



ASUB Standard Operating Procedure – 4502

Standard Operating Procedure Synopsis

Title: PRESS RELEASE GUIDE

Approval Date: Oct. 21, 2021

Revision Date, if applicable:

Review Date(s): Jan. 11, 2023; Oct. 4, 2023; Oct. 30, 2024; Oct. 22, 2025

Annual Review Month: October

Responsible Officer (RO): Associate Vice Chancellor for Institutional Advancement

Standard Operating Procedures Manager (PM): Marketing Coordinator

A. Purpose and Scope

The mission of the Office of Marketing and Public Relations is to disseminate accurate and complete information in a timely manner to all internal and external stakeholders of Arkansas State University-Beebe, which includes students, faculty, staff, administration, alumni, donors, media groups and the general public.

Press or news releases are written for print and digital media formats and contain detailed information in a format that follows the guidelines of AP (Associated Press) news writing style.

Marketing stays up to date on deadlines and understands how the media needs to receive news.

Press releases often require at least a two-week process for gathering information, scheduling interviews, photography, attending an event, news writing activities and the proofing process. While this may seem like a long time, it is needed to provide well written, thorough news releases along with high resolution professional photographs.

B. Definitions

Marketing and Public Relations – The office is under the direction of the Institutional Advancement Department. The Office of Marketing and Public Relations include activities such as writing and distributing press releases, managing promotional items, graphics requests, branding and logo usage, licensing/trademarks, advertising, interview coordination, content management for print media, digital/social media platforms and website, communications, photography and video production.

Press Release vs. Advertising - There is no charge for printed news releases/features, press releases, e-news, or public service announcements (PSA); however, these may be edited for space and/or time constraints by the media. Advertising is charged per column inch rate or through geofencing or impression advertising on social media. Cost quotes for advertising are provided by marketing and public relations.

C. Procedures

Press Release Information

To better serve and effectively communicate and promote all the academic areas, programs and activities across four campuses, marketing asks that you answer the following questions as you gather information for a news release request:

1. Who is involved? Name everyone, please. If faculty is mentioned, please provide title and academic area. For students, we require the correct spelling of first and last name, hometown and major field of study.
2. What is the event? What is going on? What happened? What did they receive? When does this occur? When did it occur? Be specific about dates and times.
3. Answer the questions: Where? Why? Purpose? How?
4. Lastly, what makes your program or department special or unique? Please provide 2-3 paragraphs that brag on your event, program, person, or academic area.

Requests and Forms

Once all the background information is gathered, the request may be sent to pr@asub.edu. Most likely, marketing will respond with additional questions.

For convenience, request forms are available on the Vanguard Intranet site, under Marketing and Public Relations and contain the following questions:

1. Requestor name and contact information
2. Name of activity or event

3. Description of event: who, what, where, when, why and how
4. Date/time of event or activity
5. Target audience: students, faculty and staff, alumni and public
6. Primary use: campus announcements, media release, website news, social media, student email, faculty/staff email, campus TV message boards, or mobile app. Note: Marketing can adjust the order within distribution outlets for priority reasons. Example: a social media post may be sent immediately to follow up with a news release depending on the timeliness of the news.
7. Products requested: campus email, event photos, news release, graphics designed, card/poster designed, brochure development, audio/video project, campus TV screen messages and media interview coordination.

Evaluating the Request

Once requests are received, marketing evaluates the information received for the news release before proceeding with the following activities:

- Scheduling an interview
- Additional information gathering
- Quotes requested
- Photography/video and scheduling photo shoots

Planning and Proofing

Information is written and proofed according to Associated Press (AP) news writing style, grammar, spelling and ASU-Beebe content standards and branding guide.

Articles are proofed within the marketing and institutional advancement areas and may be sent to others for review of specific information or quotes.

Distribution

Once the news release is edited/approved, it is finalized with the marketing standard media request format and is ready for distribution to the news outlets.

- Distribution of the release will be coordinated based on other press release deadlines. Upcoming events usually have priority over past events.

- Press releases are sent to the media distribution list, which is maintained by the Office of Marketing and Public Relations. The distribution list for news releases contains email addresses representing media outlets for the state newspaper and area daily and weekly newspapers, as well as radio stations, TV stations, special publications, magazines and chambers of commerce.
- Press releases will be posted on the website.

D. Related Information
