



NRNA Media, Communication & Publication Task Force Terms of Reference

NRNA Media, Communication & Publication (MCP) Task Force (TF) Terms of Reference (TOR)

<i>Task Force Name</i>	Media, Communication & Publication (MCP)
<i>Department</i>	Branding, Communication, Media & Publications
<i>Liaison Office</i>	NRNA Secretariat
<i>Telephone</i>	977-1-4215247, 977-1-4262255
<i>Email Address</i>	spokesperson1315@nrn.org.np

Task Force Members & Advisors:

Please refer to Appendix 1 for the details of the MCP Task Force members.

Scope:

To promote effective communications among NRNA Stakeholders including but not limited to all NRNs, Media, Governments, Diplomatic Missions, Business Community, Community Organizations & the wider public on matters concerning NRNs and enhance NRNA Image, via coordination of members' suggestions and inputs, task force group meetings to discuss progress and make plans, exchange of information by any reasonable means such as web site, social media, e-newsletters, printed newsletters, etc.

Deliverables:

1. Conduct periodic meeting & work on uplifting brand image;
2. Collection of News concerning NRNs and feedback gathering;
3. NRNA media policy finalization;
4. Press Release Dissemination;
5. Active Social Media participation;
6. Recommendations/proposals contributed to NRNA;
7. Presentation/reference materials for promotions & activities, etc.
8. Build NRNA Intranet Knowledge base & Documentation Storage



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Strategies:

- ❖ Prepare & finalize communication policy of NRNA
- ❖ Update the list of national and international media and work Collaboratively
- ❖ use social networking and e-media
- ❖ Publish the activities of NRNA through newsletter
- ❖ Collect and publish the data related to financial investment made by NRNs in Nepal
- ❖ Collect and publish the information related to social and welfare Projects made by NRNs in Nepal
- ❖ Gather significant data concerning NRNs and publish
- ❖ Gather and publish NRNA's important documents as appropriate
- ❖ Collect and review the published news and articles and information about NRNA and Nepalese Diaspora
- ❖ Contact resource persons to respond on issues raised by Diaspora
- ❖ Assist with publishing NRNA Souvenir and other regular publications
- ❖ Construct NRNA Intranet Knowledgebase
- ❖ Undertake media and communication related tasks assigned by NRNA

Monitoring, Evaluation & Reporting:

The TF will meet through Skype or telephone meetings on bi-monthly basis to observe, re-assess its performance, plan ahead, seek improvement and prepare reports. The chair will report the progress to the NRNA President & ICC on quarterly basis.



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Appendix 1: List of MCP Task Force Members is attached.

Appendix 2: List of MCP Task Force Advisors is attached.