



## Case Study



**“With Vocus Public Relations we have expanded our targeted media lists, increased the efficiency of our news distribution and enhanced our ability to serve the media, resulting in better coverage for Northern Arizona University.”**

### Industry:

University

### Size:

Offers 100 Baccalaureate, 40 Masters and 9 Doctoral degrees

### Vocus Product:

Vocus Public Relations  
Premier Media Database  
Online Newsroom

### Challenge:

Northern Arizona was looking to enhance its communications programs. First, staff wanted to establish an online media presence and provide self-service information to journalists, including access to the hundreds of NAU topic “experts.” With the wide variety of news relating to NAU (science, Native American and environmental, etc.) it needed a broad media database to build, cultivate, manage and distribute to multiple targeted lists. Additionally, NAU wanted a way to collect, review and manage its monthly news clips from a variety of sources.

### Solution:

Vocus Public Relations provided NAU with the broad media data it needed and enabled seamless news distribution via e-mail, fax and mail merge, as well as clipping management and reporting. With Online Newsroom NAU was able to establish a world-class newsroom providing journalists with self-service access to information and resources, including access and contact information for specific NAU experts.

### Benefits:

**Enhanced Efficiency** — NAU was able to quickly establish a best practice newsroom to immediately service the needs of the media and free-up staff time previously spent fulfilling media information requests. The clipping management capability in Vocus Public Relations helped NAU eliminate hours of monthly staff time spent collecting, analyzing and reporting on its news coverage.

**Improved Productivity** — NAU can now create specific targeted media lists in a fraction of the time staff spent doing it manually. NAU can now easily revise, edit and share lists with Vocus Public Relations. The integrated distribution capabilities save hours of staff time every month – time that used to be spent manually faxing and emailing the media.

**24/7 Access** — The software is available whenever and wherever they need it – whether they are at the university, at home or on the road.