

PUBLICATIONS PLANNING SHEET

We appreciate that you have come to University Relations for your publication. To help define the goals and parameters of your project, please fill out this form with UR staff in the initial meeting.

Project title _____

Client name _____

Department _____

Project goals

Who are your audiences?

Internal: students faculty staff administration
 department members other: _____

External: prospective students alumni parents general public
 local community donors other: _____

What is your objective?

What results do you want to achieve? _____

What action do you want your audience to take? _____

How will you assess the effectiveness and success of this publication? _____

Do you wish to: inform define educate persuade promote
 raise funds instruct notify praise recruit
 other: _____

What is your message?

Convey the most important idea you are trying to get across in a single sentence:

Project parameters

We advise you to consider whether other means of communication — radio ads, videos, e-mail, presentations — may be more appropriate to your audience and message.

Type of publication poster magazine/newspaper ad newsletter
 small folding brochure viewbook postcard
 annual report larger multipage booklet other: _____

Frequency once annually biannually quarterly other: _____

Quantity How many pieces do you need to produce? _____

Delivery When do you need the publication? Why do you need it then? _____

Cost Do you have a budget figure in mind for this publication? _____

Web Do you intend to create or update your web site as part of this project? yes no
If so, have you contacted the UR Web Communications group? yes no
Would you like a .pdf of the final publication? yes no