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FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES  
BACHELOR of ADMINISTRATIVE SCIENCE (Honours)**

**ADS 668 INDUSTRIAL REPORT:**

**DEPARTMENT INFORMATION MALAYSIA SARAWAK  
(MEDIA AND COMMUNICATION CORPORATE DIVISION)**

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## **ACKNOWLEDGEMENT**

Alhamdulillah, this report would not have been possible without the guidance and the help of several individuals who in one way or another contributed and extended their valuable assistance in the preparation and completion of this Industrial Report.

I would like to express my deepest gratitude to my advisor, Ms. Sharon Pearl Henry Serub, for her excellent guidance, caring, patience, and providing me with an excellent atmosphere for doing this report.

My grateful thanks also to Mr. Samuel Simon, Chief Assistant Director in Media and Corporate Communications Division who let me experience the field of works of variation of media and corporate communication which is so great full and very good experience to learn. Not to forget, to all my colleagues at Media and Corporate Communications Division Sarawak, thank you very much for all the cooperation and support.

I would also like to thank to my mother Daina binti Zain and my father Latip bin Bakar, and all my sisters and brothers. They were always supporting me and encouraging me with their best wishes and their du'a.

Finally, I would like to thank to my soul, my husband Zaihiddin bin Semawi and my lovely daughter Annur Azzalea Sofea who are given his best support and encouragement to complete this Industrial Report.

I would like thank God Almighty without whose blessing I will not have successfully completed this report.

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## CHAPTER 1: INTRODUCTION OF ORGANIZATION

### 1.0 Introduction

Department of Information Malaysia Sarawak is the one of Federal Department and currently under Ministry of Communication and Multimedia. The main office of Department of Information Malaysia Sarawak located at *Jalan Diplomatik Off Jalan Bako, Petra Jaya Kuching*.

This chapter will cover the background of Information Department Malaysia which is including such as follows:

- i. History of the Establishment the Department of Information Malaysia
- ii. The Role of the Department of Information Malaysia 1940s to 1990s
- iii. Early Establishment
- iv. Mobile Units and Film Shows
- v. Information Centre's
- vi. Press Communication
- vii. Publications
- viii. Exhibitions
- ix. The Advent of Independence
- x. Post-Independence Era
- xi. During the Confrontation
- xii. Post 13 May Incident
- xiii. Era of Vision 2020

Furthermore, the chapter one also includes the vision, mission company policy, and organization and client charters of department.

## 1.1 Background of Information Department Malaysia

### *i. History of the Establishment the Department Of Information Malaysia*

The history of the establishment of the Department of Information began from the date of the establishment of the Department of Publicity and Printing in September 1945. However, prior to that, there had already existed governmental agencies that performed the functions of public relations, namely the Malay States Information Agency which was established in 1926. This agency was restructured to adapt to the civil administration beginning April 1, 1946 and was given the new name, The Department of Public Relations.

In 1950, the new name was changed to the Department of Information with organized and expanded duties and responsibilities. This Department was placed under the Ministry of Information which was established in 1961. The earliest report of the Department available in the National Archives was a monthly report for September 1945 which mentioned that the Department was established on September 24, 1945. The minutes of the D.C.C.A.O. Conference dated September 22, 1945 recorded that the Department of Publicity and Printing was represented by Colonel Dumeresque (Director Department of Publicity and Printing, British Military Administration, Singapore) and Major Walker (representing the Department of Publicity and Printing, Kuala Lumpur).

This Department was established with the objective of restoring the image of the British Government which had been adversely affected by the Japanese occupation. The British Military Administration began on September 5, 1945 and ended on March 31, 1946. The British Military Administration was confronted by a state of turmoil after the Japanese occupation in Malaya. A section of the people had lost confidence in the British. At that time, several nationalist organizations had existed with the objective of liberating Malaya from the colonization of any foreign power.

***ii. The Role of the Department Of Information Malaysia 1940s To 1990s***

Since its establishment, the Department has been entrusted with the responsibility of providing information to calm and control situations. Information was delivered through face-to-face communications, printed materials and radio broadcasts. At that time, the department of Publicity and Printing was also responsible for radio broadcasting. Besides that, the Department was also responsible for printing as well as overseeing the printing of all forms and other materials required by all government departments.

On April 1, 1946, the Department of Publicity and Printing was dissolved and given the new name of the Department of Public Relations which took over all the functions of the Department of Publicity and Printing. Since then, this newly-named Department was no longer responsible for printing and broadcasting. Only in 1950 was the name of the Department of Information adopted in keeping with its functions and responsibilities.



### ***iii. Early Establishment***

At the early stage of its establishment, the Department performed the role of liaison between the British government and the local people. This role became even more important because there were many among the local people who were still illiterate while members of the British administration were generally not conversant with the language and customs of the local people. Thus, staff members of the Department acted as interpreters and liaison officers between them.

The role of the Department became increasingly important in clarifying and disseminating rules and regulations issued by the government to every nook and cranny of the country. The Department was also required by the British government to provide it with information and feedback on the people's reactions and public reactions and public opinion. In short, the role of the department was to nurture understanding of the people and maintain the stability of the nation.

#### ***iv. Mobile Units and Film Shows***

The Department was well known for its mobile units that were conspicuous throughout the country. The functions of the mobile units were outlined in an official directive to the Department dated May 20, 1946 (Department Instruction No. 2). The duties and responsibilities of the Mobile Units were as follows:

- To provide accurate information and proper advice to the public.
- To nurture good relationship between the people and the government as well as to co-operate with local officers.
- To establish good relationship between the people and the Mobile Units of the Department.
- To obtain feedback from the people for submission to the government.
- To submit reports on the relationship between the units and the people.

Film shows were the most popular activities of the Department during those days. In every state, there were Mobile units equipped with 16mm projectors. State Public Relations Officers and staff of the Department were very popular in their respective states due to their duties and responsibilities in delivering speeches and screening films. Usually, the Units would travel to every nook and cranny of the state to show films at locations that would attract large gatherings especially at the school playing fields.

**vi. Press Communications**

Press Communications had been an important element ever since 1945. The function of Press communications was performed at the Headquarters by the Press Relations Officers who were assisted by Reporters. They were responsible for carrying out news coverage and issuing Press Releases especially on official events related to government administration. Important topics included government programmes such as food production, health campaigns, health education, financial savings and other campaigns. The Division also conducted Press Conferences and ensured accurate reporting by the Media.

Until 1947, this Division had five sections:

- a. Press Releases Section
- b. Essential News Section
- c. Newspapers Cutting Library
- d. Production of articles for publications in foreign magazines especially in England for the purpose of making Malaya known
- e. Translation Section

**vii. Publications**

The Department has published various materials such as posters and pamphlets ever since its inception. In 1946, the Department published 14 book titles besides the Departmental newsletter known as *Malayan Observer*. *Malayan Observer* contained news about government activities and current events in Malaya. A Tamil edition of this newsletter was also published for distribution in the estates.

The Department also published books that could be used as reference materials. In 1946, the Department published and translated ‘*The History of the Second World War*’ which was used in schools. Besides that, the Department published pamphlets especially on hygiene and cleanliness, food production and aspects of the Constitution and nationhood. Posters also featured as a channel for the dissemination of important information on hygiene and cleanliness, thrift and savings, welfare and dieting.

### **viii. Exhibitions**

Activities on exhibitions were managed by a division called Artist and Caption Writers Division. This Division produced pictures and captions for display at all Information Centers and also on the display boards which were provided. Exhibitions served as very useful information channels for conveying vital information to members of the public, especially to those with lower reading ability. The Department participated in this activity and also provided its expertise to exhibitions sponsored by other agencies. At the end of 1946, for instance, the Department participated in the Royal Australian Exhibition in Sydney and the British Industries Fair.

### **ix. Stage Performances**

In October 1946, the Department established a theatrical group comprising amateur artistes. They performed in Pahang, Terengganu and Kelantan. Their stage performances consisted of plays, singing and dancing themed on the virtue of saving money and the importance of education. In 1947, Tamil Drama Party was set up and performed in estates especially in Kedah and Perak. This entertainment media had succeeded to attract the interest of the public.

### ***x. Emergency Period***

The Department also played a major role in efforts to save the nation from communists' threats during the Emergency. The whole machinery of the Department was activated towards this end. A great deal of material for public announcements was provided by the Department entreating the people to unite and fight against the communists. Members of the public were urged to give their support to the government and prohibited from helping the communists, and pamphlets or appeal letters were printed specifically addresses to remaining communists still hiding in the jungles.

The appeal letters were often air-dropped on the eve of Chinese New Year. The Department's staff also went into the jungles and was in the front line trying to appeal to the remaining communists to give up. In 1957, the Department launched a counter-subversion campaign that explained to the people the dangers posed by subversive elements.

***xi. The Advent of Independence***

The responsibilities of the Department became even more purposeful at the approach of the much-awaited auspicious moment, the Independence of the country. Department staff worked hard delivering speeches and making announcements. Members of the public were enlightened on the meaning of democracy and being self-dependent. No less important were efforts to shape public thinking and nurture loyalty to the Federation of Malaya. On Independence Day, Mobile Units were stationed at places of public gatherings throughout the country to put in place the public announcement tools to be used for the declaration of Independence.

Through radio sets made available by the Department at every Information Centre, members of the public could follow the live broadcast from the Merdeka Stadium. Thus, the people throughout the whole nation could experience the feeling of simultaneously celebrating the historical occasion. This was something so meaningful to the department in its efforts to instill the spirit of loving the nation.

**xii. Post-Independence Era**

The task of the Department during the post-Independence era has been obtaining the support and participation of the people in ensuring the successful implementation of all government programmes. In the context of a plural society, the Department has helped in carrying out various campaigns to instill harmony and unity between the races or ethnic groups. The Department had organized Civic Courses, Civic Gatherings and Civic Day in every state. The focus had been on areas such as educating the people on nationhood and on current issues appropriate to the locations where the activities were held. The Department worked hard to provide publicity to the roles and functions of the government departments and agencies that were established. The Department also provided its services on such occasions as and when the public disorder occurred in Penang in 1957.

