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## ASUN Operating Procedure – Public Relations

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### Operating Procedure Synopsis

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*Title: Public Relations*

*Approval Date:*

*Revised: n/a*

*Responsible Officer: Director of Mass Communications/ Public Relations*

*Responsible Operating Procedure Manager: Director for Institutional Advancement*

*Responsible Department: Mass Communication/Public Relations*

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### A. Purpose

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Public Relations remain the cornerstone of any institution's effective communications. As institutions across America vie for public and private support, it is imperative that they become master storytellers of their successes as well as the successes of their students. Public Relations is a vital component of any dynamic educational entity as it can serve as not only a conduit of information but a chronicle of institutional memory.

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### B. Definitions

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N/A

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### C. Scope

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The three campus locations that comprise ASU-Newport as well as its community partners.

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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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Events are constantly transpiring throughout our three campus communities. In an effort to chronicle these events, as well as share them with various stakeholders, the Department of Mass Communications and Public Relations strives to maintain an ongoing calendar of these events, to be either disseminated to a larger outside media provider or inclusion in the institution's monthly newsletter. Beginning Summer, 2015, Public Relations/Mass Communications will produce The Year in Review, an annual compilation of the last fiscal year's activities throughout ASU-Newport's three campus communities.

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### F. Responsible Officer

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Dean for Institutional Advancement

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## **G. Related Information**

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ASUN Monthly Newsletter - <http://myemail.constantcontact.com/ASU-Newport-s-March-Month-in-Review-Newsletter.html?soid=1109061736126&aid=8wsBlm>