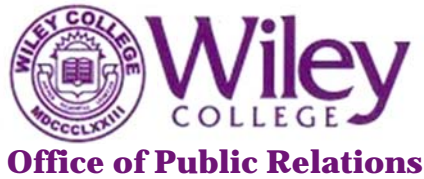




Public Relations Print, Publicity and Photography Request

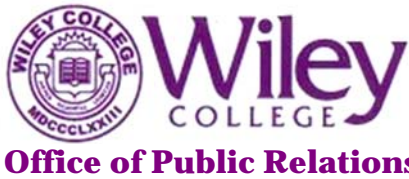
Procedures:

1. Requestor should download the Public Relations Print, Publicity and Photography Request Form from the Wiley College web site under the Public Relations tab.
2. The requestor will email or fax the completed form(s) to the Office of Public Relations at vmclark@wileyc.edu or 903-938-8100.
3. Public Relations will email/fax notification of receipt of the form.
4. The Public Relations Director will initiate contact with requestor to discuss event goals/objectives, logistical needs and expected outcomes.
5. All printed material produced during the course of an event will be edited by the Executive Vice President. Requests for photography services must be made through the Office of Public Relations.



Public Relations Print, Publicity and Photography Request Form

Client Information			
Department:	Date of Request:		
Contact Name:	Alternate Contact Name:		
Phone:	Phone:		
Email Address:	Email Address:		
About your event/activity			
Event/Activity Name:			
Time:	Date:		
Place:	Room Number:		
Who is your audience?			
What is the purpose of your event/activity?			
How many people do you expect?			
Are you requesting a photographer to be present at the event? <input type="checkbox"/> Yes <input type="checkbox"/> No			
If so, please give details. (please allow up five business days to upload photographs)			
Please place a check beside materials for which you need assistance for College events. (Please note that production is dependent upon the work load of the Office of Public Relations. You will need to supply your own paper.)			
	Materials	Quantity	Desired Due Date
<input type="checkbox"/>	Flyer (8 1/2x11)		
<input type="checkbox"/>	Poster (11x17)		
<input type="checkbox"/>	Brochure (two- or three- panel)		
<input type="checkbox"/>	Program		
<input type="checkbox"/>	Other: _____		
Publicity and Advertising			
Paid Advertising (guaranteed placement, needs a budget number or PO number)			Desired run/air dates
Newspaper ads			
Radio ads			
TV ads			
Free Publicity (unpaid, cannot guarantee placement)			
News Release			
Campus-wide Email Announcement			
Newspaper Interview			
Radio Interview (off-campus stations)			
TV Interview			
Wiley Reporter			
Purple Sheet			
Community Calendar(s)			



Press Release Form

Event Name:		
Time:	Location:	
Cost to Attend:	Open to the Public: <input type="checkbox"/> Yes <input type="checkbox"/> No	
Please use the space below to give specific details about your event, i.e. guest speaker(s), significance or history of the event, importance to Wiley College, importance to the community, etc.		
For PR Staff Use	Project Saved As:	
1 st Proof:	EVP Approval:	Delivery Date:

10 DAYS PRIOR NOTICE IS REQUIRED FOR ALL ANNOUNCEMENTS & PHOTOGRAPHY REQUESTS.
 Please return both sheets to the Office of Public Relations at vmclark@wileyc.edu. Please submit all items pertinent to this request electronically or save to CD and deliver with completed form. If you have questions, please call ext. 3201.