

**MEDIA RELATIONS – SLAs FOR CUSTOMER ENGAGEMENT**

ENGAGEMENT	WHO	ACTIVITY / STEPS IN COMMUNICATION	TIMELINES
<p><b>Responding to a Media Query</b></p> <ul style="list-style-type: none"> <li>- Mail</li> <li>- Phone</li> </ul>	<p>Departments, Faculty. Dean’s Office, Institutes , Students</p>	<p>M&amp;C to share query with the Customer with requirements and timelines</p>	<p>As soon as received from the media person</p>
<p><b>This SLA does not apply to those queries that may be urgent in nature. At all possible times, M&amp;C will try to give advance notice.</b></p>		<p>Customer to revert with response/ time for the call / express regret</p>	<p>Within 12 hours for a routine query</p> <p>Within the timelines for urgent query , and let M &amp; C know if participation is not possible</p>
		<p>M&amp; C to coordinate with media person about the acceptance and timelines</p>	<p>Within 24 hours for a routine query</p>
		<p>M&amp; C will schedule the call or send mail response</p>	<p>Within the required timelines</p>
<p><b>Organising Press Conferences</b></p> <ul style="list-style-type: none"> <li>- On campus</li> <li>- Other cities</li> </ul> <p><u>Components</u></p> <ul style="list-style-type: none"> <li>a) Curtain raiser release, if any</li> <li>b) Media contingent for attendance</li> <li>c) Post event press release</li> <li>d) One-on-One interactions with spokespersons</li> <li>e. Venue Management</li> </ul>	<p>Student, Clubs, Departments, Faculty. Dean’s Office, Institutes</p>	<p><b>Customer to share basic info about event with following details:</b></p> <ol style="list-style-type: none"> <li>1 Objective of having a press conference.</li> <li>2. Title of event</li> <li>3. Dates of event</li> <li>4. . Participants details</li> <li>5. . Guests of honour</li> <li>6. Spokespersons for advance publicity</li> <li>7. Draft messaging points</li> </ol>	<p>15 days prior to the event</p>
		<p>M &amp; C to revert with feasibility of date and suggested venue</p>	<p>Within 2 days on receiving the request</p>
		<p>M &amp; C to share details</p> <ol style="list-style-type: none"> <li>1. Location – on campus and outside</li> <li>2. Number of media attendees</li> <li>3. Venue layout</li> <li>4. Audio, Video,</li> </ol>	<p>Within 3 days of receiving the request</p>

		Photography and Branding and requirements 5. Components of press kits	
		Customer to book venue and raise PO/ PR	Within 1 day of getting details from M&C
		M& C's branding team gets in touch with the customer for collaterals , and venue management	Within a day of the customer booking the venue
		<b>M&amp;C to share draft of release with customer along with</b> <b>1, Expected questions from the media</b> <b>2. Suggested talk points</b> <b>3. Flow of events</b> <b>4. Requirement for additional details</b>	1 week prior to the conference day
		<b>Customer to return with inputs on questions and &amp; ok on the release</b>	5 days prior to the press conference
		M & C to send invite to the media and share target media list	3 days prior to the conference / 5 days before the date if there is a weekend in between
		Venue arrangement support by the branding team	5 days prior to the event onwards
		M & C manages media attendance and venue management	During the event
		<b>M&amp;C to release announcement during the press conference</b>	Post completion of conference
		M& C to upload Press release on the ISB website	Post dissemination to the media
		M& C tracks media coverage and shares a dossier with the customer	Post appearance of media coverage

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<b>Media database</b>	M&C team	Update existing data in excel sheets with complete contact details of the media for a given city	
		Real time update of the new journalist with contact details	Real time
		The cities identified for ISB media database so far, are Hyderabad, Delhi, Mumbai, Bangalore, Chennai, Ahmedabad, Kolkata and Chandigarh	
		The excel sheet comprises details such as Name of the journalist, designation, publication, mailing address, phone number, fax number, mobile number and email ID	
<b>Preparing media dossier for board meeting</b>	Media Relations Team	Compile all the important media coverage for the School, Dean, Deputy Deans, Faculty, alumni, Departments, students	Every quarter
		Classify important coverage	5 days before the board meeting
		Send for approval to Reporting Manager and HoD	4 days before the board meeting
		Revise the coverage, further to the inputs	3 days before the board meeting
		Share with Web team to create the web link	3 days before the board meeting
		Share the link with Dean's Office	Atleast 2 days before the board meeting

