



MASS COMMUNICATIONS Request Form

PROJECT TITLE _____

DEPARTMENT _____ DATE DUE _____

LEAD CONTACT _____ DATE OF EVENT _____

PHONE EXTENSION _____

SUPERVISOR NAME _____ SUPERVISOR SIGNATURE _____

TIMELINES and DISCLAIMERS: Content/files must be submitted electronically and with the correct resolution. Projects can take up to **4-6 weeks** to complete, which includes concept development to marketing and outreach. Please allow ample time to work with the Public Affairs team to determine final due dates and allow for proofing, revisions, and distribution. All content and text should be proofed for spelling, grammar, and punctuation prior to being submitted. Public Affairs is not responsible for final edits, but will scan documents for errors, as much as possible. Some restrictions may apply as determined at the discretion of Public Affairs. Email support materials to publicaffairs@cerritos.edu

CAMPUS ASSETS (check all that apply)

- Electronic Marquee
 - (Corner signs at Alondra/Studebaker (2)
 - Alondra/Elmcroft)
- Press Release (external media)
- Campus Connection (official employee campus announcement bulletin)
- Student Campus Connection (emailed to current students on Fridays by noon)
- Daily Falcon (daily calendar of events)
- Website
 - Page Updates
 - New Page Development
 - New Web Elements/Reorganization
- Campus Internal Monitors
 - Academic Affairs window
 - Admissions and Records
 - Adult Education
 - Automotive Technology
 - CalWorks/ISS lobby
 - Career Services lobby
 - Child Development Center lobby
 - Counseling Desk (2)
 - DSPS
 - EOPS
 - Fine Arts (6)
 - Health Occupations division office
 - Health Occupations skills lab
 - Health and Wellness division office
 - Health and Wellness dance studio
 - Admin quad iFalcon TV display
 - Liberal Arts (5)
 - Success Center (4)
 - Modern Language Lab
 - Library

- MCIS (4)
- PST lobby
- Social Science basement
- Transfer Center lobby
- Photography
 - Day/Time of Event _____
 - Event Location _____
- Social Media Posts (Facebook, Instagram, Twitter)
- InSight Magazine Article (bi-annual community magazine)
- Promotional/Campaign Video
- Collateral Material Development
- Advertisements (include project specifications)
 - Print
 - Radio
 - TV/Cable
 - Online
- Student Email

PROJECT SCOPE

(please be as detailed as possible: content, purpose, target audience, etc.)

Note: Requesters are responsible for submitting final, print-ready documents unless other arrangements have been made.