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## ASUN Operating Procedure – 11001

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### Operating Procedure Synopsis

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**Title:** Media Notification

**Approval Date/Revision Date(s):**

**Review Date(s):** 6/2019, 6/2020, 6/2021

**Executive Cabinet Liaison:** Vice Chancellor for Leadership and Community Engagement

**Responsible Manager:** Executive Director of Marketing and Communications

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### A. Purpose and Scope

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Consistent communication is vital to building relationships with local media outlets and the public we serve. Notifying the media and our communities to news and non-news events that happen at ASU-Newport. Informing the public and media, whether positive or negative, connects them to our institution which builds a greater sense of loyalty and involvement. This operating procedure applies to media outlets including television, radio and newspapers on the local and state level.

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### B. Definitions

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Media Notification includes notifying the media of events and accomplishments throughout all ASUN campus and locations. This is accomplished through press releases, photographs and video submissions. Public Relations includes open communication to the general public via newsletters, email communications and social media.

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### C. Procedures

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When an event occurs throughout any ASUN campus or location. It is brought to the attention of the Marketing and Communications team via sharepoint form (link below). Details of the event are then compiled in the form of a press release and/or photographs and submitted to the applicable media outlets and communities we serve via our public communication channels.

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### D. Related Information

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<https://asun.sharepoint.com/sites/MandC/Lists/NewsReleaseRequest/>