

CREC Media Approval and Response Process

The quick-paced, rapid communications flow necessitated by modern technology and media distribution methods requires responsive, agile processes to preserve and enhance the credibility and influence of CREC. CREC addresses these challenges through unified media strategy. Our success necessitates a centralized process for the flow of information inside and outside the organization.

Equally important for successful communications is a group of highly knowledgeable individuals who act as key communicators with the press. Properly trained in media relations, this Communications Team will act as the clearinghouse for all internal and external communications to ensure consistency of message and purpose. The following is the CREC media approval process:

