



CORPORATE STRATEGY AND COMMUNICATION OFFICE (COSCOMM)

FORM APPLICATION OF MEDIA COVERAGE/PHOTO/SOCIAL MEDIA

Tel: 03-9769 6003/6189

Fax: 03-89468972

www.coscomm.upm.edu.my

Terms application of media coverage/photo/ social media

1. The form must be submitted within working week before the program takes place.
2. Type of coverage and coverage approval will be determined by CoSComm.
3. The application form must be approved by the respective PTJ Head.
4. The application form must be submitted with the soft copy as required in item no.8
5. Incomplete application form will be returned.

A. Tick

External media coverage

Internal media coverage

Photography coverage

Social media coverage

B. Applicant's information

1. Name:
2. Position:
3. PTJ/College:
4. E-mail:
5. Tel No.(mobile):
6. Tel No.(office):
7. Fax No.:
8. Association/Organization:

C. Program information/Project/Activity

1. Program name/Project/Activity: **(Do not write attachment)**
.....
.....
2. Date/ Day/ Time:
3. Place:
4. Guest of honour/Inaugurator **(Name and position)**
 - i.
 - ii.

5. Program Objective / Program Synopsis/ Program Information Summary: **(Do not write attachment)**

(State in 50 words media needs in Bahasa Malaysia and English)

Bahasa Malaysia:

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English:

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- 6. Event Agenda/Program/Activity: **Please attach**
- 7. Paperwork/Report/ VIP Speech Text: **Please attach**
- 8. Brochure / Program Book / Poster: **Please attach**
- 9. **Email soft copy form of brochure / program book / poster to hairul_nizam@upm.edu.my/eszereen@upm.edu.my**
- 10. Press release draft: **Attach press release draft /conference or seminar event. (Please refer attachment A as exemplar)**

ATTENTION: ABSENCE OF POINT NO 6, 7, 8 & 9 WILL IMPEDE PROCESS OF APPLICATION

D. Other Publicity Needs (please mark ✓ on column concerned)

Website Coverage

- Online bulletin UPM
- Bunting Website UPM
- Slider Website UPM

Social Media Coverage

- Facebook UPM
- Twitter UPM
- Google Plus UPM

E. Head of Pusat Tanggungjawab (PTJ) Endorsement

Application:

APPROVED

DISAPPROVED

Best regards

.....
Name:
Position:
Date:

.....
(Official Stamp)

F. CoSComm Response

Application:

APPROVED

DISAPPROVED

Officer in-charge of the program

..... (Officer's name)

Approved application is/are followed:

External Media Coverage

Photography Coverage

Internal Media Coverage

Social Media Coverage

Best Regards

.....
Name:
Position:
Date:

.....
(Official Stamp)

Kemaskini pada 30 November 2018

Programs expected to face complexity getting coverage from external media

- ☐ **Conference and seminar programs.**
- ☐ **Programs held on Saturdays.**
- ☐ **Programs held at night.**
- ☐ **Programs with absence of ministers.**
- ☐ **Program overlaps with other events held in UPM (Do check with CoSComm regarding programs dates to avoid overlapping through Pn. Rogayah Md. Yasin at (03-97696014)**



PRESS RELEASE

KARNIVAL 4DEKAD KOLEJ KELIMA UPM ENLIGHTEN SK SERDANG'S SPECIAL NEEDS CHILDREN

24 SEPTEMBER 2017

Serdang - In conjunction with Kolej Kelima UPM's 40th anniversary, volunteers from K5 will organize a Fun Walk activity with special education students from Sekolah Kebangsaan Serdang on the 24th September 2017. The *Corporate Social Responsibility (CSR)* project is the outcome of a collaboration between Kolej Kelima Students Higher Council, SK Serdang Parents-Teachers Association, the Student Affairs Department and SK Serdang.

The organization of activity with the local community is the continuation of the Free Tuition project organized by the K5 volunteers along with SK Serdang Parents-Teachers Association in 2016. The Fun Walk activity is one of the activities planned for the 4Dekad K5 celebration aimed to expose UPM's students with community service as well as to uplift and solidify image, reputation, and perception of Higher Learning Institutes in public's perspective. This program will also encourage, nurture and foster awareness and supports towards Serdang's local community children to be inspired to pursue their studies into higher levels.

Various activities have been planned to lighten up the **Anniversary of the 40 Years Establishment of Kolej Kelima (4Dekad K5) starting from August 2017 to August 2018** in line with the University's high hopes of promoting the 1Malaysia spirit in students based on the 1Malaysia concept through the comprehension 5K principals which are Leadership (Kepimpinan), Volunteerism (Kesukarelawan), Spiritual (Kerohanian), Culturalism (Kebudayaan) and Entrepreneurship (Keusahawanan) as part of the effort in shaping students with excellence in various aspects thus creating future leaders with quality in shaping progressive Malaysia towards 2020.

With the theme of #jejaklima, the 4Dekad carnival also involved with the participation of K5 alumni and involvement of corporate and private organization through industrial network and community in corporate social responsibility (CSR) activity and ties with student Mobility UN Jogjakarta, Indonesia.

According to the principal of Kolej Kelima, YBhg. Prof. Dr. Sidek Hj. Abdul Aziz, a community event such as this can help create a foundation of students, Universities/IPT relationships with the involved community. Furthermore, it is also capable of producing a dynamic and progressive student in addition to being competent and has a high capacity skill in managing diversity along serving to the society.

“students’ involvement in such volunteering program will certainly become an additional value to our graduates. Employee today, are not interested in passive graduates that simply excel. Instead, will give the opportunities to those graduate that have soft skills and actively involved in the curricular field. Thus, this is a space and opportunity that need to be fully utilized by our students, he added,”

Sincerely,

Thank you.

For more inquiries, please contact:

(Pegawai Bertanggungjawab)

PTJ

Universiti Putra Malaysia

43400 Serdang

Selangor

Tel. No: XXXXXXXXXXXXXXXX

Email: XXXXXXXXXXXXXXXX