

State College of Florida, Manatee-Sarasota
Communications and Marketing Department
Creative Services and Public Relations Request Form

Electronic form available at SCF.edu/SCFPAM

Please submit this form to request creative services and/or PR from Communications and Marketing (CAM). Please allow a minimum three weeks lead time to fulfill a request and longer for larger projects. Requests received with less than two weeks notice will be marked RUSH and must be approved prior to production.

Once a request is received, you will receive an update from CAM with an estimated completion date. For assistance with this form or to discuss a project, contact CAM at x65327. (*Requires a response)

1. Date Submitted*: _____ 2. Requested by (individual)*: _____

3. Phone #*: _____ 4. Email*: _____

5. Department*: _____

6. If applicable, please provide the department director or administrator who is required to provide approval:

7. Type of Project (check one)*:

- New project
- Repeat project

8. Tell us about your request, project or event*:

Provide a description of what you are requesting and please be as specific as possible (who, what, where, when, why, how).

9. What are your goals for this request?

- Recruitment/Enrollment/Attendance
- Promotion (program, event)
- Community/Public Relations
- Branding
- Inspire donation
- Other (write-in): _____

10. Who is your target audience?

- Current students
- Prospective students
- Alumni
- Parents and families
- SCF faculty and staff
- Business community
- General public
- Donors
- Other(write-in): _____

Project Specifics

Please select from the list(s) below the collateral and/or services you are seeking. CAM will help you determine what is available and at what cost. Note if you select advertisement(s), we will need to know how much budget (\$) you can allocate and this should be included in the project description.

11. What is the date of your event or desired date to receive materials/services? _____

12. Print Collateral:

- Advertisement
- Banner
- Booklet
- Brochure
- Certificate
- Flyer
- Mailer
- Post card
- Poster
- Promotional Item(s)
- Signage
- Other (write-in): _____

13. If requesting printed materials, please advise of quantity needed: please quantity needed: _____

14. Electronic/Digital Collateral or Promotion:

- Digital Advertisement
- Email aka eblast
- Marquee announcement
- Social Media Post(s)
- Web Calendar Post(s)
- PDF for website
- Other (write-in): _____

15. Community/Public Relations:

- Pre-event news release (requires 4 weeks advance notice)
- Post-event news release
- Media Outreach/Coordination
- Other (write-in): _____

16. Other Services:

- Advertising/Branding Campaign
- Logo design/modification
- Print/Item Reorder
- Photography
- Video Production
- Web Development and/or Edits
- Other (write-in): _____

17. Please attach an example or copy of existing piece(s), images and/or any content that will help us better execute your request. Please provide any text copy in a word document as an attachment. Email directly to PublicAffairsAndMarketing@SCF.edu.