Mobile units had helped the police placed a situation under control. Department staff worked round-the-clock to broadcast reports through Radio Malaya and Reinfusion. These reports were principally aimed at countering rumor-mongering and maintaining public calm.

The Department of Information ceaselessly played the role of fostering the mindset and psychological attitude of the people towards achieving the objective of national development. Major campaigns launched by the Department were consistent with current developments going on in the country.



Various activities were carried out to provide the public with information regarding the New Economic Policy, the Constitution, Rukun Negara, National Education Policy, the history of the struggle for Independence of the nation, Amanah Saham Nasional, the threats and dangers of drug abuse, national security and various government policies.

The principal roles of the Department in the Independence era may be summarized as:

- ✓ Striving to prepare and accustom the mind of the people to a desired motivation through various activities such as face-to-face communications assisted by the other communications medium available to the Department of Information.
- ✓ Striving towards transforming government aspirations to be identifies as the people's aspirations regardless of race, and thus ensuring that these are accepted, adopted and assimilated by the whole society.
- ✓ Creating two-way communications between the people and the government.

In 1961, the Ministry of Information and Broadcasting was established under the Prime Minister's Department and was placed under the purview of the then Prime Minister, Tunku Abdul Rahman Putra Al-Raj with Syed Jaafar Albar as his Junior Minister. At the same time, the Department of Information was placed under the purview of the Ministry of Information.

### ***xiii. During The Confrontation***

When the country was facing the confrontation in 1962-1963, the biggest responsibility of the Department was to combat the propaganda campaign launched by Indonesia and the opponents of the formation of Malaysia which comprised leftist political organizations in Brunei and Sarawak. During the early stages of the confrontation, the Director-General of the Department at that time, Datuk Mohd Sopee Ibrahim travelled all over Malaysia to give briefings and explanations to Officers of the Department. The focus of activities was along the country's coastal areas. Members of the public were always reminded about landings made by the enemy and were asked to report to the police should they detect any strangers in their villages.

Mobile Units kept the public informed especially to the rural people not to believe and instead counter accusations and propaganda by Indonesia. The Department also helped to organize mass gathering to explain to the people the real situation about the confrontation and on anti-Sukarno gatherings. The activities of explaining the situation outside the country were also intensified to obtain international support, until the end of the confrontation.

**xiv. Post 13 May Incident**

Following the occurrence of the May 13 tragedy, the Department once again was given the responsibility of maintaining harmony between the general public and restoring public calm. Officers of the Department worked very hard to restore the confidence and unity of the people so as to save the country from destruction. In 1969, the Foreign Information Division was transferred to the Foreign Ministry. After the May 13 incident, the Government launched various strategies and campaigns to promote unity and build national resilience. The main post May 13 activity of the department was to secure the support of the people to make a success of the New Economic Policy and instill the ideals of the Rukun Negara (National Charter) in every citizen especially among the youths. Since then, the New Economic Policy and the Rukun Negara have been the main focus of the Department's activities.

**xv. Era of Vision 2020**

The roles and functions of the Department of Information were being intensified, planned and structured in keeping with the national objective, aspiration and philosophy aimed at making Malaysia a developed nation by the year 2020. The role of the Department is to inculcate into the minds of the people the thinking as well as the philosophy behind Vision 2020. Besides, the roles and objectives of the Department also has been to foster the emergence of a Malaysian nation, well-informed and with self-respect, for the purpose of achieving political, economic and social stability consistent with the aspirations of Vision 2020 towards becoming a developed country.

## 1.2 Objective of Department of Information Malaysia

### 1.2.1 Main Objective

- To strengthen the understanding, support, trust and participation of the people towards the government's policies and programs in efforts to build a nation state whereby the people are well-informed, progressive, happy and united.

### 1.2.2 Operational Objectives

- To enhance and strengthen the understanding, trust and support of the people towards the national leadership at all times;
- To disseminate information relating to national policies and vision to ensure that it is understood, supported and assimilated/practiced by the people;
- To shape the minds of the people in consonant with the concept of 1Malaysia towards creating/building a nation state, and
- To strengthen the identity spirit, patriotism, love for the country and unity among the people in line with the objectives of Rukun Negara.

### **1.3 Vision of Department of Information Malaysia**

- To be the main driving force in ensuring the success of the 1Malaysia concept and in nation-building based on the national principles of the Rukun Negara

### **1.4 Mission of Department of Information Malaysia**

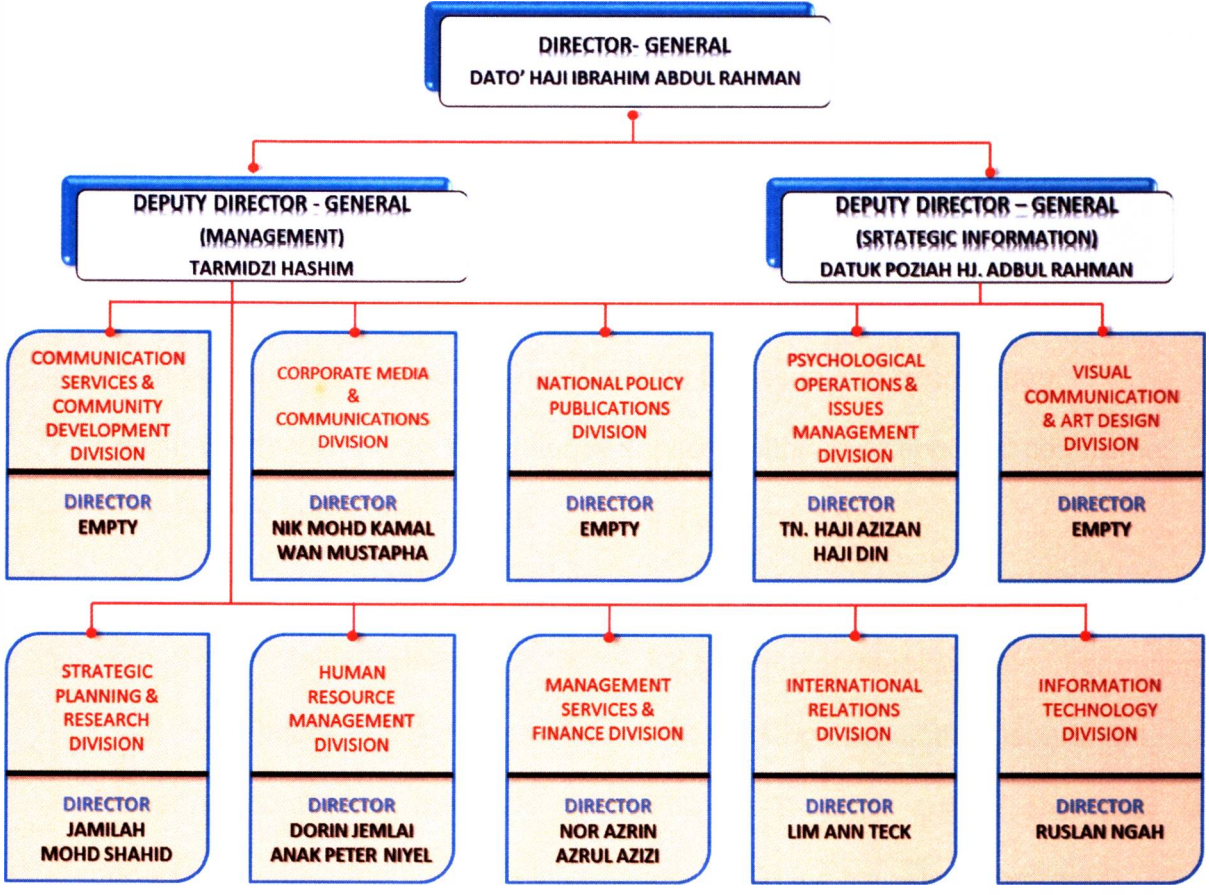
- Translate and promote the policies and national agenda to ensure it is understood, supported, appreciated and assimilated/cultivated/practiced by the citizens through information programs.

### **1.5 Company Policy of Department of Information Malaysia**

#### **POLICY ON QUALITY**

The Department of Information is committed to provide and disseminate information on the government's policies consistently and professionally. The Department of Information strives to upgrade and enhance quality services and information to ensure clients' satisfaction and the quality management system are achieved in line with national objectives and aspirations.

### 1.6 Organization Structure of Department of Information Malaysia



## 1.7 Client's Charters of Department of Information Malaysia

We strive to provide high quality services as our contributions towards building a Malaysian nation which is informative, pro-active and competitive by:

- Providing high-quality information services which are up to date, current, accurate, comprehensive and easy to understand information services within fourteen (14) working days.
- Preparing objective feedback reports which are accurate, current and upto date within seven (7) working days from the date the issue has been raised.
- Providing effective media consultancy services within the stipulated timeframe:
  - a. Media Accreditation Card - 3 working days
  - b. Notes to the Editor - 2 working days before the actual event
  - c. Press/Media Releases - 2 hours upon receipt of the information
  - d. Promotions and Activities - 14 working days of the Department
- Preparing publication materials containing up to date, quality and easy to understand and comprehensive information within the following timeframe:
  - a. Brochures and Posters - 14 working days
  - b. Notes to the Editor - 28 working days
  - c. Bulletins/Magazines - 56 working days
  - d. Books/Programmed Cards - 7 working days
  - e. Coffee Table Books - 180 working days
  - f. Upload current issues or information online within two (2) working days



- Providing expertise in visual communications and design layout, publication materials and the Department's external publicity, managing exhibitions which are informative and attractive, including multimedia productions and photography coverage within the following timeframe:
  - Design Publication Materials
    - a. Brochures/Poster - 5 working days
    - b. Booklets - 7 working day
    - c. Bulletins/Magazines - 7 working days
    - d. Pictorial Books - 14 working days
    - e. Department's External Publicity -16 working days
    - f. Managing Exhibitions -10 working days with available/existing materials
  - Multimedia Productions
    - a. Promotion on Television -14 working days
    - b. Department's Website -5 working days
    - c. Video clips (10 minutes' duration) -30 working days
    - d. Photography coverage -1 working day
  - Provide feedback to public or clients' complaints within:
    - a. Acknowledgement of receipt - 1 working day
    - b. Preliminary feedback - 3 working days
  - Provide public announcement and multimedia facilities within 14 working days.

