

## Destination PR and Communications Standard Operating Procedure - Monthly Media Coverage Report

Date of Issue	12 May 2023
Purpose	To ensure monthly media coverage report is thorough, accurate, and provides valuable insights to relevant stakeholders in a consistent and timely manner.
Scope	<ul style="list-style-type: none"> <li>Overseas PR Agencies</li> <li>RAKTDA Destination PR and Communications Team</li> </ul>

Steps	Task/Process	Instructions
1	Gather the data	<p>Overseas PR offices to gather media coverage in their respective markets through media monitoring tools and populate the data into the report template provided by RAKTDA in line with the below guidelines and share the report for the past month with RAKTDA's PR team by <b>the 5<sup>th</sup> day of each month</b>.</p> <p><b>Guidelines:</b></p> <ul style="list-style-type: none"> <li>The report should include a summary slide with the total number of hits/clippings, reach and AVE for the Quarter to Date and Year to Date.</li> <li>The report should also include summary slides in table format of all coverage published in that month with the publication name, headline of the article, link to article, reach and AVE.</li> <li>Coverage highlights slides to include up to 15 most notable articles with name of the publication, headline of the article, photo clippings of the coverage, link to the article as well as key metrics including reach and AVE.</li> <li>Font size should be consistent on all slides</li> <li>AVE should be in <b>USD</b></li> <li>Numbers and values should be in <b>1,000,000,000.00</b> format</li> <li>Date should be in <b>01 Month 2023</b> Format</li> </ul>
2	Review and edit	RAKTDA PR team to review the report for accuracy and completeness, and edit as needed to ensure that it effectively communicates the key metrics and insights and highlight any discrepancies to overseas agencies

3	Compile reports	RAKTDA PR team to compile the individual into one report for all markets.
4	Analyse the data	RAKTDA PR team input coverage in the yearly coverage tracker to Interpret the data and provide context for the trends and data points in the report. This may include an analysis of the factors driving the coverage, as well as any insights into how the coverage may be affecting your organization or industry.
5	Distribute the report	RAKTDA PR team to distribute the report to relevant stakeholders, such as senior leadership, marketing teams, or external partners, as needed by the 15th day of each month.