

Horizon 2009 was an event organized by the Department of Hospital Administration for staff and students of various institution of FMCI. The workshop covered the various topics to know how to utilize the various forms of media.

The first Session was on T.V media-‘Audio-Visual journey in the minds of the people’ by Dr. Shivasharan , Managing Director, Namma T.V, Mangalore. He gave guidelines how to give a program on T.V.



Dr. Ronald Fernandes, Principal correspondent. Deccan Herald, Mangalore spoke on Press Media-‘The power of the written word’. The main points of his talk was how to write a articles, how to give press releases during disaster and epidemic disease like swine flue and how to organize the press conference.



Dr. Shivanand, Asst. Director, All India Radio, Mangalore highlighted the importance of Radio media. He said that Radio is a fast moving media and a media of illiterates. He explained how public response to the phone in programs like Arogya Vani and gave a call to come up with more and more health programs.



In the after noon Mr. Guruduth Kamath, Photographer Udayavani News Paper, Mangalore-Udupi spoke on Field Techniques in Documentary Photography.





Rev. Fr. Patrick Rodrigues , Director, FMCI presided over the valedictory programme. In his concluding remarks he stressed the need of publicity in the medical field.



Rev Fr. Stany Tauro, Administrator FMMCH, spoke about how hospitals have to use the media to meet the challenges in the health industry.



The hospital media committee members and students from other management college were the participants.