



**Connecticut  
State  
University**

Central • Eastern • Southern • Western

Office of the President

BR#90-128

P.O. Box 2008, New Britain, Connecticut 06050  
(203) 827-7700

RESOLUTION

concerning

ESTABLISHMENT OF POSITION

ASSOCIATE FOR MEDIA RELATIONS

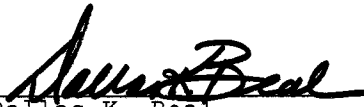
at

CONNECTICUT STATE UNIVERSITY

September 7, 1990

RESOLVED, That the permanent part-time position of Associate for Media Relations be established at Connecticut State University effective September 7, 1990, in accordance with all provisions and expectations as set forth in the proposal dated August 22, 1990, which is attached as an addendum.

A Certified True Copy:

  
Dallas K. Beal  
President



An Equal  
Opportunity  
Employer

# CONNECTICUT STATE UNIVERSITY POSITION ACTION REQUEST FORM

SUBMITTED	<u>08-22-90</u>
BY: CSU	<input checked="" type="checkbox"/>
CCSU	<input type="checkbox"/>
ECSU	<input type="checkbox"/>
SCSU	<input type="checkbox"/>
WCSU	<input type="checkbox"/>

POSITION ACTION: ESTABLISH  RECLASSIFY ( ) OTHER ( ) DATE EFFECTIVE 09-07-90

NATURE OF THE POSITION: PERMANENT  FULL-TIME [ ] TEMPORARY [ ] PART-TIME

POSITION TITLE: Associate for Media Relations  
 CURRENT CLASS CODE PROPOSED CLASS CODE

POSITION NUMBER	CURRENT SALARY \$	PROPOSED SALARY \$ <u>28,188</u>	FUND <u>0</u>	BARGAINING UNIT	EXEMPT
				FROM	TO

### EXPLAIN THE NATURE OF THE PROPOSAL:

To establish a permanent part-time position of Associate for Media Relations

### JUSTIFICATION:

CSU is in need of personnel to coordinate graphic design, writing, news distribution and communication with the media for the Executive Office.

\$ \_\_\_\_\_  
 COST OR SAVINGS

\_\_\_\_\_  
 SIGNED (UNIVERSITY)

