

▶ Adopted Date 02/19/04
 ▶ Amended Date _____
 ▶ Review Cycle _____

Attachments:
None

PRESIDENT'S OFFICE
ADVERTISING

PURPOSE:

Department heads, instructors, program directors or student groups within the college may want to promote a program, event, or service to the community at large. One of the best vehicles for this is advertising.

INITIATOR

- Individuals seeking assistance with advertising can contact the Public Relations Unit well in advance of the desired advertising date(s). Required lead times depend on the scope of the project and the production workload at any given time.
 - The Initiator will provide the following information:
 - whether their program budget contains funds for advertising and how much
 - detailed information about the program, service, or event they wish to promote
 - any information that helps to identify the target audience for the advertising
 - (Directors of Specially Funded Programs must check with their funding agency for authorization.)
- The Initiator of an advertising request will be called upon to provide assistance throughout the process leading to placement of the advertising (e.g., research, proofing of ads, etc.). The Initiator will be responsible for required budget paperwork (e.g., budget transfers, obtaining a purchase request).

AUTHORIZATION

- The Public Relations Unit approves all advertising materials concerning Mission College. All individuals placing advertisements must obtain approval from their immediate supervisor for any proposed advertisement(s).

RESPONSIBILITY

- The Public Relations Unit generally handles the task of negotiating cost, dates and placement of the proposed advertising, in consultation with the Initiator. The Public Relations Unit confirms that the advertising took place. While the Purchasing Unit is responsible for processing request for payment for the advertising, the Initiator and the Public Relations Unit may be called upon to provide that office with information.

APPROVED: 02/19/04
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