



# CHAITANYA BHARATHI INSTITUTE OF TECHNOLOGY (A)

No.CBIT/034/IQAC/2025

Dt. 04.08.2025

## MEDIA COMMITTEE

1. Prof. K. Krishnaveni, Vice-Principal (Academics)	Chairperson
2. Prof. P.V.R. Ravindra Reddy Vice-Principal (Administration)	Member
3. Dr. N.Vasanth Gowri, Assoc., Professor, EEE	Member
4. Sri. M. Shiva Reddy, Liaison Officer	Member
5. Prof. P. Sreenivas Sarma, Professor & Advisor- I/c-Campus Construction	Convenor

### Roles and responsibilities of the committee:

- To draft accurate and well-worded statements that reflect the college's stance or information on the matter.
- To ensure clarity, professionalism, and alignment with institutional values.
- To review and approve drafts in consultation with the Principal.
- To act as the official point of contact to address issues of college with media (Print/Electronic media and online platforms).
- To schedule and participate in press conferences/interviews/media briefings as needed.
- To ensure only authorized spokespersons speak on behalf of the college approved by this Committee.
- In the event of a sensitive or controversial issue:
  - To collaborate with Institution authorities for developing a crisis communication plan.
  - To maintain transparency without disclosing confidential / unverified information.
- To track how the story is reported in the media.
- To respond for misreporting, if any, through clarifications or follow-up statements, with a prior intimation to and approval of higher authorities.
- To document and record media coverage for internal reporting and future reference.
- To ensure all shared content (press releases, visuals, and videos) is fact-checked and approved by college authorities before release.
- To avoid speculation, personal opinions, or unofficial statements.
- To archive all related communication: press releases, Q&A documents, press clippings, video recordings.
- To Share a report with Principal summarizing the media engagement and public response.

MA  
04/08/25



Prof. C.V. NARASIMHULU  
PRINCIPAL

To

All members of the Media Committee for information and necessary action.

C.C. to the Vice-Principals, all the Advisors, Directors, Associate / Assistant Directors, Heads of The Departments, In-charges of Sections, CoE, Head-HR, Librarian, Asst. PD, PRO, for information and advised to circulate among all the staff under their control.

### Chaitanya Bharathi Institute of Technology (A)

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