



Office of Media, Branding & Communications Indian Institute of Technology Kharagpur

**Request for Media Release pertaining to faculty or student achievements
(publications & patents, research findings, technology developed, awards & recognitions etc.)**

MEDIA RELEASE GUIDELINES

- Request must be supported by appropriate documents (articles/ citations/ patents etc.)
- Request must be sent minimum 7 days before scheduling the media release in case of R&D stories, and minimum 2 days before scheduling in case of awards and honours, and within 24 hours in case of event reporting
- Request must be supported by a write-up within 500 words
- Request must not violate any existing non-disclosure agreement with any third party
- Request must not be discriminatory against any individual or group
- Vetting by Registrar / Director is required for releases related to Govt policies, National/ State / Institute governance, matters related to strategic importance
- The Office of Media, Branding & Communications reserves the right to review/ edit/ decline proposed releases
- Dissemination shall depend on channel availability
- The Office of Institute Branding & Communications shall not be liable for multiple press releases of the same or similar articles
- Arrangements for travel to electronic media houses for interviews to be done by proposer
- In case of Press Conference, prior approval from Director is needed

MEDIA INTERACTION TIPS

- Researchers should pre-decide the talking points in addition to the press release
- Off-the-record statements are to be strictly avoided
- Media interactions to be done preferably on email, or messengers
- Any information not desired to be shared with the media should be removed from all online resources, literature and communication

Proposed title of release	
Keywords (up to five)	
USP of achievement / Justification for release (within 50 words)	

Identifying details of Paper / Patent / Award/ Technology	
Short description of Paper / Patent / Award/ Technology (within 500 words). Please attach separate signed sheet if necessary.	
Does the proposed release violate any non-disclosure agreement? If Yes, please give all details.	Yes/ No
Does the proposed release discriminate against any group or individual? If Yes, please give all details.	Yes/ No
Does the proposed release concern Govt Policies, National/State/Institute governance, matters of strategic importance? If Yes, please give all details.	Yes/ No
Does the proposed release pose any potential conflict of interest? If Yes, please give all details.	Yes/ No
Does any entity stand to gain financially from the release? If Yes, please give all details.	Yes/No
Has any prior media release been made on the same or related topic? If Yes, please give all details	Yes /No
Is any accompanying press conference requested?	Yes/ No
Media Release requested by (Name, Designation and Signature of Proposing Faculty/ Student)	Name: Designation/ Roll No.: Affiliation: Email: Phone: Signature:
Recommended by Head/Dean (Signature with date and seal)	