



Operations Manual

Governed By: Marketing/Communications	Effective Date: 01/01/2011
Procedure: # 11 - Notifying the Marketing and Communications department of internal updates	Updated Last: 04/04/2011
Purpose: To encourage the sharing of information with the Marketing and Communications	
Refer to Policy #:	

Summary:

Because press exposure is such an important part of CEO's marketing focus, it is essential that media advisories and press releases are issued as often as possible, when appropriate. For this to happen, division directors, program managers, and staff, are expected to be proactive in notifying the Marketing and Communications department when something "press worthy" arises.

Examples of what might be considered press-worthy:

- The addition of a new program
- The hiring of a new director, program manager or board member
- Program events being held at any of CEO's locations
- The opening of a new location
- Program success stories
- Collaboration opportunities with community partners
- Significant donations

Ideally, **the Marketing and Communications Specialist should be notified as soon as possible** before an event, *with a minimum of three days' notice*, to allow enough time to write and distribute a press release.

It is also important to note that the Marketing and Communications Specialist should be also notified as soon as possible if there has been an incident within the organization that may require a public response.

If there is any question of whether something is "press worthy" – feel free to notify the Marketing and Communications Specialist regardless. Even if it doesn't warrant an official media release, it can be shared on social media or promoted internally to boost morale.



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Program or Site:	Effective Date: (mm/dd/yyyy)
Procedure: (procedure name)	Updated Last: (mm/dd/yyyy)
Purpose: (what is the purpose of this procedure?)	

Summary: