

Prepared By: HCRD	MEDIA RELATIONS	Date: 1 March 2020	
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Approval By: QA & MR		Page: 01 of 01	
WORKING INSTRUCTION			
1. Aim To gain coverage from the media.			
2. Person In Charge Media Relations			
3. Phase of Process Department In Charge Coordinate with Media Relations before, during and after the event.			
No	Description and Phase of Process	PIC	Document
1.	Media Relations receives information regarding the event. Department in Charge should give all the information related to the event.	- PIC of the event - Media Relations	- Internal Communication - Proposal of the event
2.	Media Relations should do the review of the information that he /she get and prepare the press release.	Media Relations	Press Release
3.	Media Relations send the invitation to the selected media, based on concept of the event (target market)	Media Relations	- Media List for print media - Media List for electronic media (Tv/Radio) Media List for online media
4.	Media Relations prepare all the material needed to make media kit	- Media Relations - Pamulang	- Press Release - Brochure - Merchandise - Souvenirs: pen, notes, sticker, agenda, etc
5.	During the event, media relations collaborate with the committee to assist the media.	- Media Relations - Commitree	- Media Registration Form - Media kit and press release
6.	Media relations send the press release/articles about the event and photos to selected media.	Media Relations	- Press release - Photo Documentation - Media List
7.	After the event, the committee should support the media relations to do the media monitoring	- Media Relations - PIC of the event	- Media monitoring File

