



PUBLICATIONS PROJECT WORKSHEET FOR PRINT PRODUCTION

Any hTc De to 1. 09 01 04 Audience? What kind of contact do they already have with your office and other aspects of Suffolk County Community College? What message(s) do you want to convey to your audience? What action do you want them to take?

When: When does the project need to be completed? When is the point person ready to begin?
Our department requires at least 8-10 weeks from receipt of initial text to delivery of printed matter.

Distribution Method: Will this publication be mailed? Will you be using pre-paid postage?

Quantity:

Lifespan: How long do you expect the finished project to be relevant?

Other marketing components:

Are you planning or working on any other related publicity?

Additional ideas:

If possible, please provide information (quantity, format, cost) about a similar, past project.
If this project is a repeat, what issues or concerns arose last time that need to be addressed?
Please r