
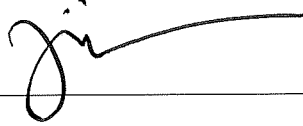


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MEDIA SERVICES

Prepared By :-	Approved By :-
	
Name : Roslan Rusly	Name : Dr. Harmi Taazim Mohamad
Position : Administrative Officer Media Services	Position : Director Office for Communication, Advocacy and Promotion
Date : 01/012019	Date : 01/012019


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<p>1. OBJECTIVE</p> <p>The purpose of this document is to ensure that the media services i.e. invitation to the media to cover IIUM events and the media coverage are efficiently managed to meet customer's satisfaction.</p>
<p>2. SCOPE</p> <p>The procedure covers the following activities:</p> <p>2.1 Sending Note to Editor (NTE)</p> <p>2.2 Media Coverage</p>
<p>3. DEFINITION/ABBREVIATION</p>
<p>3.1 AO : Administrative Officer</p>
<p>3.2 AA : Administrative Assistant</p>
<p>3.3 OCAP : Office for Communication, Advocacy and Promotion</p>
<p>3.4 K/C/D/I/O : Kulliyah/Centre/Division/Institute/Office</p>
<p>4. REFERENCES</p> <p>-NA-</p>


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5. RESPONSIBILITY AND DETAILED PROCEDURE

RESPONSIBILITY	DETAILED PROCEDURE
	5.1 <u>SENDING THE NTE</u>
AO	5.1.1 Receive the information or request from K/C/D on the event they are holding
AO/AA	5.1.2 Read through the information and ask for a detail write up (if necessary). Every request must be attached with the relevant information i.e. objectives, programme and other relevant supporting document from the requester.
AA	5.1.3 Prepare NTE to invite press to cover the event/programme based on the information received from K/C/D.
AO	5.1.4 Verify the NTE
AA	5.1.5 Send the NTE through fax/e-mail and/or mail to the press offices within two days before the event (except urgent directive)
AA	5.1.6 Follow up with the press and confirmed their attendance a day before event
AA	5.1.7 Record the document in the relevant files.

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RESPONSIBILITY	DETAILED PROCEDURE
	5.2 <u>MEDIA COVERAGE</u>
AO	5.2.1 Receive the information/request from K/C/D
AO/AA	5.2.2 Liaise and discuss with the applicant on the assignment
AO/AA	5.2.3 Prepare Press Release
AA	5.2.4 Provide the Press Release to all reporters and photographers attending the programme
AO/AA	5.2.5 Conduct Press Conference (if permissible)
AA	5.2.6 Record the document in the relevant files.

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6. QUALITY RECORDS	

NO	RECORDS	LOCATION	DURATION	RESPONSIBILITY
1	Information/Request letter (if any)	Filing Cabinet	2 years	AA
2	Note To Editor	Filing Cabinet	2 years	AA
3	Press Release	Filing Cabinet	2 years	AA



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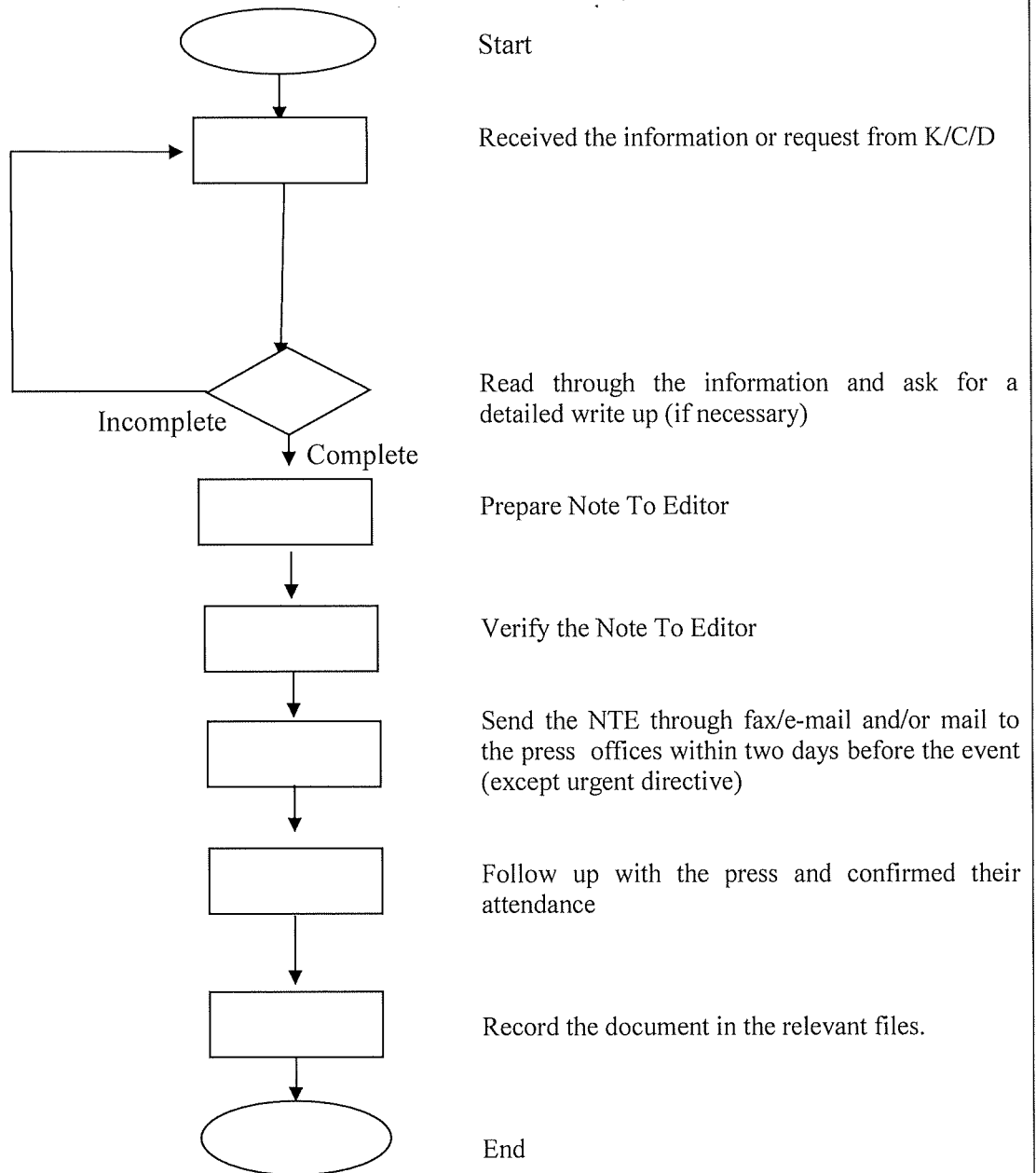
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SENDING THE NOTE TO EDITOR





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MEDIA COVERAGE

