Dear Colleague,

Kapi‘olani Community College is undertaking a new effort to enhance its profile in the community by streamlining our media relations operations and working with local news organizations to share unique, interesting and newsworthy stories about the college and its students, faculty and staff. We are also working to identify the various areas of expertise held by people on our Kapi‘olani CC campus to help members of the news media connect with credible experts as they research their stories and to ensure that whenever possible Kapi‘olani CC's knowledgeable faculty and staff are included in important discussions of the day.

As we move forward with this project, we ask your cooperation in two very important processes:

• Please use the Kapi‘olani CC Media Release Referral form to let us know about potentially newsworthy stories involving your department, programs, faculty, staff or students whenever your become aware of them. (Also included in the OCCR Toolbox is a short guide to evaluating potential news stories, which offers a few tips for identifying newsworthy topics.) Please submit referrals at least three weeks in advance of the preferred coverage date so that we have adequate time to prepare a news release and so that the news organization(s) may plan ahead should they be interested. For more immediate time-sensitive referrals, please contact College and Community Relations at 734-9603.

• Please use the Kapi‘olani CC Source List form to survey your faculty and staff regarding their academic areas of expertise. Please return the forms to College and Community Relations in Ilima Building, Room 203 or send to occr@hawaii.edu.

Thank you in advance for helping us raise awareness about Kapi‘olani CC’s outstanding people, programs, events and community contributions.

Sincerely,

Carol Hoshiko, Dean
College and Community Relations