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## ASUN Operating Procedure – Media Notification Processes

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### Operating Procedure Synopsis

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*Title: Media Notification Processes*

*Approval Date:*

*Revised: n/a*

*Responsible Officer:*

*Responsible Operating Procedure Manager: Director of Mass Communications/ Public Relations*

*Responsible Department: Mass Communication/Public Relations*

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### A. Purpose

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It is essential that collegiate communities maintain very consistent relationships with local media. One of the most important missions of any Public Relations/Mass Communications Department is to apprise the media of any goings on within a campus community. Stakeholders who are informed, whether the information is positive or negative, feel more connected to these campuses and enjoy a greater sense of loyalty and involvement. This involvement has the propensity to offer significant dividends with regard to friendship building, long-range donations and overall good will.

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### B. Definitions

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Media Notification includes apprising the media of events and accomplishments through the campus communities. This is accomplished through press releases, photographs and video submissions.

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### C. Scope

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Media outlets include television, radio and newspapers on a local and state level.

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### D. Statement of Authority

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Currently, content is submitted by the Director of External Communications and Public Relations.

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### E. Procedures

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An event occurs throughout the three-campus community. It is brought to the attention of the Director of Public Relations/Mass Communications. Details of the event are then compiled in the form of a press release and/or photographs and submitted to the applicable media outlets.

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### F. Responsible Officer

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Dean for Institutional Advancement

## G. Related Information

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N/A