## CHAPTER 2: JOB DESCRIPTIONS

### 2.0 Introduction

The chapter two is focusing on the job descriptions. The job description is referring to what are the lists of my job in order to perform in the organization as a whole. Currently, I am working in the Media and Communication Corporate Division in the headquarters Department of Information Malaysia Sarawak.

This chapter two will cover the objective of our units, functions of Media and Communication Division, client's charters of Media and Communication Division, office chart of Media and Communication Division, lists of tasks and administrative regulative for each of activity that are involved.

## 2.1 Objective of Media and Communications Corporate Division

The first objective of Media and Communication Corporate Division is to ensure good media relations and rapport between the government and media. Government refers to the Federal or State department which normally an organizer of the official event of the government programmed. Media can be categorized as a official media (Information Department, Broadcasting Department (RTM), BERNAMA, FINAS), local media (Utusan Sarawak, Utusan Borneo, The Borneo Post, New Sarawak Tribune, Sin Chew Daily News, See Hua Daily News, International Times, United Daily News), and national media (Berita Harian, Utusan Malaysia, STAR, New Straits Times, TV3, TV Al-Hijrah, Astro Awani). As a media officer have plays a vital role in maintaining the good relations between the government and media.

Second objective of our division is to provide professional media management services to both the local and international media. This is can be refers to the media relations which the media officer have to responsible to be a mediator between the government department as an organizer and media agencies. For example, Malaysian Day on 16 September 2013, the Media and Communication Corporate Division is responsible to manage the media relations which taking part from beginning until the end of event on media relations such as the publicity, the briefing of media, media centre and etc.

The third objective is to provide corporate communications management services at the Department level. Corporate communication can be refers to the roles of the public relations officer which are able to provide corporate communication management services at the government department or agencies. Normally, our section provides the media relations which some department need the advice of how to handle the media

before, during and after event. For example, the organizer have to notice our division to inform at least three (3) days before event so we can put into the Note to the Editor (NTE) one day before event.

The last objective of Media and Communication Corporate is to elevate and enhance the effectiveness of campaigns by providing professional advisory and corporate communications services to the government and the various agencies under the government. This is can be refers to the roles of our unit which helps the government department or agencies to promote any campaigns or Government Issue to the media agencies. For examples, if any missing people which need to find any family members in the local and national papers to publicity.

## 2.2 Function of Media and Communications Division

- Plan and execute strategic corporate communication activities for the Department of Information.
- To provide corporate communication advisory services for the government agencies.
- Organize media relation activities to foster good ties and relationship with both the local and international media.
- Provide assistance to Public Relations officials at the various government agencies to upgrade and enhance the level of professionalism in the area of media relations.
- Issuance of official Media Accreditation Cards to both local and international Media personnel on duty.
- Ensure official Media Accreditation Card holders adhere to all rules and regulations which have been set by the Department of Information while carrying out their media duties.
- Arrange photo and publicity coverage for all official government events and functions.
- Prepare and issue Notes to the Editor, Media Releases and Media announcements for all government agencies' events and functions, to both local and international media (via online).

### 2.3 Client's Charters of Media and Communication Corporate Division

We commit and strive to produce quality work as our contribution towards building a nation which is informative, proactive and competitive by:

- Issuing Notes to the Editor (NE) within two (2) working days before the Event.
- Issuing Press Releases within two (2) working days upon receiving the information.
- Issue Media Accreditation Card within one (1) working day.
- Provide professional Public Relations services in a timely and effective manner.
- Ensure publicity and promotional materials on the Department's activities are distributed to the Media within three (3) working days before the actual event.
- Ensure programs and activities of the Department receive publicity and coverage through the government's official media.
- Co-ordinate the issuance of the Special Media Passes at least three (3) days before the official government event.
- Provide customer feedback and respond to customer complaints promptly, accurately and in a courteous manner within the following stipulated time:
  - a. Acknowledgment letter within one (1) working day
  - b. Initial feedback/Response within three (3) working days, and
  - c. Provide status report on all public complaints within one (1) month

2.4 Office Chart of Media and Communications Corporate Division

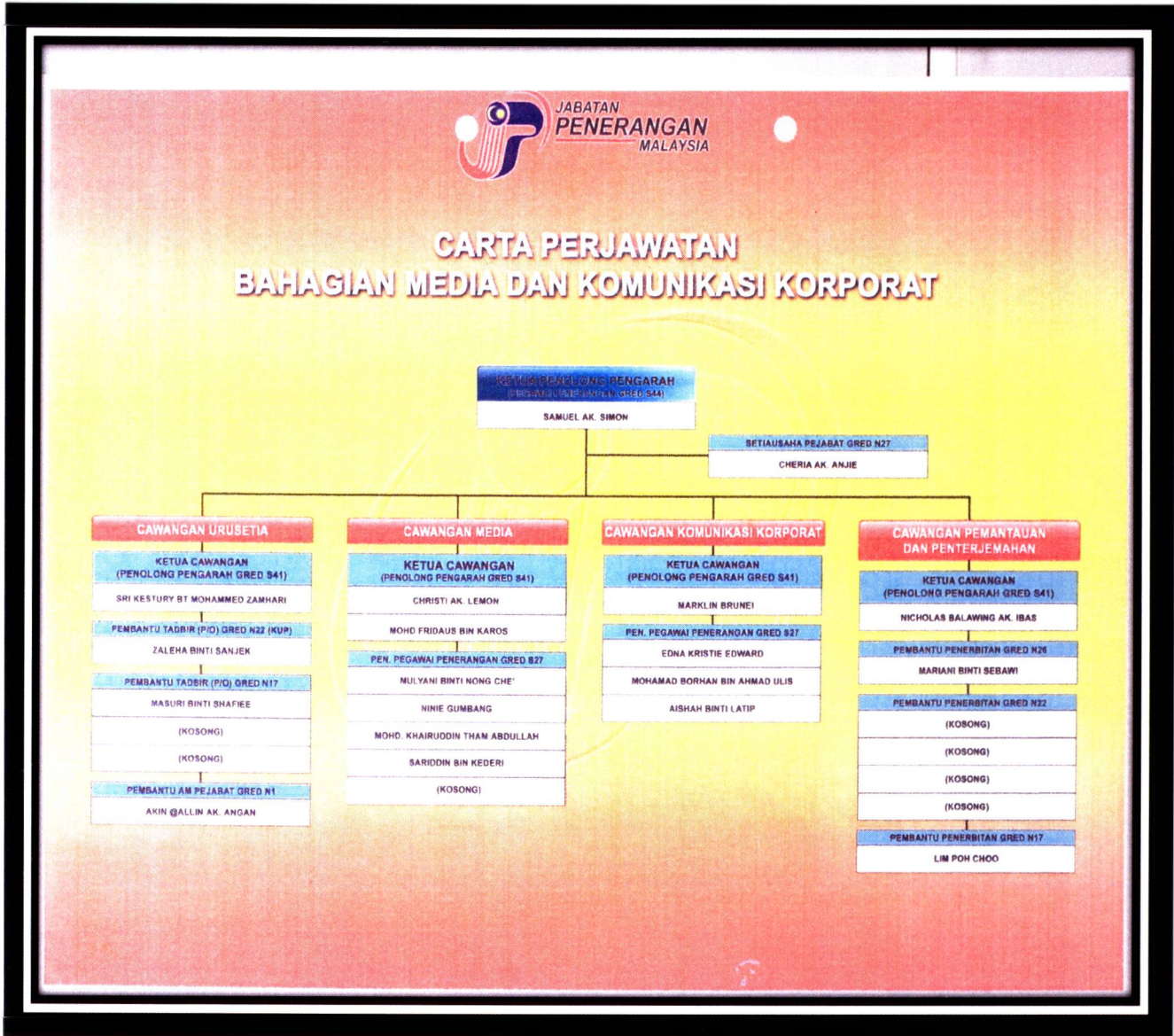


Table 1.0: Office Chart of Media and Communication Corporate Division

(Source: Fail Meja Penolong Pegawai Penerangan updated 1 July 2012)

