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WORKING INSTRUCTION

1. Aim

To monitor media coverage and issues about LSPR

2. Person In Charge

Media Relations Coordinator (MRC)

3. Phase of Process

Monitor all coverage and issues, make a clipping, analysis

No	Description and Phase of Process	PIC	Document
1.	Select the primary media to be monitored	MRC	Media List
2.	Monitor all coverage and issues about LSPR based on each Post Event Report and do the monitoring regularly	MRC	Media (print, electronic, online)
3.	Make an online clipping and documentation of all coverage and issues about LSPR	MRC	Online Clipping & Documentation (Media Monitoring Template)
4.	Review and analyze the coverage and issues about LSPR	MRC	Clipping & Documentation Analysis
5.	Filing	MRC	Copy of article/ document