\_\_\_\_\_  
 DATE

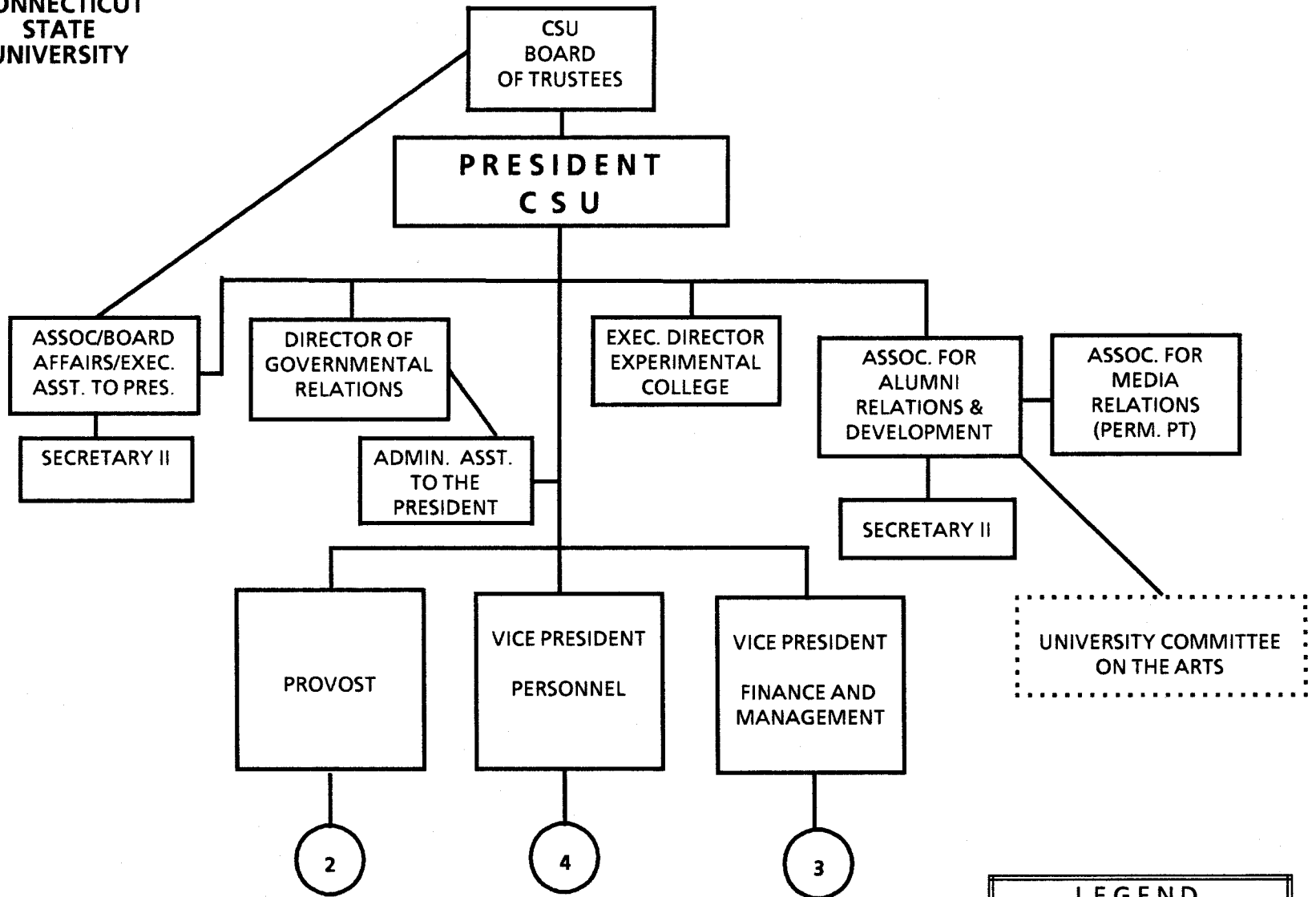
ATTACH OLD AND NEW STAFFING CHART, (x)  
 JOB DESCRIPTION, AND (x)  
 SIGN OFF FORM IF REQUIRED ( )

MISCELLANEOUS COMMENTS:

TABLE OF ORGANIZATION

AUGUST 22, 1990  
PAGE 1

CONNECTICUT  
STATE  
UNIVERSITY



**LEGEND**

— = DIRECT SUPERVISION

..... = NON-POSITIONS

CONNECTICUT STATE UNIVERSITY

Associate for Media Relations

RANK:

DEPARTMENT: University Relations

CODE:

P.C. #

SUPERVISOR: Associate for Alumni Affairs and Student Relations

SUPERVISION EXERCISED:

INCUMBENT NAME: Natalie Marie Liss

POSITION SUMMARY:

CSU is in need of personnel to coordinate graphic design, writing, news distribution and communication with the media for the Executive Office.

POSITION RESPONSIBILITIES:

Write all press releases involving the CSU Executive Office staff (promotions, conferences, workshops, presentations and awards) BOT activities, and CSU systemwide events.

Center for Educational Excellence; coordination of EXCEL, newsletters distributed 4-6 times per year, designing of CEE brochure and other duties that may be requested.

Coordination of CSU New File.

Consultant to CONNECTICUT REVIEW, CSU literary magazine.

Attendance at CSU Conferences/Workshops; Follow up with press releases and/or articles.

Media calls and sending early "tip sheets". Develop a rapport with local newspapers, radio and television stations.

Arrange for photographer and/or press conference when necessary.

Desktop Publishing: Designing of brochures, report covers and miscellaneous services to Executive staff as needed.

Undertake other duties as may be assigned from time to time involving University Relations (i.e. putting labels on 6,000 art invitations.)

EDUCATION AND EXPERIENCE

SPECIAL NOTATIONS: