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Yreka Campus: 2001 Campus Drive, Yreka, CA 96097 (530) 842-5550 Fax: (530) 841-5221
Web Site: <http://www.siskiyous.edu>

Public Relations and Marketing / Media Support Request

Date Requested: _____ Due Date: _____

Project Name: _____

Name: _____ Department: _____

Phone: _____ Fax: _____ Email: _____

Budget Code: _____

Service Requested:

- | | | |
|------------------------------------------------------|------------------------------------------------------|------------------------------------------------------------|
| <input type="checkbox"/> Design (Design/Productions) | <input type="checkbox"/> Editorial (Writing/Editing) | <input type="checkbox"/> Marketing (Marketing/Advertising) |
| <input type="checkbox"/> Photography | <input type="checkbox"/> Price Quote | |

Project:

Design

- | | | |
|-----------------------------------|---------------------------------------|-------------------------------------|
| <input type="checkbox"/> Brochure | <input type="checkbox"/> Flyer/Poster | <input type="checkbox"/> Newsletter |
| <input type="checkbox"/> Postcard | <input type="checkbox"/> Program | <input type="checkbox"/> Other |

Editorial

- | | | |
|----------------------------------------|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> Feature Story | <input type="checkbox"/> News Story | <input type="checkbox"/> Newsletter |
| <input type="checkbox"/> Press Release | <input type="checkbox"/> Program | |

Marketing

- | | | |
|-----------------------------------------|------------------------------------------|-----------------------------------------|
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Event Promotion | <input type="checkbox"/> Marketing Plan |
| <input type="checkbox"/> News Promotion | <input type="checkbox"/> Other | |

Photography

- | | | |
|--------------------------------|--------------------------------|------------------------------------------|
| <input type="checkbox"/> Class | <input type="checkbox"/> Event | <input type="checkbox"/> Portrait/Studio |
| <input type="checkbox"/> Other | | |

Display Advertising Specifications:

Size

- | | | | |
|------------------------------------|------------------------------------|---------------------------------------|--------------------------------|
| <input type="checkbox"/> Full Page | <input type="checkbox"/> Half Page | <input type="checkbox"/> Quarter Page | <input type="checkbox"/> Other |
|------------------------------------|------------------------------------|---------------------------------------|--------------------------------|

Color

- | | | | |
|--------------------------------------|------------------------------------|-------------------------------------|-------------------------------------|
| <input type="checkbox"/> Black/White | <input type="checkbox"/> Two-Color | <input type="checkbox"/> Full Color | <input type="checkbox"/> Gray Scale |
|--------------------------------------|------------------------------------|-------------------------------------|-------------------------------------|

Target Audience:

- | | | |
|---------------------------------|------------------------------------------|--------------------------------|
| <input type="checkbox"/> COS | <input type="checkbox"/> Local Community | <input type="checkbox"/> Donor |
| <input type="checkbox"/> Alumni | <input type="checkbox"/> Other | |

Media Coverage Requested

- | | | |
|---------------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> TV | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Social Media | <input type="checkbox"/> Other | |

Press Release Info

Name of Course / Workshop / Event: _____

Course # _____ CRN: _____

Number of Units: _____ Registration Fee: _____

Meeting Location: _____ Days of week class meets: _____

Time of day class meets: _____ Meeting Dates (Start to Finish) _____

Pre-Registration Required Yes No

If yes, date required: _____

Top 5 reasons why audience will be interested in this:

Public Relations / Marketing objective: _____

Will there be guest speakers: Yes No

If yes, provide information: _____

Other details that make it new unusual, or new:

Student / Instructor testimonial

Would you like to edit before distribution: Yes No

Photo(s) permission to release on file: Yes No

Photo(s) will be provided by requestor: Yes No

Need photo(s) taken: Yes No

Contact information to be included in publicity: Yes No

Phone: _____ Email: _____

For more information contact Dawnie Slabaugh, COS Public Relations Office

Phone: (530) 938-5373

Email: pio@siskiyous.edu