

PR/Marketing/Communications Submission	Procedure Number	691.3
	Effective Date	4-1-19

1.0 PURPOSE

All materials and communications intended for publication or distribution by the Office of Public Relations and Marketing will be submitted for review and approval by the appropriate Dean, Vice Chancellor, Provost, or Chancellor. All submissions must adhere to the appropriate request management system in place and be observant of submission deadlines. All submissions for any PR/Marketing/Communications requests must be made in the project management system at www.uaptc.edu/request.

2.0 REVISION HISTORY

Adopted on: 4-1-19
 Revised on:

3.0 PERSONS AFFECTED

UA-PTC employees

4.0 DEFINITIONS

5.0 PROCEDURES

- A. Prior to any materials and/or communications intended for publication or distribution are submitted to the Office of PRM, said materials must be reviewed and approved in writing or electronic format by the appropriate supervisor, director, department chair to the appropriate Division, Dean or Vice Chancellor. The Office of PRM will provide an approval form for written and electronic approvals.
- B. After edits to materials, the appropriate supervisor, director, department chair to the appropriate Division, Dean or Vice Chancellor must give final approval in writing or electronic format.
- C. In the event questions arise regarding the appropriateness, accuracy, or quality of a material or communication, such questions will be referred to the Office of the Provost and/or Chancellor.
- D. Upon final approval, by the Division Dean or Vice Chancellor, the Office of PRM will make appropriate edits in accordance with the college style guidelines (Associated Press stylebook) and branding. The Office of PRM will not make substantive revisions without further review and approval of Vice Chancellor for Advancement, who may refer changes to the Chancellor as necessary.
- E. Submission deadlines are as follows:

- 1. News writing and dissemination request – two weeks minimum
- 2. No last-minute publicity requests should be sent to the Office of PRM, with the exception of emergency communications, The Chancellor’s Office, The Provost Office or The Vice Chancellor of Advancement’s Office.
- 3. Graphic Design/Printed Materials – two weeks minimum
- 4. Photography/Video – two weeks minimum
- 5. Event/Program - two weeks minimum
- 6. Promotional items – two weeks minimum
- 7. Social Media paid advertising – two weeks minimum
- 8. Global Email – one week minimum unless emergency
- 9. E-blast and Newsletters – one week minimum
- 10. Website project – one week minimum

11. Social Media postings – 24-hours minimum

Emergency Communication Procedure

The Office of PRM, Chancellor, Provost and/or Vice Chancellor of Advancement will act as the official spokesperson for the college with the media, following the official emergency operations policies and procedures. In addition to UA-PTC digital assets, broadcast media will be contacted to announce the university’s emergency closing and reopening status.

REQUIRED APPROVALS	NAME/SIGNATURE	DATE
Originator(s) Name(s)	Public Relations and Marketing	1-1-19
Ratified by	College Council	3/15/2019
Recommended by Chancellor (Signature)	Margaret Ellibee	3-15-19

