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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**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**

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

Project Contact: Click here to enter text. Phone: Click here to enter text.

Email Click here to enter text. Today’s Date: Click here to enter a date.

Department/Organization: Click here to enter text. Requested Due Date:\* Click here to enter a date.
 ***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 (done)

 [ ] 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**

 [ ] Event [ ] Headshot [ ] Group

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

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| **DETAILED PROJECT 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.***