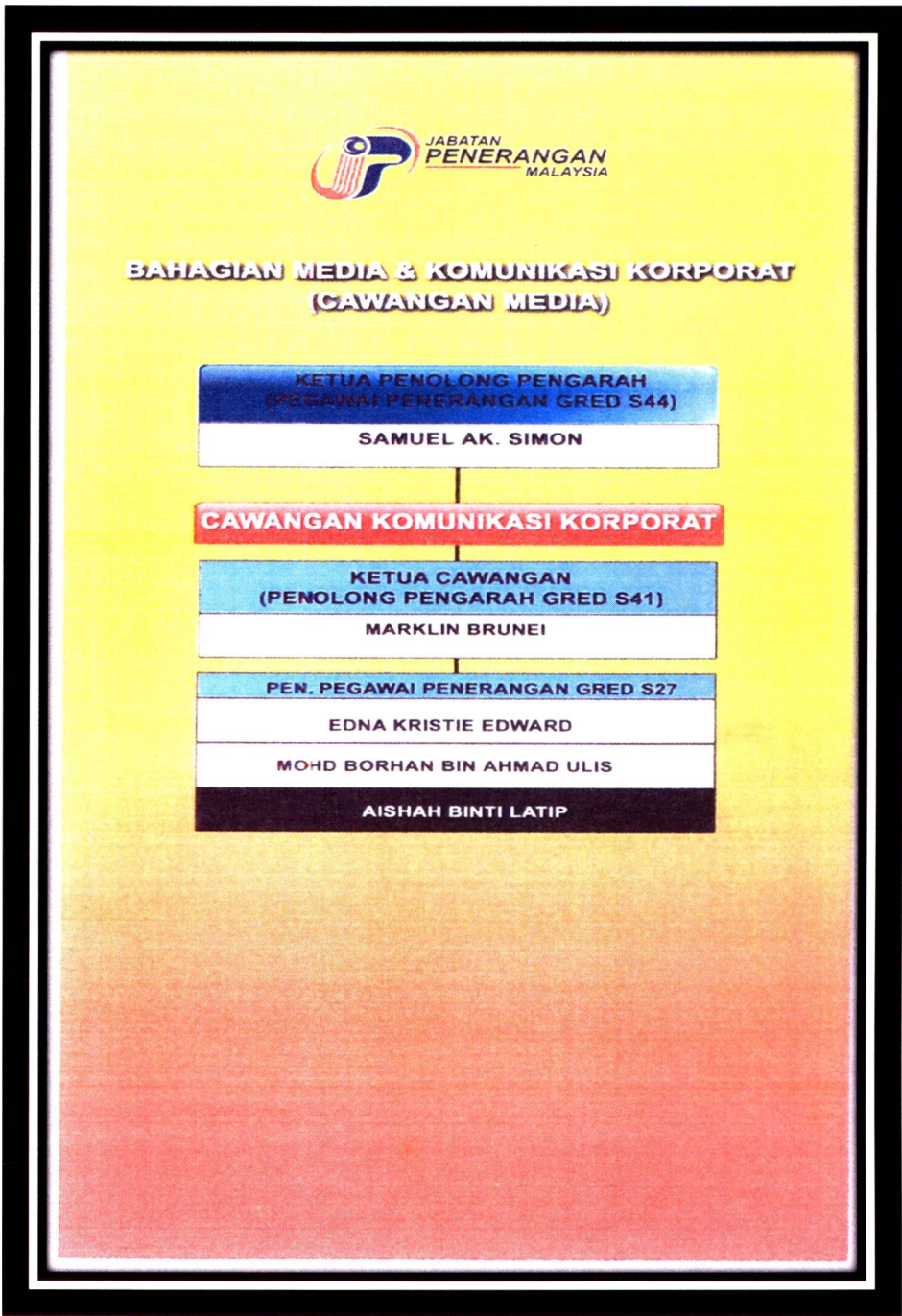


Table 1.1: Office Chart of Media and Communication Corporate Division  
(Communication Media Units)

(Souce: Fail Meja Penolong Pegawai Penerangan updated 1 July 2012)



## 2.5 Lists of Tasks

Responsible to the Chief Assistant Director, Media and Corporate Communications;

1. Coordinate State Level Media Directory
2. Secretariat of State Meeting
3. Public Relations Department of the State Level
4. Provide Monthly and Annual Report Section
5. Managing the Media Accreditation Card
6. Media Tour Programmed
7. Luncheon Talk Media Programmed
8. Implement Media Night

*(Souce: Fail Meja Penolong Pegawai Penerangan updated 1 July 2012)*

## 2.6 Administrative Regulations for Each Activity

No	Lists of Task	Administrative Regulations Involved
1.	Coordinate State Level Media Directory	<ol style="list-style-type: none"> <li>1. Treasury Instructions</li> <li>2. Treasury circular</li> <li>3. General Order</li> </ol>
2.	Secretariat of State Meeting	<ol style="list-style-type: none"> <li>1. General Order</li> <li>2. Circular Services</li> <li>3. Treasury Circular No. 5 of 2009 - Procedure Management Store</li> </ol>
3.	Public Relations Department of the State Level	<ol style="list-style-type: none"> <li>1. Treasury Circular No. 5 of 2007 - Procedure for Government Mobile Asset Management</li> <li>2. General Order</li> </ol>
4.	Provide Monthly and Annual Report Section	<ol style="list-style-type: none"> <li>1. Treasury Instructions</li> <li>2. Treasury circular</li> <li>3. General Order</li> </ol>
5.	Managing the Media Accreditation Card	<ol style="list-style-type: none"> <li>1. Treasury Circular No. 5 of 2007 - Procedure for Government Mobile Asset Management</li> <li>2. General Order</li> </ol>
6.	Media Tour Programmed	<ol style="list-style-type: none"> <li>1. Treasury Instructions</li> <li>2. Treasury circular</li> <li>3. General Order</li> </ol>

7.	Luncheon Talk Media Programmed	<ol style="list-style-type: none"> <li>1. Treasury Circular No. 5 of 2007 - Procedure for Government Mobile Asset Management</li> <li>2. General Order</li> </ol>
8.	Implement Media Night	<ol style="list-style-type: none"> <li>1. Treasury Instructions</li> <li>2. Treasury circular</li> <li>3. General Order</li> </ol>

Table 1.2: Administrative Regulations for Each Activity

(Souce: *Fail Meja Penolong Pegawai Penerangan updated 1 July 2012*)

## CHAPTER 3: ANALYSIS OF TASKS

### 3.0 Introduction

In this chapter three is refers to the analysis of tasks which focus on the one of the specific tasks that is given to me. This chapter will focuses on the public relations department of the state level which explain more about this tasked given. It includes the work process that involve in the procedure of work.

These chapter three will covers the public relations, media relations, public relations department of the state level and guideline on handling the media coverage.

### 3.1 Public Relations

Public relations have been defined in many different ways, the definition often evolving alongside public relations' changing roles and technological advances. The earliest definitions emphasized press gentry and publicity, while more modern definitions incorporate the concepts of "engagement" and "relationship building."

In 2011/12, PRSA led an international effort to modernize the definition of public relations and replace a definition adopted in 1982 by the PRSA National Assembly. Learn more here. Under the "Public Relations Defined" banner, PRSA initiated a crowd sourcing campaign and public vote that produced the following definition:

*"Public Relations are a strategic communication process that builds mutually beneficial relationships between organizations and their publics."*

Public relations can be defined as a way organization, companies and individuals communicate with the public and media. Public Relations specialist communicates with the target audience directly or indirectly through media with an aim to create and maintain a positive image and create a strong relationship with the audience. For examples include press releases, newsletters, public appearances, etc. as well as utilization of the World Wide Web.

Nowadays, the world of business is characterized by fierce competition and in order to win new customers and retain the existing ones, the firms have to distinguish themselves from the competition. But they also need to create and maintain a positive public image.

A PR specialist or firm helps them both create and maintain a good reputation among both the media and the customers by communicating in their behalf and presenting their products, services and the overall operation in the best light possible. A positive public image helps create a strong relationship with the customers which in turn increase the sales.

Public relations specialists and firms use a number of tools and techniques to boost their clients' public image and help them form a meaningful relationship with the target audience. To achieve that, they use tools such as news releases and statements for media, newsletters, organization and participation at public events conferences, conventions, awards, etc...

Public relations specialists of course also utilize the Internet tools such as social media networks and blogs. Through the mentioned tools, public relations specialists give the target audience a better insight into their clients' activities and products/services as well as increase publicity.

Public relations specialist is usually required to have a relevant type and level of education such as a Bachelor's degree in communications or journalism. Proper education, however, is not enough to become a PR and much less to become a successful public relations officer. Public relation specialist needs certain skills (they are acquired through additional education and training), in the first place excellent writing and verbal communication skills. But a public relations specialist also must know to work under pressure and be able to answer a variety of questions including unpleasant ones. For example, if the client is under a public "attack", a PR specialist needs to establish a control over the situation and protect the client's good reputation.

### 3.2 Media Relations

Media relations are the core activity in many public relations jobs. "A Media relation has over the years become increasingly significant profile and has added to the business bottom-line". To understand this strong link between the media and public relations, the researcher examined Grunig and Hunt's (1984) view on how public relations originated. According to the author in the constant effort to get free space in the media for their clients, press agents or publicist used every used every possible trick to take advantage of the newspapers and other media.

Describing media relations as one of the most critical areas within any corporate communication functions, Argenti (2003) supports this claim by explaining the media's role in an organization. According to Argenti (2003, p.101), "the media is both constituency and a conduct through which investors, suppliers, retailers and consumers receive information about and develop images of a company". The author adds that the media's role as disseminator of information to an organization's key constituencies has gained increasing importance over the years. Given the crucial role, Argenti says that almost every organization has a media relations department, either manned by a part-time or a large team of professionalism.

### 3.3 Public Relations Department of the State Level

One of my lists of task is to handle a Public Relations Department of the State Level. Below is work process of public relations Department of the State Level which it focus on the media relations.

No	Work Process	Approving Officer And Referred	Regulations/ Laws Involved
1.	Receive a letter of invitation from the official ceremony event organizer.	Director / Deputy Director	Circular of Department / Ministry
2.	Include information related to events in the daily diary and file a letter of reference.		
3.	Contact the organizers on preparing press kits, media seating and confirmation of the presence of the guest of honor involved.		
4.	Note to Editors issue to all the media a day before the event.		
5.	Inform Media Branch and Branch Photos to cover and control the media.		

Table 1.3: Work Process of Public Relation Department of the State Level

(Souce: *Fail Meja Penolong Pegawai Penerangan updated 1 July 2012*)



The scope of media relations is to provide professional public relations services in a timely and effective manner. Furthermore, it also ensure the publicity and promotional materials on the department activity are distributed to the media within three (3) working days before the actual event. In addition, the media officers also must ensures that programs and activities of the departments receive publicity and coverage through the government's official media.

The duty and responsibility of our unit is to be a mediator officer from the event organizer and media in conducting the official event of the government. For example: Malaysian Day which be held on 16 September 2013 which state of Sarawak is collaboration with Ministry of Communication and Multimedia. This event was officially officiated by Yang di-Pertuan Agong. For this national event, our unit also conducting the media centre which are purposely to facilitate all the registered media such as official media (*Jabatan Penerangan, Jabatan Penyiaran (RTM), BERNAMA, FINAS*), local media (*Utusan Sarawak, The Borneo Post, Utusan Borneo, Sarawak Tribune, Sin Chew Daily News, International Times, See Hua Daily News*) and national media (*Berita Harian, Kosmo, TV3, TV Al-Hijrah, New Straits Times, Star, Astro Awani*) to use the facility that provided such as free access of internet, the list of information event that involves which are need to be coverage.

