Communications & Production Planning Form

Scope: Whether you are hosting an event, hoping to generate a press release (for an achievement, presentations at conferences, major publications, etc.), or need new webpages, we need to communicate effectively. This form is intended to initiate the planning process for your project. Whether you require a full media campaign, an annual report, or just a press release, help me plan accordingly by providing as much information as possible.

Timeline: It is recommended that you initiate planning 30 days prior to the project deadline. The printing process can take up to two weeks. Additionally, some media outlets prefer two weeks notice (sometimes longer) in order to meet their publication schedules. The earlier you get started the better.

Project Name:

Project Leader:

Date of Event/Date Materials Needed:

Estimated Costs/Budget (if necessary):

Please select desired support services:

☐ Text Writing/Editorial   ☐ Graphics/Design   ☐ Media/Publicity   ☐ Website work   ☐ Photography

☐ Other _____

Brief Description of Project:

Major goal(s) of the project (you can select more than one):

☐ Inform the public/raise school's profile   ☐ Fundraising   ☐ Get people to an event   ☐ Document an event

☐ Other _____

If your project requires design, do you already have photos or images? If the job will end up printed, are the photos high resolution?

If your project requires copy, do you already have a draft? How close is this draft to completion (for design projects and the web, the closer your copy is to final draft, the quicker things can be completed)? I can assist at any point in the draft process.

Campus Partners (Please list any faculty, departments, or student groups involved with this project.):

Please send this form to george@education.ucsb.edu to initiate the planning process.

Next Steps
George will contact you to review the project, develop a timeline, and collect additional required information.