WASHINGTON STATE UNIVERSITY
TRI-CITIES

Checklist – Submitting a Request to Marketing

☐ **Plan the project**

- Please give us as much notice as you can when you have something to communicate to the campus and/or the public. (The more notice you give us, the more we can help.)

- We serve the entire campus on a first-come, first-served basis. Contacting us early ensures your project will receive timely attention.

- **For Events:** Consider the audience when planning events. Promoting an event to the Tri-Cities community will require more effort and lead time than promoting to faculty, staff and/or students. Here are guidelines for two, four or six weeks' notice:

With six weeks' notice, the following are possible:
- Electronic save the date (HTML email)
- Hard-copy invitation
- Electronic invitation (HTML email)
- New Webpage
- RSVP form
- Newspaper advertisement
- Online advertisement
- Poster
- Flyer
- Digital displays on campus
- Program
- Signage
- Plus items available at four and two weeks' notice

With four weeks' notice, the following are possible:
- Press release
- Social media
- Community calendars
- PPT template
- Plus items available at two weeks' notice

With two weeks' notice, the following are possible:
- Events calendar listing
- Cougar Weekly and/or Connected Coug newsletter article and one reminder
- Webpage update
- Pre-designed flyers and posters customized with event info

☐ **Provide background information**

- Please provide as much background information as possible, such as draft copy, biographies, descriptions, timelines, dates, locations and photographs or other artwork.
- **For events, please provide the following.** Incomplete information may delay your project.

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☐ Event name

☐ Event place (if it's a virtual event, provide a link)

☐ Event time

☐ Event audience (faculty, staff, students, community members …)

☐ Event synopsis (What will take place? Why should I attend?)

☐ Cost of admission

☐ Event registration information (is an RSVP required? Do you have a link or QR code?)

☐ Event parking instructions

☐ If you are bringing a speaker or entertainer, marketing will also need a biography, a photo, the name of the presentation and a synopsis of the talk/performance.

☐ If you are bringing an exhibit to the gallery marketing will also need a biography of the artist, photos from the exhibit and a synopsis of the exhibit.

☐ Budget codes if needed for printing and/or paid advertising.

o Paid advertising channels may include:
- Print/digital advertising
  - Tri-City Herald
  - Tri-City Journal of Business
- Press Release
  - Local media
  - Community partners, alumni etc.
- Chamber E-Newsletters
  - Tri-City Regional Chamber
  - Tri-City Hispanic Chamber
- Partner newsletters
  - TriDec
  - Port of Benton
- Online Event Calendars
  - NW Public Broadcasting events
  - Visit Tri-Cities
- Social Media
  - Facebook
  - Instagram
  - LinkedIn

If you would like to meet with us to discuss your project or event, please contact Leslie Streeter at leslie.streeter@wsu.edu, 509-372-7333

☐ **Review and approval**

- We will return your project to you for review and approval. Please designate one person to consolidate all feedback.

- If you are requesting printed materials or paid advertising, please be sure you have the budget to print your project or promote your event.