

Chaffey College Event Announcement Form

PURPOSE

This web-based form (www.chaffey.edu/mediarequest.shtml) should be used to send requests for announcement of events and activities to the marketing department. Content from the form is automatically e-mailed to several areas on campus, each having direct responsibility for posting information to the college marquee, telephone on-hold messages, web-based news page, and cable- and Internet-based content delivery systems. Each delivery method has individual limits and aspects that may require different wording and content from the others. Specific process details are outlined here.

FORM COMPONENTS

Event Contact Information

The name and contact information of the person sending the request. This may differ from the contact information shown in the event message.

Event Information

Event Title—A short name or title of the event or activity

Check the “yes” button if the event will also require materials to be designed by the college graphic services department. The marketing department gets a copy all event announcement form submissions.

Announcement Duration (Start/End)

In these fields, enter the dates the message should begin appearing, and after when the message should not appear.

Media Announcement

Marquee—three lines per display screen with 12 characters per line. If the message can be displayed in one screen, the viewer will be more likely to get the message. This is the marquee at the main entrance to the college on Haven Avenue. Please keep in mind that people are driving while attempting to see the message; be brief. The marquee is usually updated daily.

Chaffey Cable TV—four lines of 30 characters maximum. The Cisco IP/TV content delivery system sends this message with text, images and sound to the college Internet connections and coaxial cable connected television monitors in offices, hallways, and classrooms. This is a slide show, messages appear for about four to ten seconds, repeating with a frequency dependant on how many announcements are in the sequence. The message display is usually generated monthly.

Telephone On-Hold—50 words maximum. This is the message people hear when their telephone call has been placed “on hold.” Messages include words and background music. The message system is usually updated monthly, with items deleted as soon as practical after the event has passed.

Web News Page and E-Mail Item—120 words maximum. This is a web-based “portal” in which announcements are displayed as text, sometimes along with simple images, and hyperlinks to web sites or file downloads. Listings are typically updated weekly.

THE PROCESS

After the form is completed, the contents are sent in an e-mail message to these areas:

Electronic Media
Graphic Services
Marketing & Public Information
Switchboard

If additional information or clarification is required, the contact person may be alerted by any of the departments receiving the announcement request. Each area will process the information and post it to their distribution system as outlined here:

Electronic Media—prepares voice recordings, images, music backgrounds, and appropriate electronic/digital files for the web-based news page, IP/TV system, and telephone-on-hold system. These devices are monitored and content updated according to specific system/process requirements, time lines, and workloads.

Graphic Services—will work in concert with the marketing department to develop promotional materials as deems necessary.

Marketing & Public Information—is the over-arching department of the communications of the college and may simply monitor the activities of the other departments through scanning the e-mail messages generated by the form. The department staff members also send periodic burst e-mail messages to the community. When necessary, this department will contact the others or will take the initiative to generate press releases, e-mails, and additional communication materials.

Switchboard—maintains the content displayed on the college marquee. Requests are screened by the marketing department and entered daily into the computerized system.