SOPs to be followed for all the officials of JSMU:

**4.1 Designing Material:** (Backdrop, flyers, posters, invitation cards, shields and certificates, books, booklets, prospectus, files, folders, letterheads, logos, event-related material, and any other printed material meant for public dissemination that identifies JSMU as the parent institution including official newspaper advertisements.

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- a. Request for publication of any of the above may be emailed or sent by hand to Publications & Media Cell to design the material or text and photograph that you wish to publish
- b. The material must accompany the formal approval from competent authority.
- c. Requester department would provide the size, binding, material, paper quality, and quantity, wherever applicable.
- d. Media Cell will take five working days for designing and completing the document.
- e. Urgent last-minute requests must be discussed with the Publications Cell representative. The authorized email addresses are [asfiya.aziz@jsmu.edu.pk](mailto:asfiya.aziz@jsmu.edu.pk) and [media.cell@jsmu.edu.pk](mailto:media.cell@jsmu.edu.pk).
- f. Publications & Media Cell will design the document and will send you the design file with date and draft number.
- g. Requester department will send back the draft with their comments and signature.
- h. Publications will send the final corrected draft either with the signed hard copy or by email describing it as the final approved draft. No modifications may be made in the final draft after this stage.
- i. Any modifications made by the Requester department in the final draft must be signed by the responsible person and be referred to the Publications Cell for final sign off.
- j. The requester department can forward this email or its hard copy to the P&D department or to the vendor as per procedure.

#### 4.2 Contact with Print or Electronic Media

Following is the approved SOP for contact with print or electronic media.

- a. The Publications and Media Cell must be informed of any contact with print or electronic media, made in either personal or institutional capacity, for approval at the earliest stage, at least three days in advance. Requests made less than three days before the appearance may be delayed. Following protocol must be followed: The requester will not be disclosing any official data or official information known to them in their official capacity; speak as a spokesperson of the University on any matter; breach the privacy of information as given in the Act of the University; on and off the record.
- b. Prior permission is necessary before identifying oneself as JSMU employee or representative on electronic or print media and for recording or giving opinion to the press on JSMU premises or at an event outside the premises.
- c. Media persons approaching a faculty or staff member or a student for opinion or information may be directed to the Media Cell.

#### 4.3 Image Bank

Following is the approved SOP for using photography and Image Bank services.

- a. Request for photographic coverage must be sent to Publications & Media Cell at least three days in advance by email, phone or in hard copy format with the date, time, venue and title of the event. Kindly include this step in your initial plan. The authorized email addresses are [asfiya.aziz@jsmu.edu.pk](mailto:asfiya.aziz@jsmu.edu.pk) and [media.cell@jsmu.edu.pk](mailto:media.cell@jsmu.edu.pk).

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- b. **Sharing photographs:** The photographs are stored in University’s Image Bank and are used for various purposes like media releases, newsletter, prospectus, souvenirs, and presentations. Photo albums are uploaded on JSMU Media Cell’s Facebook page promptly. The official posts can be shared and the photographs can be downloaded from the page @JSMUmediacell on Facebook.
- c. A selection of the photographs can also be provided on demand to the commissioning department and to others subsequently for official use only. The department may send a request and a USB drive to the Media Cell to receive the photos.

**Privacy Policy:** Only the photographs of groups and activities are shared and uploaded on Facebook. Shooting portraits is discouraged as per policy and any requested portraits shall only be shared with the person in the photograph on demand.

#### 4.4. Media coverage

The platforms constituting our media coverage plan include newspapers, electronic media, websites, and social media: Facebook, LinkedIn, Twitter. Whatsapp is extensively used for dissemination. The official JSMU Media Cell Whatsapp Group shares all the media appearances and mentions of JSMU and its faculty and staff. The Group shall include all members listed in the University organogram who can circulate the item further in their own departments as per their discretion. Academic and administrative department heads may also be included.

- a. Announcement of any event—seminar, conference, competition, workshop, guest lecture, etc—must be sent to Publications & Media Cell at least three days in advance by email, phone or in hard copy form with the date, time, venue and title of the event. Kindly include this step in your initial plan. The authorized email addresses are [asfiya.aziz@jsmu.edu.pk](mailto:asfiya.aziz@jsmu.edu.pk) and [media.cell@jsmu.edu.pk](mailto:media.cell@jsmu.edu.pk).
- b. Post event coverage may also be requested by sending photographs and a write up including all details focusing on the outcome of the event and its placement within the vision and mission of the University.
- c. Media coverage will be subject to the coverage plan of the Publications & Media Cell.

#### 4.5 Visiting cards

- a. Design of visiting cards has been standardized and approved.
- b. Please fill the form on the JSMU website and submit to the HR department for forwarding to the Publications & Media Cell for designing, from where it will be sent to the Procurement for printing arrangement.
- c. Quantity and cost bearing shall be according to the institution’s policy.

#### 4.6. Archiving

Newsletter, Convocation Souvenir, Biennial Book shall be distributed to every department. Eighty percent of the remaining copies shall be sent to the JSMU library while 20% will be stored in the Media Cell.

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## 5. Feedback Mechanism

A survey shall be uploaded to the JSMU website which the employees can fill to provide constructive feedback.

## 6. Annexes

Template for Vising Card

## 7. Revision/Modification History & Frequency

The policy will be reviewed every three years. However, the owner of the policy may request for a revision based on emerging needs and with the approval from competent authority.

Revision No.	Reviewed by	Date Reviewed Date/ Month/Year	Description of Change (if Any).
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