The role of our department in this media relation is to become a mediator from the event organizer which focusing on the media as a main concern which take care before, during and after the event. Below is an example of plan of actions which our unit proposed for the State Level for Malaysia Day 2013.

## EXAMPLES OF ACTION PLAN OF PUBLICITY:

TARIKH / MASA	AKTIVITI	TINDAKAN	TETAMU	CATATAN
<b>PRA-PUBLISITI</b>				
Ogos – Sept 2013	Penyediaan Treler Promo  Penyediaan Jingle hebahan Radio	FINAS  RTM		Treler perlu disiarkan mulai 10 – 16 Sept di TV / Radio RTM
Akan ditentukan Urusetia	Sidang Media selepas mesyuarat terakhir	Jab. Penerangan Urusetia	YB Menteri (Pengerusi JK Kecil Sambutan)	Mohon Urusetia dapatkan tarikh dari YB Menteri
10 – 16 Sept	Hebahan Promo TV dan radio (RTM)  - Crawler	Unit Promo RTM  Media Prima		Bahan maklumat untuk hebahan akan disiarkan oleh Urusetia
1 – 16 Sept	Hebahan Promo TV dan Radio	Unit Promo TV / semua rangkaian radio RTM / & Cats FM		Jenis hebahan :  - Semua stesen radio
11 Sept 2013  (cadangan)	Temubual di radio	RTM	Pengerusi JK	

1 Sept 2013	Penyediaan lakaran fishtail / banner / billboard	Jab. Penerangan	
1 – 17 Sept 2013	Hebahan menerusi laman web Hebahan menerusi media sosial	Semua agensi terlibat	Maklumat diperolehi dari Urusetia
1 – 15 Sept 2013	Rencana mengenai Hari Malaysia Laporan Berita	RTM / Bernama / Media Tempatan	
15 Sept 2013	Iklan di akhbar tempatan (BM / Inggeris / Cina)	Urusetia Jab. Penerangan	Pengerusi JK
14 Sept 2013	Liputan berita semasa raptai	RTM, Bernama & Media tempatan	
10 – 17 Sept 2013	Penggantungan banner, billboard dan fishtail di jalan protokol, jalan utama di bandaraya Kuching	Jab. Penerangan MBKS & DBKU	
10 – 14 Sept 2013	Hebahan umum oleh Unit Bergerak Penerangan / JASA	Jab. Penerangan & JASA	

TARIKH / MASA	AKTIVITI	TINDAKAN	TETAMU	CATATAN
<b>PUBLISITI HARI PERASMIAN</b>				
15 & 16 Sept 2013	Majlis Perasmian	Seksyen Berita Ehwat Semasa TV (RTM)  Bernama  Jab. Penerangan  Media Tempatan	SBP YDP Agong / PM	Siaran Langsung / Lintas Langsung
13 – 16 Sept 2013	Liputan berita aktiviti YAB PM / Menteri	Seksyen Berita Ehwat Semasa TV (RTM)  Bernama  Jab. Penerangan  Media Tempatan		Dari masa ke semasa dari lokasi
13 – 16 Sept 2013	Liputan Foto	Jab. Penerangan  (BKVS)		

16 Sept 2013	Kawalan Media	Jab. Penerangan  (BMKK)		
13 – 16 Sept 2013	Jemputan Media	Jab. Penerangan  (BMKK)		
13 – 16 Sept 2013	Liputan Berita & Foto Dokumentasi	Bernamea, FINAS		
<b>TARIKH / MASA</b>	<b>AKTIVITI</b>	<b>TINDAKAN</b>	<b>TETAMU</b>	<b>CATATAN</b>
<b>PASCA-PUBLISITI</b>				
17 – 18 Sept 2013	Publisiti Majlis	Semua Media Elektronik / Cetak		

Table 1.4: Examples of Action Plan of Publicity

### 3.4 Guideline on the Handling of Media Coverage

- ◆ *The organizer* is the body or organization which organizes the function which is government departments and its agencies as well as the private sectors.
- ◆ *The media* is a body which represents media organizations such as news agencies, the newspapers represented by photographers and journalist for the print media and journalist, photographers / cameraman and technicians for the electronic media.
- ◆ *The Department of Information (refer to Media and Communication Corporate Division)* is a government organization given the task to act as the coordinator to enables parties i.e. media and the organizer receive optimum coverage and to create a harmonious atmosphere while the function is in progress.

## RESPONSIBILITIES

### The Organizer

1. The organizer is required to notify the Department of Information on the function at least seven days prior to the actual date, making known the venue, the number of guest, attire to be worn, etc.
2. The organizer should also furnish the Department of Information the layout plan of the function to enable the Department of Information to identify the positioning of photographers / cameramen as well as seating arrangements for journalist covering the event.

3. The organizer is also required to channel the invitation to the media for coverage via the Department of Information (Media and Communication Corporate Division) for functions involving SPB Yang di-Pertuan Agong, Yang di-Pertua Negeri, YAB Prime Minister, YAB Deputy Prime Minister and YAB Chief Minister.
4. The organizer should provide a special room / venue for the Press Conference. Any interviews with the leaders / VIPs should only be held at the venue.
5. The organizer will have to provide the facilities such as press kit and particular place for the journalists and photographers.
6. The officer responsible should liaise closely with the Department of Information pertaining to the planning for the media coverage so as to ensure the smooth and efficient running of the function to the satisfaction of all parties involved.

### **Media Representative**

1. Media representatives must arrive half an hour earlier at the scene before the event starts.
2. Media must adhere to every instructions (including the dress code, the movement when taking photographers and the restriction of interviewing not at the places that has been reserved) as instructed by the duty officers.
3. Media representatives must wear their Press Accreditation Card issued by the Information Department or the Special Pass when the function is taking place.
4. At any function classified as only for the official media, press coverage are only allowed for the Information Department, Broadcasting Department (RTM), BERNAMA and FINAS. Other media representatives are not allowed.

**Department of Information Malaysia.**

1. The duty officers (Media and Communication Corporate Division) must take active role in planning, coordinating and determining that the functions will take place efficiently in a harmonious situation.
2. The duty officers must always hold discussion in order to reach a conclusion or agreement with the organizer to determine the coverage are a boundary, to provide media facilities, programmed at the function ant etc. discussions must be held at early stage to avoid any ad hoc planning.
3. The duty officer is required to be present at the venue at least one hour before the event begins. Each preparation has to be checked thoroughly so that no problems will arise during the event. However, the officer on duty is required to attend rehearsals in order to observe and ensure any changes and decisions taken for action.
4. The duty officer is responsible in ensuring that all each media representative adheres to all rules throughout the media coverage of the event.

(Source: *Guideline on the Handling of Media Coverage circa 2009-2012*)



## CHAPTER 4: RECOMMENDATION

### 4.0 Introduction

Information Department plays an important role of department neither for Federal level or state level. The roles of Media and Communication Corporate also give the impact of departments which concern of public relations between various departments either department from Federal level or State level.

For Federal level, the Information Department supplies all the Public Relations Officer to all ministries and Federal Department which have a good networking to all departments. For State level, the roles our units is focusing on the media relations for State Level, Federal Level as an official media which in charge of media relation at all.

Media relations is a large component of the public relations discipline and build the good interpersonal skills which play a large role in building, fostering and maintain a beneficial relationship with the media. Successful media relations efforts allow you to get good coverage for organization that accurately and favorably reflects the issues you present to the media. The media need to trust the media officer and believe they will get some benefit from the relationship. These characterize come from media officer interpersonal communications with the media. For example, if a reporter hears rumors about your department and you have built a strong relationship with him, he is more likely to contact you to get the true story.

#### **4.1 Strengths of the Public Relations Departments of the State Level**

Our goal is to support professional media relationships with provide accurate, complete and timely information that correctly reflects the company's position.

The first strengths of public relations departments of the state level is to establish the good relationship and networking between Information Department with all State and Federal departments or agencies and media agencies which act as a main official media in Sarawak. As we know the roles of Information Department is very well known in Sarawak especially handling on media relation. It is due to the scope of our unit which take care of all media agencies in Sarawak such official media.

Furthermore, the good relations with the media and organizers create the mutual benefit. The organization stands to gain from favorable media coverage, but the media need to trust that the information which are provided will be of the interest to their audience, that you will respect their deadlines and you will keep any agreements made such as giving them first opportunity to hear an important announcement. Interpersonal communication builds stages to a relationship which is investing time and energy, commitment, trust and comfort level. For examples, when you initiate and return media phone call promptly, you are investing in the relationship. This in turns helps persuade the media to commit to a relationship; which they see opportunities in the relationship that make it worth the effort. Your relationship then builds trust. A reporter holding a story until you gives permission for him to print it is one example. As you go through this process, you and the media become comfortable which builds a strong media relations program.

The third strength is to can improve the efficiency and effectiveness of every organizers to handle their programmed very well and also their can treat well to media. It is very important when the organizer like government department involve the media agencies to make any coverage of their event. The roles of media officers also have to attend the meeting which called by organizers to focus on the media relations. During this meeting, normally the organizers need the publicity. Besides that, we plays our role to make sure that our organizer provide the facilities such as location or media sit, press kit which include the list of event, the highlight speech, the background of the event, the table of food for media (normally for Chief Minister function organizer have to provide two table for media) and the door gift (optional). Furthermore, the media officer plays vital roles when the organizer needs us to take care of media. For examples, when Dewan Undangan Negeri sitting, normally our unit have to take care the media centre which the State provide us the help them of media relations. In media center, normally provide the speech of every Yang Berhormat, free access of internet, foods, and place which are easy to make a press conference by Yang Berhormat.

Strengths of good relations with media is can reduce complaint between media agencies especially to gain the high respects of corporate image to the department itself. Furthermore, the organizers itself can good coverage of events.

