

## PUBLICITY REQUEST FORM

**NOTE:** Publicity requests must be submitted 2-3 weeks in advance of the event. Digital photos can be emailed for consideration (72 resolution .jpg file for the web). Late requests will be accommodated based on department priorities. **If needed, attach additional pages with the following information:**

**Name and Type of Event:** (Special program, featured speaker, school dedication, etc.)

**Who:** (List participants and/or sponsors.)

**What:** (Description of the event. Details of what is happening.)

**Why:** (Why event is being held, background information and goals.)

**When:** (Dates and time.)

**Where:** (Location to include address.)

**Contact:** (Details of who can be contacted for further information by the media and/or public. Include phone numbers, email addresses and/or websites.)

Why should the media cover this event? (List some points of interests for promotion; e.g. timelines, national or local focus ethnic interest.)

***Request Submitted By:***

Name: \_\_\_\_\_ Title: \_\_\_\_\_

School/Dept.: \_\_\_\_\_ Daytime Phone #: \_\_\_\_\_

Email: \_\_\_\_\_ Fax #: \_\_\_\_\_

More Information Attached/Pictures: Yes \_\_\_\_\_ No \_\_\_\_\_

Target Audience(s) for Coverage: \_\_\_\_\_ Parents \_\_\_\_\_ Community \_\_\_\_\_ Media \_\_\_\_\_ Students \_\_\_\_\_