

The Office of Marketing and Public Relations has created this brief contract to facilitate production of all materials officially representing GPC. This brief must be completed before a project can be initiated. Projects coordinated by the Office of Marketing and Public Relations are honored based on the strategic priorities of the college. Please submit this form 4-6 weeks before project is due. Projects will not be initiated until this form has been finalized, plus signed and all information has been submitted to MPR. Please attach copies of all content, materials, photographs or information needed to start this project. **Email information and attachments to MPR at pubrel@gpc.edu.**

PROJECT

Project Title: _____

Date Entered: _____ Due Date: _____

Is this a totally new project or has it been done before? New Done Before

If done before, do you just need the piece reworked or do you need a new creative concept? Rework Existing New Creative

CLIENT INFORMATION

Client/Project Manager: _____ Title: _____

Department/Division: _____

Campus/Building/Room Number: _____

Email: _____ Phone: _____

PROJECT DESCRIPTION

Overview (One sentence that gives the “bottom line” of what the project is expected to accomplish): _____

Background (What is driving this project and why is it being requested?): _____

Objective (What college strategic goal(s) and or core values does this project address): _____

Target Audience(s): (Specifically, who are you trying to reach?): _____

Benefit (One sentence of how this project will benefit the audience): _____

Take-away (The reaction – written from the perspective of the audience): _____

What content will be provided by client (i.e., text, photos, graphics, logos, maps, etc.): _____

SERVICES REQUIRED FOR THIS PROJECT (Please check all that apply)

Design Writing/Editing Photography Video Web Content Media

DELIVERABLES (Please specify quantities and if these will be print or digital items)

<input type="checkbox"/> Advertisement _____	<input type="checkbox"/> Poster/Flyer _____
<input type="checkbox"/> Media Release _____	<input type="checkbox"/> Invitation Package _____
<input type="checkbox"/> Article Submissions _____	<input type="checkbox"/> Direct Mail Piece _____
<input type="checkbox"/> Op Eds _____	<input type="checkbox"/> Brochure _____
<input type="checkbox"/> Web Content _____	<input type="checkbox"/> Postcard _____
<input type="checkbox"/> Video/Slide Show _____	<input type="checkbox"/> Program/Covers _____
<input type="checkbox"/> GPC TV/EAC Slide _____	<input type="checkbox"/> Other _____
<input type="checkbox"/> Signage/Banner _____	_____

BUDGET

Budget Manager: _____ Title: _____

Approximate Project Budget: _____ Account Number: _____

Will mailing services be required? Yes No

APPROVAL

Final sign-offs required: Department/Division: Client Budget Manager MPR VP President

PRODUCTION SCHEDULE (To be completed by the MPR Office)

Approved Content to MPR (i.e., text, photos, graphics, logos, maps, etc.): _____

First Proof to Client: _____ Edits or Approval to MPR: _____

Second Proof to Client: _____ Final Approval to MPR: _____

Final Files to Vendor: _____ Delivery Due Date: _____

MPR PROJECT MANAGER _____

Other MPR employees working on this project:

Writing/Editing

Barbara Obrentz
 Susan Gast
 Beverly James
 Carol Lynn
 Rebecca Rakoczy
 Other _____

Design

Kathy Jordan
 Suzie Amsberry
 Hilary Coles
 Other _____

Photography/Videography

Bill Roa
 Other _____

Web

Erica Faulkner
 Other _____

Client Signature: _____ MPR Signature: _____