PUBLIC RELATIONS

The Office of Public Information continues to produce over 850 press releases each year. Special thanks to Dale Hill, Travis Henson, Steve Groner, Cydney Richardson and Student Katie Cayo for assisting with the feature stories this past year. The Public Information Office relies heavily on others for story development and special thanks also goes to Allied Health Directors as well as Education Center Directors for story ideas.

A highlight of the year was several stories being sent via ICCTA and several being published in the ICCB Magazine.

Working with the Enrollment Management Team, several press releases were produced this year to enhance College enrollment. With the help of Dale Hill, our office also produced many success stories in highlighting KC graduates. The Public Information Office worked closely with the Marketing Department to also highlight many college successes.

Our department was also an integral part of the new Trenton Campaign writing a press release a month on the Campaign meetings as well as over 20 press releases on donor recognition. The office also plans to be very involved in the Nashville Campaign as well as other fund raising events.

The Public Information Office has also been instrumental in producing the new “Scroll” newspaper through the Centralia Sentinel. The publication is now printed weekly and arrives on the College Campus every Thursday.

The Public Information Office also coordinates KC staff to be a guest on the KC Hour on WILY Radio each month. Guests for the year include:
August  Travis Henson & Mike Loomis SOE
September Scott Holst – TRIO
October Jane Hermann – PTA/Massage
November Cheryl Boehne & Amy Troutt – Register for Spring
December Lisa Atkins – New GED Testing

The Public Information also has also coordinated the Make A Difference Awards as well as assisted with the Enduring Freedom Celebration in 2012.

In addition, the KC Public Information Office assists with the promotion of the Season of Entertainment, KICK Program, Centralia Historical Society Lecture Series, and events at the education centers.

The department also assists with three Media Guides for athletics as well as many KCSA projects.