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| **WALLACE COMMUNITY COLLEGE**  **PUBLIC RELATIONS / MARKETING REQUEST FORM**  **Please return your request with any necessary attachments (logos, samples, etc.)  to the PR and Marketing Department via email:** [pr@wallace.edu](mailto:pr@wallace.edu)  **Use the name of your event in the SUBJECT LINE of your email.**  **THINK OF PR AND MARKETING FIRST WHEN PLANNING YOUR PROJECT!** |

**GENERAL INFORMATION SPREAD YOUR NEWS!**

**EVENT**: **EVENT DATE**: Click here to enter text. HAVE YOU:

Project Contact: Click here to enter text. Phone: Click here to enter text. Received approval for project?

Email Click here to enter text. Today’s Date: Click here to enter a date. Emailed your audience?

Department/Organization: Click here to enter text. Requested Due Date:\* Click here to enter a date. Identified photo subjects?  
 ***Refer to lead times on next page.***

* **\*All copy and information MUST be received before due date is confirmed.**
* **PR and Marketing MUST approve all projects sent to the Print Shop.**
* **We will contact you to discuss the next steps, including completion date.**

**NEW OR UPDATED PROJECT? FUNDING AVAILABLE? \***

NEW Project  UPDATE to Existing Project  YES  NO  
**TYPE OF PROJECT:** *(Check all that apply) (Ask how we can economically promote for you!)*

Ad (Newspaper) Logo Design Social Media

Ad (Magazine) Merchandise Item (promo art) (Type: Click here to enter text. )

Ad (TV or Radio) News Release Website Request (incl. photo gall.)\*

Brochure (folded) Postcard Billboard

Banner Poster Three-Panel Display

Flyer (flat) Monitors (interior) Other: Click here to enter text.

Invitation Marquees (exterior) Other: Click here to enter text.

**PHOTOGRAPHY** (IN-STUDIO)

Event Portrait Group

**Send cell phone photos to** [**pr@wallace.edu**](mailto:pr@wallace.edu) **for social media with details described below)**

***PR will contact you to schedule date and time. Photos are for College use only.***

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| **PROJECT / STORY / SOCIAL MEDIA DESCRIPTION (REQUIRED)** |

***DESCRIPTION OF YOUR EVENT ( THINK - WHO / WHAT / WHEN / WHERE / WHY):*** Click here to enter text.

**ESTIMATED PROJECTED LEAD TIMES: \***

News Releases One to two weeks

Press Event One to two months

Print Ads Three weeks

Radio Ads Min. one month

Social Media (varies by event/campaign) One week to one month

TV Ads Minimum of one month

Campaigns Three to nine months

Website change approval requests Three business days

Photo Requests One to two weeks

***\*Schedule is determined by current workload and time required for creative and productive marketing efforts. All new projects will require a meeting with PR and Marketing to discuss project and idea creation.***