

Skal Asia Area Board

PR & Communications

Midterm Report.



Mohankumar PK

Initiatives

- 1 - Policy Guidelines and Framework of SIAA content for SI magazine.**
- 2 -Compilation of monthly development activities, community initiatives and fellowship happenings across Skal International Clubs Asia Area.**
- 3 - PR & Communication Plans including an idea to promote “Know The Presidents of Skal Clubs in Asia Area”.**

1 - Policy Guidelines and Framework of SIAA content for SI magazine.

- Our endeavour is to build visibility and image for all the activities & concepts initiated by the SIAA President Sk. Sanjay Dutta and SIAA Board Members for Skal Asia through the Skal International Magazine and other communication mediums as listed below.
- I would earnestly appeal to all of you to communicate and monitor COMPLIANCE to the Policy Framework and guidelines in order to ensure smooth management of the SIAA Magazine content on a monthly basis and the rest five Social Media Platforms. In simple terms, it has to be routed through the established channel within the system in the SIAA.

SKAL ASIA PR & COMMUNICATIONS WILL USE THE FOLLOWING MEDIUM:

- 1. Skal Club Asia Magazine content for SI Magazine (Active)
- 2. Skal Club FB Page (Active)
- 3. Skal Club Website (Yet to re-activated)
- 4. Skal Club Instagram (Active - Handled by Sk. Shalini Charles)
- 5. Skal Club LinkedIn (Proposed from January 2020)
- 6. Skal Club Twitter (Proposed from January 2020)

POLICY FRAMEWORK AND GUIDELINES

S No.	Preferred Content	Measurable Outcomes Beneficiary, Brand Image enhancement	Min/Max text Description with High Res. Picture, Story (30- 60 words) Readers attention span specs.	12 Skal Asia Region of the Month- each Region per month beginning from January on Environmental Sustainability initiatives by Skal clubs
1	Launch of new Skal Clubs	Increasing footprint	15-20 Words Description, Images	
2	Awards & Recognition	Role Model Image, Self -esteem boost& Leadership development.	15-30 words Min 2 Image with Names.	Green Initiatives. For example -Associating with NDTV “Greenathon” “Green it” by Hero Motors.
3	CSR Activities by SKAL Club Members	Club Achievements & image building among the local community. Benefitting the vulnerable section of the community	30-60 Words Description, High Res. Images.	Associate with any corporate companies involved in Green Initiatives or Sustainable growth(local)
4	Fellowships/speakers/ Commemoration/Public events.	Networking, Knowledge sharing, Engagement in Industry and Public affairs	High Res. Images, 15-30 words description	Participate in any “Green Award “either by nomination or by voting.
5	Upcoming events & activities	Enables SIAA Board members and fellow Club Presidents to participate. SIAA Magazine editorial can feature in advance.	Day & Date, Full Name of the chief guest & other dignitaries with designation, Name of the Host – designation and one-line description	Announce in advance any eco initiative ACTION plans by any Skal Clubs like clean drive, Water conservation, CNN Real heroes’ awards, Tata Projects Green Thumb – Plant a Tree.

METHODOLOGY:

- All correspondence with regard to Skal Club Activities/ Happenings will be communicated by the designated Director PR of each Skal Club ONLY to the Director PR & Communications of SIAA- Mohankumar PK -marking copies to regional VP & the Club President.
- As far as FB Page and Instagram are concerned, you may send it to Sk. Shalini Charles. E-Mail to Directoryoungskal@skalasia.org
- The TIME FRAME for the monthly inputs of story/pictures is on or before 12th of the month. For eg.. Inputs receipt before 12th of November will be edited & forwarded to SI editor for the November Issue. Any inputs received from the 13th of November will BE INCLUDED ONLY IN THE DECEMBER TEMPLATE.
- Any and every picture has to be high resolution quality (Advice to SKAL Club PR Director to get professional photographers as far as possible) Recommend that these photographs are planned, posing, background setting, getting all in the picture to be ready looking into the camera etc. is very critical and important. Kindly be alert on the background and the surroundings while taking the picture. The occasion could be very significant and therefore be conscious and plan the spot where the photographs will be taken especially for receiving VIPs/ Award ceremony/ Speaker Image/ Fellowship Candid moments.

METHODOLOGY:

- Any and every picture have to be accompanied with clearly identified faces with names and designations along with description of the occasion. From LEFT to RIGHT - BACK ROW to FRONT ROW.
- Every input must be edited in order to communicate clearly to the reader the background of the story. Fact Check is mandatory at the originating source.
- The most relevant two pictures out of the several clicked ONLY BE SENT making it easier and faster for the One man edit team.
- All efforts will be made to include all inputs which qualify within the framework guidelines, process and protocol.
- Opportunities for improvement amongst all of us involved in this PR & Communications Network of SIAA is open and will be frequently reviewed.

The above framework and guideline is an initial attempt to introduce an established process to deliver maximum impact and is exhaustive but not conclusive.

Look forward to the participation of all the 44 Clubs and the Board, National Committees to make Skal Asia PR & Communications the best in SI.

Compilation of monthly development activities, community initiatives and fellowship happenings across Skal International Clubs Asia Area.

SIAA Magazine content categorized into five formats:

- Celebration of Local Festivals and annual events.
- CSR Activity
- Club tours to Tourism destinations
- Club recognition and reward functions
- Launch of new Skal Internationals in new locations.
- Gourmet Skal Food & Beverage – Editor’s Choice on Ethnic Food and Ethnic Signature dish and drink.

PR & Communication Plans including an idea to promote “Know The Presidents of Skal Clubs in Asia Area”.

- Plan to create PR & Communications culture among all the 41 skal clubs – Beginning with “Know The presidents of Skal International Clubs in Asia Area” – This will bring together all the Skal Club Presidents who in turn will take up initiatives to structure and systematize the monthly updates to the SIAA PR & Communications. This exercise is required to bring about some uniformity and fellowship among all the Skal Clubs.