

KEMENTERIAN KESIHATAN MALAYSIA,
JALAN CENDERASARI,
KUALA LUMPUR.

Telefon: 985176
Kawat: MINHEALTH, KUALA LUMPUR

Ruj: (6) dlm KKM 82/2/6

24 hb September 1983

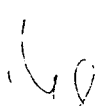
Semua Pengarah Bahagian, Kementerian Kesihatan
Semua Pengarah Perkhidmatan Perubatan & Kesihatan
Pengarah Perkhidmatan Perubatan, Sabah
Pengarah Perkhidmatan Perubatan, Sarawak
Semua Pengarah Yayasan
Semua Pengarah Pergigian Negeri

SURAT PEKELILING KETUA PENGARAH KESIHATAN No. 6/1983

Persediaan Kenyataan Akhbar

Dari semasa ke semasa, pegawai-pegawai sama ada diperingkat Kementerian atau negeri perlu mengeluarkan kenyataan akhbar. Tujuan Pekeliling ini adalah untuk meningkatkan kualiti serta mensekagamkan format kenyataan akhbar.

- ... 2. Lampiran I kepada Pekeliling ini merupakan panduan dalam persediaan kenyataan akhbar. Semua pegawai yang berkenaan diminta mematuhi panduan ini.
- ... 3. Lampiran II adalah satu kenyataan akhbar yang telah dikeluarkan oleh Ketua Pengarah Kesihatan baru-baru ini sebagai contoh.


(DATUK (DR) ABDUL KHALID BIN SAHN)
Ketua Pengarah Kesihatan

s.k. YB Menteri Kesihatan
YB Timbalan Menteri Kesihatan
YB Setiausaha Parlimen
Y Bhg Ketua Setiausaha
TKSU (P & F)
TKSU (K)
KFSU (T)

Always use the active voice. The active voice is a stronger statement and takes fewer words.

Press releases must communicate efficiently. Every word counts. Say what you mean and avoid jargon. Try to use short ordinary words. If you write as if you are talking to someone and you say what you mean, your press release will be more direct and forceful.

If you must use a technical term or two, explain in your release.

7. Headline

Some editors object violently to headline given in press releases, believing that press releases should be judged by their leads, and headlines only get in their way. On the other hand, there are compelling arguments for using headlines. Newspapers probably will not use your headlines. Even so, it still pays to use a headline in your release.

Leave at least two inches between the heading (or headline) and the start of your text.

8. Check

Never trust your typist. Proofread every stencil. Make sure grammar and spelling are 100% correct.

9. Correcting press release which had been sent out

Do not try to correct if the story has appeared; it is too late at that point.

If it has not appeared, get every reporter or editor on the phone:

- * Indicate what the error was
- * Give the correct information
- * Send out a corrected version of the press release

Reference

1. David R. Yale, The Publicity Handbook, Bantam Books Inc., 1982.
2. Scott M. Cutlip and Allen H. Centre, Effective Public Relations, Fifth Edition, Prentice-Hall Inc., 1978.

Basic Rules for Preparing Effective News Releases

1. Identification

The name, address and telephone number of the author should appear at upper left.

2. Release date

Most releases should be immediate. If so, state "Immediate Release" at upper right. Only stipulate time when news obviously warrants holding until a certain hour.

3. Paper

Use white 8½" x 11" paper (size A4).

4. Format

Keep typed lines 50-60 characteristics/strokes long, including punctuation marks and spaces. This length is easy to read and allows margin wide enough for editing.

Double-space the entire release.

Avoid using hyphens at the ends of lines.

If your release spills over to a second sheet, try to complete the first page with a complete paragraph or at least a complete sentence. Type "MORE" across the bottom of the first page at least three times.

Indent paragraphs ten spaces rather than the standard five. That makes your release easier to scan and edit. Limit your paragraphs to 4 - 5 lines only.

Mark the end of your release with the digits -30- or the number sign, ###, repeated several times across the page.

5. Length

Never make a release two pages if one will do. Edit your material tightly. If you have a lot of material to give to the press as background, use "Fact Sheets" to accompany the release.

6. Style

Use summary lead (who, what, when, where, why) most of the time. Prefer short punchy sentences. Short sentences are easier to read. You should rarely make them longer than twenty words.

Press releases are written in what is called inverted-pyramid form. The most important information is in the first one or two paragraphs. Each following paragraph has less important information, until you reach the most insignificant material at the end of the story. News releases do not have strong concluding paragraphs.

C O N T O H

Name

Immediate Release

Address

(If not, state time)

Telephone

Headline

(Body of release)

- 30 -

or

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(143)
82/2/6
PEJABAT PENGARAH PERKHIDMATAN
PERUBATAN DAN KESIHATAN,
180-180A, JALAN PATANI,
PULAU PINANG.

Telefon: PENANG 20001-5

Kawat: KESIHATAN PENANG

Ruj. Tuan:

Ruj. Kami: (25) dlm. PPK/1968/1

Tarikh 11hb. Oktober, 1983

Y.B. Datuk (Dr.) Abdul Khalid bin Sahan,
Ketua Pengarah Kesihatan,
Kementerian Kesihatan Malaysia,
Jalan Cenderasari,
KUALA LUMPUR.

Y.B. Datuk,

SURAT PEKELILING KETUA PENGARAH KESIHATAN NO. 6/1983

Persediaan Kenyataan Akhbar

Adalah saya dengan segala hormatnya merujuk kepada perkara di atas, surat Y.B. Datuk Bil. (6) dlm. KKM 82/2/6 bertarikh 24hb. September, 1983 berkaitan.

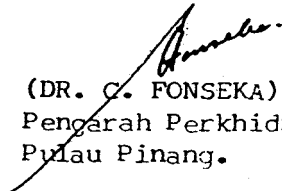
2. Saya mengucapkan terima kasih kepada Y.B. Datuk kerana memberi garis panduan mengenai persediaan kenyataan akhbar tersebut. Ini adalah merupakan pertama kalinya bagi seseorang pegawai sanggup menurunkan pengetahuan dan pengalamannya atas perkara penting seperti ini dengan kami.

3. Garis panduan ini sangat berguna kepada kami di Pulau Pinang, yangmana Y.B. Datuk sedia maklum pihak akhbar sentiasa meminta kenyataan akhbar daripada Pejabat kami.

Terima kasih.

'BERKHIDMAT UNTUK NEGARA'

Saya yang menurut perintah,


(DR. C. FONSEKA)
Pengaroh Perkhidmatan Perubatan dan Kesihatan,
Pulau Pinang.

CF/say.

