

## **Communications Office: Frequently Asked Questions**

### **Advertising/Communication:**

#### **How can I advertise my event or announcement?**

##### *Option 1: Events Calendar*

- Find out if your admin is able to post to the events calendar
- If not, send the information to [eventproductions@sbts.edu](mailto:eventproductions@sbts.edu)

##### *Option 2: Towers Weekly*

- Send your announcements to [communications@sbts.edu](mailto:communications@sbts.edu)
- The format for announcements is a bold heading/title with details below
- The deadline is Friday at noon to be in the following Monday's announcements
- Make sure that your supervisor has approved the content before sending to the communications department

##### *Option 3: Hallway and Chapel Slides*

- Submit a job request for a slide 2 weeks before promotion needs to begin
- Departmental templates will be used in order to manage capacity

*Note: Posters are no longer being displayed in Norton Hall or Cooke Hall. You can put posters up in limited residential spaces and on the HRC community board with their approval (take the poster in person to the HRC or send it via email to [hrc@sbts.edu](mailto:hrc@sbts.edu)).*

#### **How do I send a mass announcement to the Southern/Boyce community (for example: water shutting off, weather warnings, and other urgent messages)**

Send an email with the information to [communications@sbts.edu](mailto:communications@sbts.edu). Please include the time that the email needs to be sent out by.

#### **How can I send a mass announcement about an external event or an event not sponsored by a seminary office?**

We cannot provide promotional channels or send emails to students about outside events or events in the area that aren't sponsored by seminary offices. You can, however, contact the HRC to request advertisement on the community board at [hrc@sbts.edu](mailto:hrc@sbts.edu)

### **Projects:**

#### **What do I need to initiate a project that has been approved for production?**

- Gather as much information as possible, including due date, specific paper sizes, web ad sizes, etc.
- Include examples of the previous version of the project, or examples if this is a new project idea.
- Include a key contact that will ensure that everything is approved within your department at each step of the project.
- Make sure your request has been approved by your supervisor before submitting the request.
- If all content is not provided, the Account Executive will wait to open the project until that info comes in.
- All content will be edited by the communications writing team according to style guide standards.
- *Please contact the Account Executive or the communications office if you have any questions prior to submitting a project request.*

### **How can I inquire about a project not within the current fiscal year plan?**

Submit an email to Amy Kidder (akidder@sbts.edu) explaining the need/opportunity and the date the project would need to be completed. This request will be reviewed and then you will be either informed that the project cannot be done by the communications office or asked to complete a job request form containing all the details needed for production.

### **How long do projects take?**

- Here are examples of projects we receive in our office and the time needed to design them:
- Slides/web graphics take 10-14 days to design
- Post cards can take 2-4 weeks to design
- Brochures take 3-4 weeks to design
- Bigger projects like booklets need at least 6 weeks lead time to design
- *For all printed items (i.e. postcards, pamphlets, etc.) add at least 1-2 weeks in addition to the design time for production by the print vendor*
- *This is a general idea of how long different types of projects take and how much lead time we need. However, each project is weighed individually with the other projects we currently have in process.*

### **How much does it cost to have a project done?**

- We do not charge for design work.
- A cost is only incurred when printing items.
- Printed items under 500 in quantity will most likely be printed at 5<sup>th</sup> and Broadway, unless you have a specific vendor you would like us to work with.
- Items over 500, higher quality items, and mailing list items will always be printed off-site.

### **How can I have a project reprinted?**

- Submit a project request and select the “reprint” option in the drop down menu.
- If you have an electronic file, please attach that to the project request. If any changes need to be made, please write the changes in the comment box on the request form.
- If you have a hard copy file, please drop the document off in the communications office. Write any changes that need to be made on the hard copy document.
- If you are requesting changes to the document, you will receive a new proof before we have the item printed.

### **Miscellaneous:**

#### **How can I have new name tags or business cards printed?**

- Go to inside.sbts.edu. Under communications, choose the Business Card/Nametag Order form.
- Fill out the form and email or bring the document to the communications office.
- Name tags are ordered at the end of each month and take about two weeks to produce.

#### **What do I do if someone contacts me for an official statement for the Seminary?**

Send the person to Jim Smith, the Executive Editor and Chief Spokesperson for the Seminary.

#### **How can I have a video created, or get a copy of a chapel or conference video?**

All questions about video can be directed to Southern Productions at x4175.