## 4.2 Weaknesses of the Public Relations Departments of the State Level

There are some weaknesses of the public relations departments of the state level. As a main official media in government event, some of the organizers make a last minute changes of the programmed and late to inform us in term of time, place, date and the guest. For example, the organizers want to make the press conference after done with their meeting. However, the organizer did not inform us and give the actual time. For instance, press conference supposes to be done after meeting around 5.00pm. But the organizer gives us the information at 2.30 pm which at this time meeting was started. The impact of this make the reporters have to wait a long time to get the press conference. As we know the nature of media works need urgency and rushing to do their news and to submit on time to their editorial team so that the news can be printed as a planned.

The other weakness is fault by organizer which not provided the good facilities to the media. For example, media sit which the organizer did not provide a suitable place which is allows them to hear the speech and do their works. Furthermore, most of organizer did not provide the complete press kit and some of the organizer think that press kit is a goodies bag. The complete press kit shall be have a tentative programmed, highlight speech, background of the events to give additional information to media, and the door gift (optional to organizer).

In addition the weakness of public relation at the state level which is focusing on media relations is dress code of media members. For official events involving SPB Yang di-Pertuan Agong / Raja-Raja or Yang di-Pertua Negeri, all media representatives are required to wear Baju Kebangsaan or Lounge Suit with songkok.

For women, to wear Baju Kurung / Baju Kebaya or decently attired. For other official functions, involving the Prime Minister, Deputy Prime Minister, Cabinet Ministers, Menteri Besar / Chief Minister and other dignitaries, media representatives are required to dress smartly (long sleeved shirt with tie). T-shirt and jeans are not permitted at all, whereas women are required to be decently attired.

Furthermore, other weakness is lack of interaction between the organizers and media which is not friendly and no officer's in charge of media for this event. Impact of this matter, the organizers did not get a good coverage at all.

### 4.3 Recommendation

For me, working as media officer in the Media and Communication Corporate Division gives good experience in terms of public relations and networking. Furthermore, it gives a more self-confident when dealing with various type of people. However, in this chapter I will recommend that some suggestion to improve more on media relations especially to the State Level which every department need a Public Relations Officer (PRO) to take care of every departments of corporate image. This is very important to build a trust of image of corporate in organization itself especially for the eye of media and public. It is because the PRO will more towards handle the media relations with the media agencies of behalf of the department itself.

Secondly, my suggestion is to an organizer must be prepared when handle the official event which involve the Chief Minister or VIPs. The organizer must put at least two person of their committee to in charge the media which these officer is reliable to be contacted and knowledgeable to that event. Normally, we as media officer at Information Department will get the press kit of the event. Unfortunately, the press kit was not incomplete which the organizer cannot give the full information to the media. Just remembered to an organizer that, media come to make coverage to your event, if nobody officer in charge and press kit is incomplete give the bad impact to the organizer and less of coverage of that event.

Thirdly, my suggestion is the organizers have to liaise with the duty officer of Media and Communication Corporate Division if any changes of time, date, places, and VIPs. Furthermore, the organizers should give more details of the event for examples, the organizer provide boat from Sungai Beradek to Kampung Salak to make coverage of Yang Berhormat to give 1Malaysia Laptop. This kind of information need to liaise of duty media officer so that it will helps the media make the arrangement of their staffs and time.

Next my suggestion is the organizer also needs to liaise with media officer of Information Department to make media briefing before the event begin. It is very important for those organizers which have a big event such as Malaysian Day, Sambutan Hari Jadi Tuan Yang Terutama Yang di-Pertua Negeri, Regatta Sarawak and etc. It is very important so that the media representatives can know their place especially the cameraman or video man to catch up the moment. The movement of photographer must be handling wisely so that the event will run smoothly.

Last but not least of my recommendation is the media representatives must be aware of code of dress when their make the coverage. It is very important when the event is officiated by SPB Yang di-Pertuan Agung / Raja Permaisuri or Raja-Raja / Pembesar, Yang di-Pertua Negeri, Prime Minister or Deputy Prime Minister, Menteri Besar ar Chief Minister. The media must follow the dress codes which are already fixed for the official event. We as duty officer in Information Department have the right to stop any media representative to make any coverage at that event.

## CHAPTER 5: CONCLUSION

### 5.1 Summary

In the chapter one, is being introduced by history and background of Information of Department Malaysia which covers history of establishment of Department of Information, the roles of Department of Information 1940s to 1990, early establishment, mobile units and films shows, information centers, press communication, publication, exhibition, stage performance, emergency period, the advent of Independence, post-Independence era, during confrontation, Post 13 May Incident, and Era of Vision of 2020. Furthermore, this chapter also covers the objective, vision, mission, company policy, organization structure and client's charters of the Information Department.

Chapter two will covers job descriptions. Job descriptions is focus on the Media and Communication Corporate Division which include of the objective, function, client's charters, office chart, list of tasks and administrative regulations for each activity . This chapter will elaborate more about our unit which plays a vital role of Department of Information Malaysia.

Chapter three is focus on the Analysis of Task. This chapter will elaborate more on my duties as a one of media officer in Media and Communication Corporate Division. Furthermore, this chapter will cover of the public relation, media relation, public relation at the State Level and guideline on the handling of media coverage.

In this Industrial Report, the chapter four also revealed the strength and weaknesses of the public relation of the State level which are focus on the media relations. In addition, my recommendation also covers in this chapter.



## 5.2 Conclusion

Department of Information Malaysia Sarawak is well-known of every Federal and State level due to the plays vital roles in conveying the policy of the government as a whole. This refers to the our vision of department which to be the main driving force in ensuring the success of the 1Malaysia concept and in nation-building based on the national principles of the Rukun Negara.

Furthermore, our department also responsible to translate and promote the policies and national agenda to ensure it is understood, supported, appreciated, and assimilated by the all citizens through the various information programmed such as 1Malaysia Club, Essay Writing Competition, Independent Road Show, Media Night, Luncheon Talk, Media Tour and etc.

In addition, our department is committed to provide and disseminate information on the government policies consistently and professionally. Furthermore, we strive to upgrade and enhance the quality services and information to ensure clients satisfaction and the quality system are achieved in line with national objective and aspirations.

In conclusion, working as a Assistant Information Officer give me a wide experience, skills and knowledge in handling the media relations and media coverage in the Sarawak especially on the Prime Minister, Deputy Prime Minister, Tuan Yang Terutama Yang di-Pertua Negeri and Chief Minister of function. The enjoyment works here give me a full satisfaction even though some of the day we seen like no more time on our family.

Furthermore, working here give me a new knowledge and skills especially skills on the public relations which can build the high level of self-confidence when we deals with the high level of person in charge in the various department. In addition, it also can build a good social networking when you meet the various types of people.

Although, we are too busy to make the coverage and media relations jobs, I am can learn more about how to manage my quality time especially quality time with myself and my family.

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## APPENDIXES

1. EXAMPLE OF NOTE TO EDITOR
2. EXAMPLE OF NOTE TO EDITOR (SPECIAL)
3. EXAMPLE OF *BERITA BERGAMBAR*
4. EXAMPLE OF MINUTE OF MEETING
5. EXAMPLE OF *SIARAN MEDIA*
6. EXAMPLE OF ACTION PLAN ON PUBLICITY
7. EXAMPLE OF MONITORING OF COVERAGE ON MEDIA FOR DEPARTMENT  
ACTIVITY
8. PICTURE ON DUTY

APPENDIXES 1: EXAMPLE OF NOTE TO EDITOR



SR /49/ 09 / 13

ISNIN, 16 SEPTEMBER

2013

PERISTIWA-PERISTIWA YANG BERLANGSUNG PADA SELASA, 17  
SEPTEMBER 2013

MASA

PERISTIWA

KUCHING

**0930** **Menteri Kebajikan, Wanita dan Pembangunan Keluarga Datuk Hajah Fatimah Abdullah** merasmikan Majlis Penyampaian Sijil Sentuhan Harapan anjuran Petronas Kuching di Dewan Yayasan Sarawak, Kuching.

**1000** **Timbalan Menteri Pendidikan II Tuan P Kamalanathan a/l P. Panchanathan** menghadiri Majlis Lawatan Mesra Timbalan Menteri Pendidikan II ke Kolej Komuniti Kuching di Kolej Komuniti Kuching, Lot 3563, Jalan Sultan Tengah, Petra Jaya.

**1030** **Menteri Pembangunan Infrastruktur dan Perhubungan Dato Sri Michael Manyin** merasmikan Majlis Perasmian *Soft Oil Engineering International Conference 2013* anjuran Universiti Tun Hussein Onn (UTHO) di Hotel Riverside Majestic, Kuching.

**1615**      **Seri Paduka Baginda Yang di-Pertuan Agong dan Seri Paduka Baginda Raja Permaisuri Agong Tuanku Hajah Haminah** berangkat pulang dari Kuching ke Kuala Lumpur dengan menaiki Pesawat Diraja di Lapangan Terbang Antarabangsa Kuching

(Pakaian : Lelaki - Lounge Suit Gelap (Bersongkok)/

Wanita - Baju Kurung/Kebaya Labuh berselendang)

KUCHING

(disediakan pada jam 3.00 petang)

*Nota : Buat sementara waktu E-press tidak dapat dilayari. Harap maaf.*

## APPENDIXES 2: EXAMPLE OF NOTE TO EDITOR (SPECIAL)



# NOTA KEPADA **PENGARANG**

JABATAN PENERANGAN MALAYSIA



SR KHAS/48/09/13

SABTU, 14 SEPTEMBER 2013

Kepada;  
**Editor/Chief Reporter**

Tuan/Puan,

### **PUSAT MEDIA SEMPENA SAMBUTAN HARI MALAYSIA KE-50 2013**

Dengan segala hormatnya merujuk kepada perkara di atas.

2. Sukacita dimaklumkan bahawa Pusat Media Sempena Sambutan Hari Malaysia Ke-50 akan dibuka di **Pusat Maklumat Rakyat, Pejabat Penerangan Bahagian Kuching, Jalan Masjid** seperti berikut:

Tarikh	: <b>15 September 2013</b>
Masa	: <b>9.00 pagi hingga 11 malam</b>
Tarikh	: <b>16 September 2013</b>
Masa	: <b>8.00 pagi hingga 1.00 tengahari</b>

3. Sehubungan itu, pihak media boleh menggunakan kemudahan yang telah disediakan seperti talian internet dan komputer di pusat media tersebut.

