NETAJI SUBHAS OPEN UNIVERSITY

School of Humanities

Established By Act (W.B. Act (XIX) of 1997 and Recognised by U.G.C.)

Head Office: DD-26, Sector-I, Salt Lake City, Kolkata-700064; Phone: 033 40663214

Kalyani Campus: Kalyani Ghoshpara, Kalyani 741235 Website: www.wbnsou.ac.in; Email: nsou@wbnsou.ac.in



Ref. No.: SoH/2/223(ii) Date: 17.02.2016

PCP Routine

PCP: Post Graduate Diploma In Public Relations and Advertising(PGDPR&AD)

Paper O4(July 2015 Batch)

Venue - Maharaja Manindra Chandra College

Shyambazar 20, Ramkanta Bose Street, Near HP Petrol Pump, Kolkata, West

Bengal 700003

Date	Time- 10:00am-1:00pm	1:30pm-4:30pm
21.02.2016	Shri Arijit Ghosh MEDIA RELATIONS- The need for effective Media Relations	Shri Debabani Mukhopadhyay How to obtain better Coverage – Tools and Techniques.
28.02.2016	Shri Arijit Ghosh NEWS RELEASE:- Features, Interviews, Fact sheets, Backgrounders, Media Conference	Shri Supriya Patra Media Briefing, Media kit- Its uses, Ready Reference Material- Photographs and their Uses. MEDIA TOURS:LETTERS TO THE EDITOR: Rejoinder and Clarification
06.03.2016	Shri Arijit Ghosh Rural Communication	Shri B.K.Sahoo More on Public Relations

Submitted by Forwarded By:

Sd/- Sd/-

Arijit Ghosh Dr. Manan Kr. Mandal (Lecturer in JMC, NSOU) Officer-InCharge, SOH

Copy to-

- 1) Co-ordinator of PCP Centre
- 2) Officer-In Charge ,SOH
- 3) IT Officer