

# MOCK MARCOM SERVICE FORM

## Request for GHC Marcom Services

NAME

Department

Email

Phone

Request Due Date

Calendar

Brief Project Summary

## Services

☐

Press Release/Media Advisory

☐

Design & Printing

☐

Photography

☐

Videography

☐

Social Media

☐

Event Aid

☐

Paid Advertising

☐

Presentation/Interview Preparation

☐

Not sure what you need?

☐☐☐



## Press Release/Media Advisory

### News Type

☐

Student Feature

☐

Department News

☐

Student News

☐

College News

☐

Alumni Feature

☐

Research

☐

Alumni News

☐

Recognition

☐

Employee Feature

☐

Award

☐

Employee News

☐

Retirement (15-20 years plus)

Why is this of significant news value?  
Briefly describe any key points.

In addition to media, to what other  
professional and corporate publica-  
tions should we submit this story?

Did you have any promotional ma-  
terials created for this request by the  
Marcom design team?

☐

Yes

☐

No

☐

Request submitted, but I haven't received the final  
product

☐

Not yet, but planning to

Target Audience

☐

Students

☐

Faculty and Staff

☐

Community

☐

Alumni

Please provide the name, email and phone number of the individual(s) who should be quoted in this piece or recommended to media for answering related questions.

NAME

Email

Phone

Does your project have additional individuals who should be quoted?

☒

Yes

☐

No

Upload any supporting images/documents that are to be included.

UPLOAD



Design & Printing

## Design & Printing

What do you need designed/printed?

Target Audience

☐

Students

☐

Faculty and Staff

☐

Community

☐

Alumni

*Remainder follows existing form*

For information on printing costs [click here](#).  
If you are not already familiar with GHC's Printed Materials Policy please refer to [Section 11, Part 3 of the Policy and Procedures manual](#).

Person Placing Order	Email Address	Contact Number
<input type="text"/>	<input type="text"/>	<input type="text"/>

**PAYMENT TYPE:**

☐ Purchase Order\*    ☐ Credit Card\*    ☐ Transfer Funds\*\*    ☐ Grant

\*Purchase Order or Credit Card required when using outside vendor  
\*\*Transfer Funds when all work is completed in-house.

**Job Description**

No. of Copies:       Date Needed:

**Please check services needed:**

☐ New Project    ☐ Black & White  
☐ Reprint as is    ☐ Color  
☐ Reprint with changes

**Please attach all materials here.**

No file chosen

If there is more than one image, cut and paste them into a single document. If you have any questions contact [Ken Davis](#) (Print Shop)



Photography

# Photography

What/who do you need photographed?

Location

Contact person during shoot

NAME

Email

Phone

Department

How/where will you use the photos?

Time Frame of shoot

Start time

End time

AM/PM clock

AM/PM clock



Videography

# Videography

What/who do you need video of?

Target Audience

☐

Students

☐

Faculty and Staff

☐

Community

☐

Alumni

Please provide details and purpose for video.

How/where will you use the video?



Social Media

## Social Media

Request Type

☐

Post Rotation

☐

Single post/share

☐

Starting a new page

Target Audience

☐

Students

☐

Faculty and Staff

☐

Community

☐

Alumni



Post Rotation

What does the post need to say?

Facebook

Twitter

limit 140 characters

Do you have a graphic or picture to accompany the post?

☐

Yes

☐

No

☒

Yes

UPLOAD

☒

No

What kind of graphic or picture might fit best with this post?

☒

Single post/share

Facebook

Twitter

limit 140 characters

Do you have a graphic or picture to accompany the post?

☐

Yes

☐

No

☒

Yes

UPLOAD

☒

No

What kind of graphic or picture might fit best with this post?





# Starting a new page

You may need a social media account if: you plan to post content at least once a day, can build a large following on your own, and have time to actively engage with your audience, as needed.

What would the page be for?

Who would manage the page?

NAME

Email

Phone

Department

Which social media network are you interested in?

Facebook

Twitter

Instagram

YouTube

Target Audience

- ☐ Students
- ☐ Faculty and Staff
- ☐ Community
- ☐ Alumni

How would you reach your target audience?



Event Aid

## Event Aid

Is this request for a GHC event?

☐

Yes

☐

No

☒

No

NAME of Event

Whose event is this?

Event Date/Time

Event Location

Display/Promotional Items needed?

☐

Banners

☐

Table Clothes

☐

Magazines

☐

Easels

☐

Promotional Material

☐

Signs

☐

Recruitment Material

☒

Other

Who will be in charge of picking up these items, using them, and returning them?

NAME

Email

Phone

Department

Estimated Attendance

☐

No

NAME of Event

Event date/time

Event Location

Who is the contact person?

Cost for attendees

Speaker/s

Yes

Speaker/s bio

No

Sponsor/s

Yes

Sponsor/s website

No

RSVP Deadline

calendar

Estimated Attendance

Display/Promotional Items needed?

Banners

Table Clothes

Magazines

Easels

Promotional Material

Signs

Recruitment Material

Other

Who will be in charge of picking up these items, using them, and returning them?

NAME

Email

Phone

Department



Paid Advertising

# Paid Advertising

What do you want to advertise?

Target Audience

☐

Students

☐

Faculty and Staff

☐

Community

☐

Alumni

Please provide details and purpose for advertisement.

How/where/when do you see the advertisement being used?

Which advertising options seem appropriate?

☐

Social Media

☐

Print Ad

☐

Billboard

☐

Digital Ad

☐

Other



# Presentation/Interview Preparation

Where are you presenting or being interviewed and on what topic?

Target Audience

☐

Students

☐

Faculty and Staff

☐

Community

☐

Alumni

When is this presentation or interview taking place?

calendar

Please check the areas you would like assistance in:

☐

Speech Writing

☐

Talking Points Overview

☐

Presentation Material

☒

Other





Not sure what you need?

## Not Sure?

Tell us a little about the project, what you'd like to see accomplished, and some background information.

Target Audience

☐

Students

☐

Faculty and Staff

☐

Community

☐

Alumni

SUBMIT