



A Report On

PR Conclave 2K25 Webinar

Project: PR Conclave 2K25 Webinar

Date: November 24, 2025

Mode: Online/Virtual

Host: District Rotaract Organisation. Rotary International District 3080

The Rotaract Club of G.C. Sanjauli participated in the virtual **PR Conclave 2K25 - "छवि"** webinar, organized by the **District Rotaract Organisation of Rotary International District 3080**. The webinar aimed to provide Rotaractors with exposure to Public Relations, strategic communication, and leadership.

The guest speaker was **Ms. Jyoti Rai**, Senior Communications & Public Relations Strategist, South Asia, at **Rotary International**. Ms. Rai is known for her expertise in crafting impactful communication strategies and building positive organizational relations.

Key topics covered included the essentials of effective communication (verbal clarity, tone, confidence), the importance of personal branding, the role of digital platforms and social media, crisis communication, and ethical considerations in PR. The session also featured insights on the "Current Social and mainstream media landscape" and media relations, including "Working with Media".

Members participated actively in the Q&A session. The program's interactive nature helped participants gain clarity on complex PR concepts applicable to

Rotaract projects. The webinar was concluded as an insightful and educational experience that successfully deepened participants' understanding of public relations and leadership, providing valuable skills for personal and club growth.







ROTARACT CLUB GC SANJAULI

DISTRICT ROTARACT ORGANISATION

ROTARY INTERNATIONAL DISTRICT 3080

Presents

छवि

Strengthening Rotaract's Public Image:
Proven Strategies & Best Practices

SPEAKER




PR CONCLAVE 2025

MRS. JYOTI RAI

24th Nov, 2025

9 PM

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Current Social and mainstream media landscape

Indian media industry is most vibrant in the world

1,46,045

PRINT

Total publications as per Registrar of Newspapers as on March 2022

Language	Count	Top 10 states with most registered publications
Hindi	50,000	Uttar Pradesh
English	10,000	Madhya Pradesh
Marathi	5,000	Goa
Urdu	4,000	Delhi
Bengali	3,000	West Bengal
Tamil	2,000	Kerala
Malayalam	1,000	Andhra Pradesh
Kannada	1,000	Odisha
Sanskrit	1,000	Chhattisgarh
Punjabi	1,000	Assam
Others	1,000	Nagaland

729 M

DIGITAL

Internet users in 2023

Category	Count
Active internet users	729 M
Active mobile internet users	379 M
Active online news consumers	153 M
15 languages on app, aggregators, YouTube, etc.	

909

TELEVISION

Channel Universe

Category	Count
Channel Universe	909
News channels in multiple languages	380
2 Indian wires	
7 International wires	

34

RADIO

Print FM broadcasters

Category	Count
Print FM broadcasters	34
Cities covered	112
Radio channels	385
Radio stations	1203

3. Working with Media

1. What stories interest media?

Stories that have:

- Facts
- Statistics
- Trends/ expert insights
- Anecdotes or examples
- Quotes from allies
- Analogy or comparison
- Use of imagery
- Personal experience or story

2. What doesn't work anymore?

- Brand mentions is considered promotional
- Being unprepared
- no guarantee that the publication will carry the story
- Multiple press releases
- Routine social work stories are often dropped
- Responding with NO COMMENT!
- Overexplaining

3. How to be prepared for an interview?

Interview is an opportunity to tell your story:

- Know your audience
- Define your agenda
- Anticipate questions
- Know your messaging

Reported by: Rtr. Kshitiz Dhruv Kadda

Rotaract Club,

Govt College Sanjauli