

Submit a News Release from the MIC

1. In the **MIC**, select **News Releases** in the left-hand panel.

The screenshot shows the home page of the Kalamazoo Chamber's Member Information Center (MIC). The top navigation bar includes a search bar, a shopping cart icon with '1 Item(s)', and a user profile for 'Mary West' from 'Diephouse Realty' with an 'Account Settings' dropdown. Below the navigation bar are icons for Home, Directory, Events, Resources, Reports, News, and Settings. The left sidebar contains a 'Shortcuts' menu with items like Personal Information, Company Information, Hot Deals, Member-to-Member Deals, News Releases (highlighted with a red box), Job Postings, MarketSpace, and Request for Proposals. The main content area features a 'Welcome Message' with a 'Support Local Business' graphic and a 'Read Later' button. To the right, there are sections for 'Account Balance' (\$3333.32), 'Upcoming Events' (May 8, 2024: Weekly Trivia Night), and 'Member Profile' (94% complete).

2. Click **Add News Release**.

The screenshot shows the 'News Releases' section of the MIC dashboard. The left sidebar now includes a 'Community' menu with items like Hot Deals, Member-to-Member Deals, News Releases (highlighted with a red box), Job Postings, MarketSpace, Social Feed, and Request for Proposals. The main content area displays a 'News Releases' header with two buttons: 'Add News Release' (highlighted with a red box) and 'Manage News Releases'. Below the header, there are statistics for various categories: Awards (1), Economic (1), Press Release (2), Chamber (2), General News Article (1), Community (2), and Human Interest (2). A 'Narrow search by:' dropdown and 'Results Found: 4' are also visible. The first news release is titled 'Kalamazoo County visitor spending hits all-time high of \$585 million' with a date of 5/10/2023. The second news release is titled 'Kalamazoo Tops Michigan's Travel Bucket List'.

3. Complete the following information:

- **Title:** Enter a title for the news release.
- **Displayed Release Date:** This date is displayed on the news release page to let people know the "age" of the release.
- **Publish Start/End Date:** Indicate when you would like to first publish this news release, and when it should no longer be published.
- **Body Text:** Enter the actual news release.
- **Meta Description:** Enter a 1-2 sentence summary of your content; often visible in search engine results and social media posts/shares; 320 characters max.
- **Categories:** Select the category(ies) under which this news release should be.
- **Search Results Logo:** Select the image you wish to display in the News Release search results.
- **Contact Information:** Enter desired contact information.

The screenshot shows a web application interface for creating a news release. The top navigation bar includes a search bar, a notification for 1 item(s), and a user profile for 'Mary Ward'. The main content area is titled 'News Releases - Create' and features a 'Manage News Releases' button. The form is divided into several sections: 'General' with fields for Title, Displayed Release Date, Publish Start Date, and Publish End Date; 'Body Text' with a rich text editor; 'Meta Description' with a text field; 'Categories' with a grid of checkboxes for various categories; 'Search Results Logo' with a placeholder image and an 'Add Image' button; and 'Contact Information' with fields for Contact Person, Title, Phone, and Email, along with a 'Choose Contact' dropdown. At the bottom, there are buttons for 'Save as Draft', 'Cancel', and 'Submit for Approval'.

4. Click **Submit** for Approval.