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| **WALLACE COMMUNITY COLLEGE****PUBLIC RELATIONS / MARKETING REQUEST FORM** |

**Please complete the form below and tell us about your project in detail. We will contact you to discuss the next steps, including completion date.**

**GENERAL INFORMATION**

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

Name: Click here to enter text. Phone: Click here to enter text.

Email: 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.

**NEW OR EXISTING? BUDGET:\***

 [ ]  NEW Project [ ]  UPDATE to Existing Project [ ]  N/A $ Click here to enter text.

**PROJECT SIZE:**

 [ ]  8.5 X 11 [ ]  11x17” [ ]  Half Sheet (8.5 x 11” 2-Per Sheet) [ ]  Other: Click here to enter text.

**TYPE OF PROJECT:** *(Check all that apply)*

 [ ] 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) [ ] Signage [x] Other: Media attendance

 [ ] Invitation [ ] Marquee

**DETAILED PROJECT DESCRIPTION / STATUS:**

 *(Please attach any WCC logos, Word documents, and other pertinent information along with this form.)*

***\*****The PR and Marketing department can assist with designing media, and some forms of advertising are available at no charge to the department (marquees, some newspaper ads, etc.). In addition, designing items to be printed in the WCC print shop is an economical alternative to outside sources.*

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| **Please return your request to the PR and Marketing Department via email:** pr@wallace.edu**.** |

**PROJECTED DEADLINES:\***

News Releases One to two weeks

Press Event One to two months

Print Ads Two weeks

Radio Ads Min. one month

Social Media One week to one month

TV Ads Minimum of three weeks

Website change approval requests Two business days

Miscellaneous (flyers, posters, etc.) Call Public Relations

\*Deadlines begin when **complete** information is received from requestor. Additional proofs may delay project.

**Completed Tasks – PR AND MARKETING ONLY**

Description Date Completed

[ ] Chamber Connections/Chamber Calendars (online & Printed) BLT [ ]  Click here to enter a date.

[ ] Dothan Eagle Ad (AB) – ½ page to run 1X week [ ]

[ ] Headland Chamber [ ]  Click here to enter a date.

[ ] Abbeville Chamber [ ]  Click here to enter a date.

[ ] Eufaula Chamber [ ]  Click here to enter a date.

[ ] Dothan CVB – Marquee and Calendar (BLT) [ ]  Click here to enter a date.

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