#### DGPR

#### Background

This Department firstly established as Directorate in early 1940 and up-graded as Directorate General Public Relations, Punjab in 1984. This department is the main publicity arm of the Punjab Government. It essentially deals with dissemination of Information, Public Relations and Protocol duties, focusing mainly on projection of official policies, activities and development programs through issuance of handouts, Press notes and through maintaining a close liaison with the press. It also keeps the Government informed about the reaction of the people either favorable or hostile towards its policies through an elaborate feedback system. Its field offices are located at "9" Divisional Information Offices, "27" District and "1" Liaison office at Karachi as well as a Southern office at Multan respectively.  
The Headquarters at Lahore draws extensive support from the Press Information, Films Unit, Publications Unit, Research and References, Press Laws, Advertisement and Technical Sections and New Electronic Media Section in performing its duties.  
In order to achieve the above targets and to ensure smooth functioning of the department, the following sections have been established at Headquarters Office:

#### Overview

This Directorate General Public Relations has been performing the functions to create better understanding of government efforts, policies and political will in the public through dedicated efforts by effective utilization of mass media, publicity and media management and image building of Punjab government. It also promotes national integration and cultural activities and organization of relevant seminars and symposia. The DGPR maintain Press Laws relating to newspapers, books, magazines pamphlets, posters etc. entrusted to the Home Department and control on the reproduction of books and literary works of foreign origin, screening of periodicals and magazines, particularly the foreign magazines of repute. The DGPR also provide press clippings of public demands, complaints suffering etc to relevant departments / agencies.  
The Technical Section (Sound) of the DGPR provides public address system for the official meetings / public functions. Its Advertisement Section release official and semi-official advertisements through media. It Facilitate for the journalists including accreditation of press correspondents and press photographers, etc and preparation /screening of films and documentaries and speech writing. The network of Director Public Relations / Deputy Director Public Relations / District Information Officers at Divisional /District level and attach Public Relation Officers to Governor, Chief Minister and Provincial Ministers is another function of this Directorate General Public Relations.