

**MIAMI UNIVERSITY MIDDLETOWN**  
**Public Affairs & Marketing Communications**  
**Promotional Services Guidelines**

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**Marketing Communications** Mike Williams, Director, phone 73342, [williams@muohio.edu](mailto:williams@muohio.edu)

Public Affairs and Marketing Communications are jointly responsible for promoting the Middletown campus, its various departments and events. At any given time there are multiple projects in various stages development ranging from planning through delivery of finished product.

The following information is provided for planning purposes.

**Beginning the Process**

Arrange to meet with Mike and/or Jan – in many cases what is being planned for a publication or advertisement will also involve opportunities for press releases and calendar postings. Meetings should be held as early as possible; this allows maximum flexibility with budget, scheduling workload, and various types of promotion.

**Key Information Elements**

All promotional efforts require the same key information elements. Prior to meeting to plan production the following information must be assembled:

- event name or title
- sponsoring office or department
- contact office(s) or person(s) and telephone numbers, e-mail addresses, etc.
- time(s) - day(s) - dates(s) - location(s)
- description of event or program (purpose, format, intended audience)
- cost (tickets required or free and open to the public)
- how to get tickets or make reservations
- if guest speaker or group is involved, biographical or other information and photo(s)
- contact information for guest speaker/group for follow up if additional information is needed
- if working through an agency for a speaker or group, contact information for agent or press representative

**Calendar Listings - Public Service Announcements**

Information Needed: 3 weeks prior to event, contact Jan Toennisson

1. To be included in newspaper, radio, and television calendars and public service announcements our submissions must be received by the media outlet a minimum of two weeks prior to an event.
2. All calendar announcements and feature stories submitted to regional media also appear on the front page of the Campus web site up through the date of the event, and then are archived (also available on the web).

## **Feature Stories**

Information needed 5 weeks prior to event, contact Jan Toennisson

Feature stories can be developed and story possibilities can be “pitched” to regional media contacts. While items may be submitted and stories may be pitched, we cannot control what is ultimately covered by regional media, what is published or broadcast, or when items may be published or broadcast.

## **Weekly E-mail Broadcast Calendars - Miami University Web Calendars**

Information Needed: 2 weeks prior to event, contact Ruth Orth, [orthrm@muohio.edu](mailto:orthrm@muohio.edu)

1. Public Affairs issues a weekly e-mail broadcast calendar with upcoming dates and campus-wide announcements at the end of each week. The weekly message is distributed to faculty, part-time faculty, unclassified staff, and classified staff listservs, as well as to all Miami University Middletown students.
2. Access has been restored to the web calendars maintained through Miami University’s central web calendars, which are accessible from the front page of the Campus web site, as well as through the Oxford web site. Including events maintained on the Planning calendar viewed through Office of the Dean’s web site.

## **Advertising**

Information Needed: 3 weeks prior to first placement of ad, contact Mike Williams

1. Templates have been developed for all Middletown Campus ads to unify the image presented to the service region.
2. Contracted advertising rates are available in daily newspapers in Middletown, Hamilton and Dayton and weekly newspapers in Northern Cincinnati, Eaton, Fairfield, Germantown, Lebanon, Mason, Miamisburg, Oxford, Springboro, and West Chester. The rough amount available to spend on ad placement is needed in order to create a schedule.
3. Other publications such as business journals and chamber related magazines are also available. Costs vary greatly. The rough amount available to spend on ad placement is needed in order to create a schedule.
4. Each publication has different deadlines. In order to guarantee placement, all ads must be completed and delivered to sales representatives a minimum of one week prior to the first publication date (placement) of the ad.
5. When advertising plans are finalized departments and offices must provide the appropriate budget index code so that an LPO can be created. Marketing Services will handle the LPO.
6. Three weeks lead-time is required for preparation of ads. The process includes development of schedule, design of ads and review by the requesting person(s).

### **Mailings (Brochures, Flyers, Postcards)**

Information Needed: 4-6 weeks prior to intended delivery date (6-8 weeks prior to event), contact Mike Williams.

1. In most cases, mailings should arrive a minimum of two weeks prior to an event. Planning for mailings must begin with the intended delivery date, and then the production schedule is calculated from that point.
2. Four weeks (minimum) is required for processing via bulk mail rates. One week (minimum) is required for processing via first class mail rates.
3. Two weeks (minimum) is needed for printing. If the printing job is more complex additional time may be required.
4. University regulations states bids must be solicited. Once a printer is identified, departments or offices need to provide the appropriate budget index code. Marketing Communications will handle the LPO or requisition for the project.
5. Three weeks (minimum) is required for design if the publication is complex (multiple pages, large amount of copy, special photos required) additional time will be necessary. The process includes planning meetings, conceptual time, design and production time and review by requesting person(s).

### **Flyers or Posters Intended for Off-Campus Promotion**

Information Needed: 4-6 weeks prior to event, contact Mike Williams

1. Flyers or posters intended for off-campus use will be prepared by Marketing Communications. Departments are generally responsible for their own flyers or posters if the goal is solely on-campus promotion but may request input or help from Marketing Communications as time allows.
2. University regulations states bids must be solicited. Once a printer is identified, departments or offices need to provide the appropriate budget index code Marketing Communications will handle the LPO or requisition for the project.
3. The production process includes planning meetings, conceptual time, design and production time and review by requesting person(s).
4. Responsibility for distribution of flyers or posters will be determined between Marketing Communications and the requesting person(s).

### **Photography**

Marketing Communications focuses on campus-wide photographic needs in support of major publications and promotional pieces. Single event photography (e.g. receptions), with advance arrangement, may be covered depending on staff schedules and prior commitments. Marketing Communications may opt for photographic or video support from Oxford. This will incur charges by the event requester.

### **Give-away Items**

Contact Marketing Communications for support on promotional give-away items etc. Assistance will be provided for item selection, design and bidding. University regulations states bids must be solicited.

**Budgetary Support**

Public Affairs and Marketing Communications ad and print budgets are focused on campus-wide promotional efforts, primarily in support of recruiting efforts. Individual office or department budgets must be used for event or program-specific promotions.