Sekian, terima kasih.

**“BERKHIDMAT UNTUK NEGARA**

Saya yang menurut perintah,

**(AISHAH BINTI LATIP)**

Bahagian Media Dan Komunikasi Korporat  
b.p. Pengarah Penerangan Negeri Sarawak

### APPENDIXES 3: EXAMPLE OF BERITA BERGAMBAR



# SIARAN MEDIA

JABATAN PENERANGAN MALAYSIA



SR/11/09/13

ISNIN, 9 SEPTEMBER 2013

**KUCHING, Isnin** :- Ketua Menteri Pehin Sri Haji Abdul Taib Mahmud menerima kunjungan hormat daripada Menteri Komunikasi dan Multimedia Dato' Sri Ahmad Shabery Cheek di kediaman beliau di Demak Jaya petang ini.

Kunjungan tersebut merupakan antara program yang telah dihadiri oleh Shabery sempena lawatan sehari beliau di Sarawak hari ini selain meninjau persiapan Sambutan Hari Malaysia dan Sambutan 50 Tahun Sarawak Merdeka Dalam Malaysia yang akan diadakan pada 16 September 2013 bertempat di Padang Merdeka, Kuching.

Shabery yang juga merupakan Pengerusi Jawatankuasa Induk Sambutan Hari Malaysia 2013 berkata beliau amat berpuas hati dengan persiapan yang dibuat dan berharap orang ramai akan hadir memeriahkan sambutan hari bersejarah tersebut.

Turut hadir, Menteri Muda Pembangunan Luar Bandar Datuk Francis Harden Hollis, Timbalan Setiausaha Kerajaan Negeri Datuk Haji Misnu Taha, Ketua Setiausaha Politik Ketua Menteri Abdullah Saidol, Setiausaha Tetap Kementerian Pelancongan Sarawak Datu Ik Pahon Joyik, Timbalan Ketua Setiausaha Kementerian Komunikasi dan Multimedia Dato Dr. Rothiah Omar. **-PENERANGAN**



**GAMBAR PENERANGAN MENUNJUKKAN: (sila dapatkan melalui e-mail)**

1. Taib (lima dari kiri) merakam gambar kenangan bersama Shabery Cheek (empat dari kanan).



KUCHING

(disediakan pada jam 6.00 petang.)

## APPENDICES 4: EXAMPLE OF MINUTE OF MEETING



**CATATAN MESYUARAT**  
**BAHAGIAN MEDIA DAN KOMUNIKASI KORPORAT**  
**JABATAN PENERANGAN MALAYSIA**



Kepada : Pengarah Penerangan Negeri Sarawak

Melalui : Ketua Penolong Pengarah

---

Bahagian Media dan Komunikasi Korporat

Salinan : Pejabat Penerangan Bahagian Sibul

Mesyuarat : **Mesyuarat Keempat Konvensyen Prasekolah Siri 8 Tahun 2013**

Daripada : Aishah binti Latip

Tempat Mesyuarat : Bilik Mesyuarat, Kementerian Kebajikan Wanita dan Pembangunan Keluarga Tingkat Bawah, Bangunan Baitul Makmur, Petra Jaya

Hari / Tarikh / Masa : Rabu / 16 Oktober 2013 / 1430-1630

---

**A. BUTIRAN MESYUARAT:**

1. Mesyuarat dipengerusikan oleh **Menteri Kebajikan, Wanita dan Pembangunan Keluarga Datuk Hajah Fatimah Abdullah.**
2. Tujuan mesyuarat adalah untuk **membincangkan mengenai persiapan terakhir dan pembentangan laporan setiap jawatankuasa bagi majlis tersebut.**
3. Majlis Perasmian akan diadakan seperti butiran berikut :

**Tarikh** : 1 November 2013 (Jumaat)

**Masa** : 3.00 petang

**Tempat** : Hotel RH, Sibul

**VVIP** : **Menteri Kebajikan, Wanita dan Pembangunan Keluarga, Datuk Hajah Fatimah Abdullah mewakili Ketua Menteri**

4. Majlis Penutupan akan diadakan seperti butiran berikut :

**Tarikh** : 3 November 2013 (Ahad)  
**Masa** : 10.30 pagi  
**Tempat** : Hotel RH, SibU  
**VVIP** : Menteri Muda Pendidikan Awal Kanak-kanak dan  
Pembangunan Keluarga, Puan Rosey Yunus

**B. TINDAKAN JABATAN:**

**1. BAHAGIAN MEDIA DAN KOMUNIKASI KORPORAT**

- Menyelaras perhubungan media seperti pra pubisiti, liputan media dan jemputan media bagi majlis perasmian dan majlis penutupan.

**2. PEJABAT PENERANGAN BAHAGIAN SIBU**

- Menyelaras dan menyediakan PA System untuk majlis perasmian dan majlis penutupan.
- Raptai akan diadakan pada 31 Oktober 2013 (Khamis) di Hotel RH, SibU.
- Sila berhubung Cik Adzlin Mohd Yusuf 013-8108310/082-444221 untuk keterangan lanjut.

Saya yang menurut perintah,

**(AISHAH BINTI LATIP)**

Penolong Pegawai Penerangan

Tarikh: 17 Oktober 2013

s.k. Fail

## **APPENDIXES 5: EXAMPLE OF SIARAN MEDIA**

**SR/02/09/13**

**SELASA, 3 SEPTEMBER 2013**

### **BANTUAN MENGESAN SITI MARIANA ZAINI**

KUCHING, Selasa :- Pihak Ibu Pejabat Polis Daerah Bau sedang mengesan Siti Mariana bt Zaini yang berumur 14 tahun.

Siti Mariana hilang semenjak 27 Ogos 2013 selepas ibunya mendapati penama tidak pulang dari sekolah. Alamat terakhir semasa hilang ialah di Kampung Melayu Siniawan, Bau.

Orang ramai yang mengenali atau menjumpai Siti Mariana diminta menghubungi terus ke Ibu Pejabat Daerah Bau Inspektor Lonie bin Butek di talian 082-763311 / 016-8078946 atau hubungi mana-mana balai polis yang berdekatan.

**GAMBAR PENERANGAN MENUNJUKKAN: (sila dapatkan gambar melalui e-mail)**

**1. Siti Mariana bt Zaini**


**Kuching**

**(disediakan pada jam 3.00 petang.)**

**APPENDIXES 6: EXAMPLE OF ACTION PLAN ON PUBLICITY**



**MESYUARAT JAWATANKUASA KECIL  
PUBLISITI, PROMOSI DAN DOKUMENTASI  
HARI MALAYSIA 2013  
&  
SAMBUTAN 50 TAHUN SARAWAK MERDEKA  
DALAM MALAYSIA  
3 SEPTEMBER 2013  
BILIK MESYUARAT, JABATAN PENERANGAN  
SARAWAK**



**AGENDA :**

1. PERUTUSAN Pengerusi
  - ACARA TONGGAK PERAYAAN
  - PELAN PERANCANGAN MEDIA
2. TAKLIMAT PERSIAPAN SAMBUTAN HARI MALAYSIA
3. TAKLIMAT OLEH JABATAN KERJA RAYA SARAWAK
4. AGIHAN TUGAS
5. HAL-HAL LAIN



**ACARA TONGGAK PERAYAAN :**

BIL	ACARA TONGGAK	LOKASI	TARIKH
1.	Majlis Pelancaran Sambutan Perayaan 50 Tahun Sarawak Merdeka Dalam Malaysia	Stadium Perpaduan	31 Mac 2013
2.	Simposium Budaya	Hotel Four Points by Sheraton	22 April 2013
3.	Pameran Sarawak Gemilang 50 Tahun	Kompleks Pelancongan Sarawak	22 Julai - 9 September 2013
4.	Acara Khas Memperingati Pendorohan Pentadbiran Negeri Dari British	Waterfront Kuching	22 Julai 2013
5.	Majlis Pengurniaan Pingat Peringatan Jubli Emas	Kuching	Ogos 2013
6.	Festival Makanan dan Kebudayaan Regatta Sarawak 2013	Waterfront, Kuching	6 - 8 September 2013



**ACARA TONGGAK PERAYAAN :**

BIL	ACARA TONGGAK	LOKASI	TARIKH	
7.	Majlis Kosyukuran	Masjid Jamek	15 September 2013	
8.	Perarakan Bersempena Malam Gemilang 50 Tahun Merdeka	Kapal Berhias Dengan Malam Sarawak	Tebing Kuching Sungai	15 September 2013
9.	Istiadat Perbarisan dan Rapat Raksasa	Padang Merdeka	16 September 2013	
10.	Perasmian Pusat Islam Sarawak	Pusat Islam Sarawak	16 September 2013	
11.	Festival Nusantara			
12.	Majlis Penutupan Sambutan Perayaan 50 Tahun Sarawak Merdeka Dalam Malaysia	BCCK	November 2013	



**ATURCARA PERARAKAN KAPAL BERTHIAS BERSEMPENA DENGAN MALAM GEMILANG 50 TAHUN SARAWAK MERDEKA (15 SEPTEMBER 2013, WATERFRONT, KUCHING)**

MASA	PROGRAM
5.30 ptg	: Ketibaan orang ramai
	: Persembahan
7.00 mlm	: Ketibaan Tetamu Jemputan
8.00 mlm	: Ketibaan Tetamu Konamaan
9.00 mlm	: Keberangkatan Tiba SPB Yang di-Pertuan Agong dan Permaisuri Agong
	: Perarakan Perahu Berhias dan Persembahan
10.30 mlm	: Keberangkatan Pulang SPB Yang di-Pertuan Agong dan Permaisuri Agong



