






The Catholic University of Eastern Africa

| TITLE | AUTHOR |
|--|---|
| PROCEDURE FOR UNIVERSITY MAGAZINES (CUEA/DVC ADM/CCD/04) | CORPORATE COMMUNICATIONS MANAGER |
| | NO. OF APPENDICES: |
| | 1 (ONE) A |
| AUTHORIZATION This Standard Operating Procedure is issued under the authority of: | |
| TITLE | DEPUTY VICE-CHANCELLOR – ADMINISTRATION |
| SIGNATURE |  |
| DATE | 22nd July 2014 |
| ISSUE DATE | 22nd July 2014 |
| STAMP CONTROLLED / UNCONTROLLED |  |
| NOTE: <ol style="list-style-type: none"> Write amendments on the page provided (Clause 0.2) Controlled copies of this document will be in the CCD and the DVC Administration Office | |

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0.2 Record of Changes

| No. | Date <i>(dd-mm-yy)</i> | Details of Changes | | Authorization <i>Title</i> |
|------------|----------------------------------|---------------------------|-------------------------|--------------------------------------|
| | | <i>Page</i> | <i>Clause/subclause</i> | |
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0.3 Distribution / Circulation

This Standard Operating procedure is available at relevant functions for authorized users.

1.0 PURPOSE

The purpose of this procedure is to ensure timely publishing of university magazines which include intra CUEA News and Annual Magazines to enlighten the university community and its affiliates on what is happening within the university.

2.0 SCOPE

This procedure shall be used by the Corporate Communications Department in regards to the Catholic University Newsletter (intra CUEA News and Graduation Magazines).

3.0 TERMS AND DEFINITION


3.1 CUEA: The Catholic University of Eastern Africa

3.2 Data: Gathered information for analysis

3.3 INTRA: within or internal communication

3.4 Annual Magazine: This is the graduation magazine which is produced annually.

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4.0 REFERENCES

University Policies and Procedures


5.0 PRINCIPAL RESPONSIBILITIES

The Corporate Communications Manager (CCM) shall be responsible for the implementation to this procedure.

6.0 METHOD

- 6.1 The Corporate Communications Department (CCD) shall receive articles from various faculties, departments, events organizing committee and administrative offices and in various meetings for concrete action.
- 6.2 The CCD staff shall meet to discuss the articles collected from various faculties and departments according to the scheduled dates.
- 6.3 The CCM together with the Public Relations Assistant shall select the relevant articles of that particular issue.
- 6.4 The CCM shall entrust articles to the designer for action.
- 6.5 The designer shall work with the PR Assistant to develop a draft design of the magazine.
- 6.6 The designer shall make the first proposal of the magazine and presents it to the CCM members for some analysis and suggestions.
- 6.7 The script of the magazine shall be given to the editor for grammatical and spelling corrections after which it is brought back to the designer.
- 6.8 The designer shall make corrections to the magazine as advised by the editor.
- 6.9 The final copy is submitted to the DVC Administration for final approval and once approved it is circulated to all staff via email.
- 6.10 The printing company submits a sample copy of the magazine to the CCM for approval (If the magazine is printed).
- 6.11 The Magazine is distributed to the audience and a copy up-loaded in the website (If Magazine is printed published online).

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7.0 APPENDICES

7.2 Appendix A: Magazines Approval Form

Appendix B: Magazines Approval Form

ISSUE : **DATE :**

| APPROVAL | | | |
|----------------------------|----------------------------------|----------------------------------|--|
| Stage | Start | End | Signature |
| Design Name : | Comments : | Comments : | Name : Date : |
| Editing Name : | Comments : | Comments : | Name : Date : |
| Correction Name : | Comments : | Comments : | Name : Date : |
| Personal Assistant (PA) | Comments : | Comments : | Name : Date : |
| DVC Administration | Comments : | Comments : | Name : Date : |
| Printing Name : | Comments : | Comments : | Name : Date : |

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