



NATIONAL OPEN UNIVERSITY OF NIGERIA

SOP Title	Directorate of Media and Publicity
SOP No:	NQSA/SOP/IGM/004
Owner:	National Open University of Nigeria (NOUN)
Approved By:	The University Senate
Manager/Driver:	Directorate of Media and Publicity
Date of Approval:	
Date of Next Review:	The date will be 3 years from the date of approval (to be inserted after approval)

Purpose

The Standard Operating Procedure for media and publicity serves as a guideline for creating, sustaining and projecting the image of the university through her various events, activities and achievements.

Directorate of Media and Publicity Activities

1. Monthly Publication of NOUN News Magazine
2. Managing and handling NOUN Social Media pages
3. Coordination of Media related activities in the various Study Centres across the Six Geopolitical Zones
4. Dissemination of News stories on the NOUN News website
5. DMP Administration

Activities and Actions

S/N	Activity (Assigned Task)	Steps (Task Description)	Maximum Days to complete each step	Action by (Name and ID number)	Evidence of completed Activity (Task)
1.	Monthly Publication of NOUN News Magazine	1. Memo Received by the Directorate of Media and Publicity inviting/ informing them of a particular event of the university (Time, Date and Venue).	90 Days		<ol style="list-style-type: none"> 1. List of monthly published NOUN news magazine with links by date published and purpose of publication. 2. Presentation of the specific role you played in the publication of the magazine and refer to the page(s) where your input can be assessed.
		2. The Media Officer attends and covers university events.			
		3. The Media Officer writes and submits news report for the event to the editor for editing.			
		4. The stories are called			

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		from the media website and sent to the graphics designer for planning and production of Noun news.			
		5. The photographer submits pictures of the event to the graphics designer to lay on the magazine with the corresponding news story.			
		6. The graphics designer forwards the designed magazine containing NOUN news report for the Month to the Director for final editing and is sent to the NOUN Printing Press for Publishing.			
2.	Managing and Handling NOUN Social	1. News is collected from the Noun news telegram/Noun news	90 Days		1. List of social media pages. On each, state the published news with

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	Media Pages	<p>website, social media handles and other approved sources.</p> <p>2. New videos/flyers are forwarded to the director for vetting/editing before been uploaded on social media handles.</p> <p>3. Approved copy of NOUN News story and its corresponding pictures are posted by the media officer on NOUN Instagram, Facebook, and Twitter.</p> <p>3 Non Linear editor edits and posts video clips on various NOUN events and activities on NOUN YouTube page.</p>			<p>links, date of publication, purpose of publication, number of viewers.</p> <p>2. Link to videos uploaded to social media stating the name of social media and date.</p>
3	Coordination of Media related activities in the	1. The Regional Media Officers responsible for each geo political zone works closely	90 Days		1. List of news submitted to News editors and graphics by subject heading, study centre, name of editor who

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	various Study Centres across the Six Geopolitical Zones	<p>with the Study Centre Directors in that zone to obtain and write news stories on various activities and events happening in the Study Centres.</p> <p>2. The regional media officer forwards the news report and pictures to the editor and to the graphics designer to be posted on NOUN news website and New magazine.</p> <p>3. The regional media officer serves as correspondents as well as distributors of the NOUN news magazine to the various study centres in the zone.</p>			<p>received it, name of graphic editor who received it, purpose of the news, and date.</p> <p>2. The number of NOUN news magazine distributed by study centre, means of distribution, and date within the period under consideration.</p>
4.	Dissemination of News stories on the	The media officer regularly uploads recent news stories on NOUN	90 Days		The number of news stories uploaded on website by subject matter with link,

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	NOUN News website	events and activities on the website.			name of website, date uploaded, number of viewers at the time of report.
5.	DMP Administration	1. Head of administration oversees daily administrative operations.	90 Days		1. Stated specific projects or tasks that were delegated and the outcome on the university. 2. Stated identified challenges and how they were resolved in a table format as S/N, Challenge, How the challenge(s) were resolved. 3. Itemised specific achieved of the Directorate within the time under review.
		2. Delegates tasks to staff and manages personnel.			
		3. Identifies challenges at the directorate.			
		4. Schedule meetings to discourse challenges.			
		5. Write memo to assign duties/ responsibilities to individual personnel.			
		6. Secretarial functions: i. The management of office stationeries	90 Days		Stated secretarial functions that were carried out.
		ii. The management of office expenses and retirements of all spending.	90 Days		List of retirements made. State the purpose and date.
		iii. Dispatch of outgoing	90 Days		List of incoming and outgoing

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		and receiving of incoming mails.			mails with dates.

Team of Developers

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2. Deborah Nduba
3. Miriam Obierika
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