**ATURCARA ISTIADAT PERBARISAN DAN RAPAT RAKSASA (16 SEPTEMBER 2013, PADANG MERDEKA, KUCHING)**

MASA	PROGRAM
6.30 pagi	: Ketibaan orang ramai
7.45 pagi	: Ketibaan YAB Ketua Menteri Sarawak dan isteri
7.50 pagi	: Ketibaan YAB Perdana Menteri dan isteri
7.55 pagi	: Ketibaan TYT Yang di-Pertua Negeri Sarawak dan Toh Puan
8.00 pagi	: Keberangkatan Tiba SPB Yang di-Pertuan Agong dan Permaisuri Agong
	: Kawalan Hormat
	: Perarakan Kenderaan
	: Lintas Udara
	: Persembahan Padang
10.00 pagi	: Keberangkatan Pulang SPB Yang di-Pertuan Agong dan Permaisuri Agong

**SAMBUTAN PERAYAAN 50 TAHUN SARAWAK MERDEKA DALAM MALAYSIA 2013**

**ATURCARA PERASMIAN PUSAT ISLAM SARAWAK (16 SEPTEMBER 2013)**

MASA	PROGRAM
7.30 mlm	Ketibaan tetamu jemputan
8.00 mlm	Ketibaan Di-Dit' Kehormat
8.15 mlm	Ketibaan YAB Ketua Menteri Sarawak
8.20 mlm	Ketibaan TYT Yang di-Portua Negeri Sarawak
8.30 mlm	Keberangkatan Tiga SPB Yang di-Portua Agong dan Pemaistri Agong
	Lagu Negaraku
	Bacaan Al-Quran
	Ucapan oleh YB Menteri Muda Di Pejabat Ketua Menteri (Hal Ehwal Islam)
	Upacara Perasmian oleh SPB Yang di-Portua Agong dan Pemaistri Agong
	Penyerahan Cenderamata
	Bacaan Doa
	Jamuan Makan
	Bersurai

**SAMBUTAN PERAYAAN 50 TAHUN SARAWAK MERDEKA DALAM MALAYSIA 2013**

**PELAN TINDAKAN PUBLISITI :**

BIL	TARIKH / MASA	AKTIVITI	TINDAKAN	TETAMU	CATATAN
A. PRA-PUBLISITI					
1.	Ogos - Sept 2013	Penyediaan Treler Promo Penyediaan langka hebahan Radio	FINAS RTM		Treler perlu disarkan mulai 10 - 16 Sept di TV / Radio RTM
2.	Akan ditentukan Urusetia	Sidang Media selepas mesyuarat terakhir	Jab Penerangan Urusetia	YB Menteri (Pengerusi JK Kecil Sambutan)	Mohon Urusetia dapatkan tarikh dari YB Menteri
3.	10 - 16 Sept	Hebahan Promo TV dan radio (RTM) - Crawler	Unit Promo RTM Media Prima		Bahan maklumat untuk hebahan akan disarkan oleh Urusetia
4.	1 - 16 Sept	Hebahan Promo TV dan Radio	Unit Promo TV / rangkaian radio RTM / & Cats FM		Jenis hebahan : - Semua stesen radio

**SAMBUTAN PERAYAAN 50 TAHUN SARAWAK MERDEKA DALAM MALAYSIA 2013**

**PELAN TINDAKAN PUBLISITI :**

BIL	TARIKH / MASA	AKTIVITI	TINDAKAN	TETAMU	CATATAN
A. PRA-PUBLISITI					
5.	11 Sept 2013 (cadangan)	Temubual di radio	RTM	Pengerusi JK	
6.	1 Sept 2013	Penyediaan lakaran tishat / banner / billboard	Jab Penerangan		
7.	1 - 17 Sept 2013	Hebahan menerusi laman web Hebahan menerusi media sosial	Semua agensi terlibat		Maklumat diposleh dari Urusetia
8.	1 - 15 Sept 2013	Rencana mengenai Hari Malaysia Laporan Berita	RTM Bernama Media Tempatan		

**SAMBUTAN PERAYAAN 50 TAHUN SARAWAK MERDEKA DALAM MALAYSIA 2013**

**PELAN TINDAKAN PUBLISITI :**

BIL	TARIKH / MASA	AKTIVITI	TINDAKAN	TETAMU	CATATAN
A. PRA-PUBLISITI					
9.	15 Sept 2013	Iklan di akhbar tempatan (BM / Inggeris / Cina)	Urusetia Jab Penerangan	Pengerusi JK	
10.	14 Sept 2013	Liputan Berita semasa rapta	RTM, Bernama & Media tempatan		
11.	10 - 17 Sept 2013	Penggantungan banner, billboard dan tishat di jalan protokol/jalan utama di bandaraya Kuching	Jab Penerangan MBKS & DBKU		
12.	10 - 14 Sept 2013	Hebahan umum oleh Bergerak Jab Penerangan / IASA	Jab Penerangan & IASA		

**SAMBUTAN PERAYAAN 50 TAHUN SARAWAK MERDEKA DALAM MALAYSIA 2013**

**PELAN TINDAKAN PUBLISITI :**

BIL	TARIKH / MASA	AKTIVITI	TINDAKAN	TETAMU	CATATAN
B. PUBLISITI HARI PERASMIAN					
13.	15 & 16 Sept 2013	Majlis Perasmian	Seksyen Berita Ehwal Semasa TV (RTM) Bernama Jab Penerangan Media Tempatan	SBP Agong / YDP PM	Siaran Langsung / Langsung
14.	13 - 16 Sept 2013	Liputan berita aktiviti YAB PM / Menteri	Seksyen Berita Ehwal Semasa TV (RTM) Bernama Jab Penerangan Media Tempatan		Dari masa ke-masa dari lokasi
15.	13 - 16 Sept 2013	Liputan Foto	Jab Penerangan (BKVS)		
16.	16 Sept 2013	Kawalan Media	Jab Penerangan (BMKK)		
17.	13 - 16 Sept 2013	Jemputan Media	Jab Penerangan (BMKK)		
18.	13 - 16 Sept 2013	Liputan Berita & Foto Dokumentasi	Bernama, FINAS		

**SAMBUTAN PERAYAAN 50 TAHUN SARAWAK MERDEKA DALAM MALAYSIA 2013**

**PELAN TINDAKAN PUBLISITI :**

BIL	TARIKH / MASA	AKTIVITI	TINDAKAN	TETAMU	CATATAN
C. PASCA-PUBLISITI					
19.	17 - 18 Sept 2013	Publisiti Majlis	Semua Media Elektronik / Cetak		



**Senarai Jawatankuasa Publisiti, Promosi dan Dokumentasi :**

Pengerusi Bersama : Pengarah Penyiaran Sarawak  
 : Pengarah Penerangan Sarawak

Setiausaha : En. Samuel Simon  
 Jab. Penerangan Sarawak



**Senarai Tugas JK Kecil Publisiti, Promosi dan Dokumentasi :**

1. Memanggil Mesyuarat, melantik AJK dan melaporkan kepada JK Induk.
2. Mengurus Publisiti perayaan melalui bantuan media cetak dan elektronik.
3. Menyediakan perancangan media bagi tujuan publisiti sepanjang tempoh sambutan.
4. Menyediakan draf perutusan YAB Ketua Menteri, YB Menteri bertanggungjawab dan YB Setiausaha Kerajaan Negeri Sarawak.
5. Menyediakan konsep reka bentuk paparan iklan, latar belakang pentas dan ge-gantung untuk kelulusan JK Induk.
6. Menjemput wakil media untuk liputan.
7. Membuat penggambaran video untuk semua cara tonggak dan sampingan.
8. Membuat kompilasi dan mendokumentasikan semua bahan-bahan yang berkaitan dengan sambutan perayaan di peringkat negeri, bahagian dan daerah seperti gambar, buku program, keratan akhbar dan rakaman video semasa majlis.
9. Mengkoordinasi pengedaran press kit.
10. Menyediakan petugas untuk bertugas di Bilik Operasi.
11. Menyediakan anggaran perbelanjaan.



**APPENDIXES 7: EXAMPLE OF MONITORING OF COVERAGE ON MEDIA FOR  
DEPARTMENT ACTIVITY**

**PEMANTAUAN AKHBAR HARIAN UNTUK BULAN JANUARI 2013**

<b>BIL</b>	<b>TARIKH</b>	<b>TAJUK SIARAN</b>	<b>AKH</b>
1	10/1/2013	KIM KG. PEMINDAHAN ANJUR MALAM ASPIRASI 20 JAN INI	UTUSAN
2	22/1/2013	VOTE BARISAN NASIONAL FOR MORE DEVT, SAGAN TELLS CONSTITUENTS	THE BOR
3	22/1/2013	PENUBUHAN 14 CABANG KIM PARLIMEN MUKAH DILULUSKAN	UTUSAN
4	22/1/2013	KUAN MIN JUARA RATU IBU KIM	UTUSAN
5	23/1/2013	INFORMATION DEPARTMENT LAUNCHES SMILE CAMPAIGNS	ST
6	23/1/2013	CIVIL SERVANTS SMILE CAMPAIGN LAUNCHED	THE BOR
7	23/1/2013	VILLAGE HOLDS KIM APPRECIATION NIGHT	THE BOR
8	23/1/2013	JABATAN PENERANGAN LANCAR KEMPEN AMALAN SENYUM	UTUSAN
9	23/1/2013	JABATAN PENERANGAN LANCAR KEMPEN AMALAN SENYUM	UTUSAN
10	23/1/2013	JABATAN PENERANGAN LANCAR KEMPEN AMALAN SENYUM	SEE HU
11	23/1/2013	JABATAN PENERANGAN LANCAR KEMPEN AMALAN SENYUM	SIN CHE
12	24/1/2013	PROGRAM 'PEJUANG DISANJUNG, BUDI DITABUR' 24-25 JANUARI	UTUSAN

*Disediakan oleh:*  
**Aishah binti Latip**  
 Pen. Pegawai Penerangan S27

*Disemak oleh:*  
**Marklin Brunei**  
 Pen. Pengarah Caw. Komunikasi Korporat

*Disahkan oleh:*  
**Samuel Simon**  
 Ketua Pen. Peng

APPENDIXES 7: PICTURE ON DUTY

