



## When to Involve the Marketing and Public Relations Division

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All press releases and formal contact with media is to come out of the Marketing and Public Relations office. Anytime you would like media coverage, contact MPR's Coordinator of Media Relations and Promotion to plan your potential publicity opportunity. Contact should be made as soon as possible, as our office needs approximately 3-4 weeks to plan and coordinate release of information. This timeframe is based on external newspaper and media deadlines. While media coverage/attendance is not guaranteed, we will make every effort to secure appropriate coverage.

Specific examples of when to contact MPR for promotion:

- A new program is brought on in your division,
- You are planning an event that public attendance is desired,
- You have a student who has a unique story to tell or has had extraordinary success at Estrella Mountain,
- A faculty member has been recognized publicly or awarded for their work and dedication to the college,
- A faculty member is using new technology or unique teaching methods in his/her classroom,
- Any and all story ideas are welcome!

## Processes

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Each media opportunity will be reviewed as it is received. Please keep in mind that MPR works off a general planning calendar. Your press release may be postponed if it is a busy time or may have better results during a different week/month. If the release is time sensitive, our division can work with you to get the information out in a timely manner.

1. Contact MPR's Coordinator of Media Relations and Promotion as soon as you have an idea.
2. Once a release date is set, you will be responsible for providing all necessary information at least 3 weeks prior to that release date. Press releases are sent out 2 weeks prior to when the event takes place/desired story placement date. This gives the news outlet ample time to include our information in their calendar.



3. Please ensure that all purchase orders (PO) are in place for guest speakers, bands, etc. We cannot send a press release out for these types of events without having a PO in place.
4. Provide contact information for those involved in event, program, etc. so that we can contact them as soon as reporter responds to the release. Calls from reporters need to be returned within a very short period of time or the story may not run on time.
5. You will have the opportunity to proof your press release before it is sent to media. Please be aware that it is your responsibility to have this approved by your supervisor and any delay in this process may delay the release and possible coverage of your information.
6. Your press release will be sent to the media.
7. An MPR representative will inform you of any media interest, interview requests and/or requests by reporters to attend events.
8. An MPR representative may attend events where media is scheduled to show up based on the needs of the reporter and/or assistance required by those being interviewed.
9. MPR will track coverage received by the release of information.

### Contact Information

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