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
- [ ] small folding brochure
- [ ] annual report
- [ ] magazine/newspaper ad
- [ ] viewbook
- [ ] larger multipage booklet
- [ ] newsletter
- [ ] postcard
- [ ] 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