

Government of Pakistan
Revenue Division
Federal Board of Revenue

C. No. 7(79)SS-PR/Media/2023

Islamabad, June 27, 2023

CIRCULAR

Subject: **SOPs FOR PRESS RELEASE/MEDIA COVERAGE**

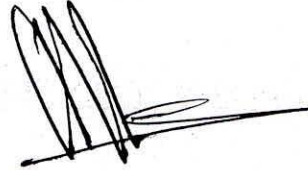
I am directed to refer to the above cited subject and to convey the following decisions of the competent authority to ensure better media coverage of important initiatives/events of the FBR including official engagements of the Chairman.

- (i) Every Wing requiring media coverage of any event (e.g. seminars, conferences, meetings with International Development Partners, trade bodies, chambers of commerce and industry, foreign delegates etc.), where presence of the Chairman FBR/Members is involved, should inform the PR Wing well in advance for ensuring proper media coverage and other related arrangements.
- (ii) In order to ensure that all engagements of Chairman, FBR/Members are duly covered, a focal person from each wing (to be nominated in writing by the relevant Member/DG) will be included in the PR wing WhatsApp Group. The focal persons will share, **after due approval of the concerned Member**, draft Press Releases/Rebuttals/Photographs/Tweets/Tickers in the WhatsApp Group.
- (iii) Concerned Wings are required to forward draft Press Releases (in English & Urdu)/Rebuttals/Photographs/Tweets/Tickers to PR Wing.
- (iv) After proper editing/proof reading of the above, Chief PR will forward the same to Member PR for approval before sharing it with media.
- (v) All engagements of the Chairman where media coverage is desirable will be coordinated by Protocol & Coordination Officer to the Chairman.
- (vi) The field formations and support organizations of FBR (both IRS & Customs) shall manage media coverage of their initiatives/events on their own. However, approval of media coverage of policy matters and significant events should be sought from FBR (Hqrs) before issuance to media.
- (vii) An exception to No.vi above will be made in instances where the field formation has achieved something of a nature and magnitude warranting dissemination by FBR official handles. All such cases should be formally forwarded by the Chief Ops (IRS/Customs) to Chief PR, in the manner prescribed above, after due approval of the relevant Member Ops.

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(viii) The concerned Wing shall be held responsible for any delays in forwarding the publicity material to PR Wing resulting in non-coverage of an event.

2. This issues with the approval of Chairman FBR.



Dr. Naveed Khalid Khan
Special Assistant to Chairman