

Press Release Request Form



Name: _____

Phone: _____ Email: _____

Date: _____

- 1) Discuss the need, reason, objectives, timeliness and audience for a press release:

- 2) Provide a draft with: who, what, when, where and why; OR, answer provided questions in a timely manner:

- 3) Review press release proof in a timely manner.

- 4) Please approve the final press release, or provide corrections or changes below and email to bonnie.stevens@coconino.edu or call Bonnie at 928-226-4335:

Marketing/PR Services

The Marketing/PR Department works with committees/individuals and organizations on projects that involve the general public and the college community. Marketing/PR generally takes the lead on events and news that involve the general public, media and college community.

Marketing/PR is a resource that acts as a consultant in projects that are smaller in scope and are specific to a particular department. In order to serve the many clients of the college community, Marketing/PR will require background information or a rough draft in a timely manner to create and disseminate an article or news release. The Marketing/PR Department is a resource that can help facilitate events and announcements, and direct clients to other resources, but cannot take on every aspect of every project.