

DEADLINES

Marketing / Advertising

Schedule an appointment **one month** before your event to discuss promotion. You will need to have all your content (text, photos, etc.) gathered and job tickets submitted three weeks before the date of your event.

The District has advertising contracts in place with local media. Additional funds may need to be identified for specific event advertising.

Press Releases / Internal News Releases / Emails to Students

Most media, especially print, require materials **two weeks** prior to the date of your event. Also allow **5 working days** to write the press release or email.

If you need your email to go to specific group of students you will need to contact Institutional Research to see if they can compile that list.

Graphic Design

- Allow **10 working days** to design your new project.
- Allow **5 working days** for edits to an existing project.
- Your design includes up to 3 proofs. Consider any design/copy changes critically.

Web Design

Timelines below are based on all content (text, photos, videos, etc.) being presented at the beginning of the project.

- Allow **one week** for implementation of a new web **page**.
- Allow **two weeks** for implementation of a new web **site**.
- Allow **24-48 hours** for minor changes to your web page/site.
- If you have an event that requires streaming on the CR YouTube channel, please note the following:
 - We can only stream from the Board Room, the Theater, and the Gymnasium.
 - This request should be stated and **requested two weeks prior** to the event.
 - If the event occurs outside of work hours, streaming will be contingent on webmaster availability.

Copy Requests/Reprints

Allow **24-48 hours** to process copy requests. If your project is more complex or a rush, please contact Morrigan Burke-Martin.

Mailings

For mailings, allow an additional week to process.

PROCEDURES

Ticket System

- An official ticket request at help.redwoods.edu/ will be necessary to process your job. Please submit a separate ticket for each job request.
- Any official employee of the District is able to login to the ticket system with their CR user name and password. They can then select the appropriate department and fill out the form to submit an electronic job ticket (Print/Marketing/Web).
- Include ***Date Needed*** in your request. Include any necessary images, text language and paper specifications for design requests.
- If your job requires printing, we will process the job using a print code for the department seeking the prints. You do not need to provide your individual print code.
- Students must go through their club advisor or a faculty member. Ultimately it is the responsibility of the faculty or advisor to review pertinent details, layout and costs before submitting to print to assure that there is budget available for printing costs.

Important information

- The person who submits the ticket is ultimately the owner of the project. Feel free to get feedback from committees or other interested parties. However, all edits need to filter back through the ticket creator. This helps keep the proofing process clear and succinct.
- Be sure to include all pertinent information with the first request. (WHO, WHAT, WHEN, WHERE, WHY for your audience), imagery, etc. Missing details may result in missing deadlines.
- Timelines provided may need to be extended for larger projects.

QUESTIONS/CONTACT

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Graphic Design jonathan-webster@redwoods.edu/4116	Jonathan Webster
Website brian-vanpelt@redwoods.edu / 4173	Brian Van Pelt
Printing / Press Releases morrigan-burke@redwoods.edu / 4118	Morrigan Burke-Martin
CR email announcements/newsletters come from us at cr-communications@redwoods.edu	