**Communications Request Procedure**

The Communications Department has developed several digital project request forms. These forms will help us organize our workflow and fulfill your requests in a timely manner. We have set up a communications request page on our website for employees only. The page is located at **mpbonline.org/mpbforms**. The forms are a way to walk the requester through all the pertinent information needed by the communications team to successfully complete the project. The forms do not mean that a conversation does not need to happen. These forms may often be a conversation starter. Once the forms are received there may be follow-up questions. Forms developed include:

* **Communications request form** – 1. Use when your department is planning an event/project/tour with many working parts (this form will help with the development of *comprehensive promotions plans)*; 2. Use when requesting TV production or radio spots; 3. Use when requesting media outreach.
  + **This form will:**
    - Help you think more thoroughly about your project so that the most important details are provided
    - Be transmitted to the communications director
    - Require you to fill out supplemental forms if needed (i. e. photography request, social media request, etc.)
* **Photography request form** – use when you only need photos taken outside of an event (head shots, photo shoot on set or during a recording, etc.). It is general operating procedure for communications to take photos at all major events, so there is no need to request photos for these events (unless there are specific shots you want).
* **Art request from** – use when you need something designed and printed through the art department. This form takes the place of the former graphic request form. If you have filled out a communications request form and it includes various pieces to be designed, you will need to fill this form out as well. The art department receives this form.
* **Web request form** – use to request web updates, new pages, and other special web-related postings. If you have filled out a communications request form and it includes a web component, you must fill this form out as well. The digital manager receives this form.
* **Social request form** – use to request social media coverage of particular events/projects. If you have filled out a communications request form and it includes a special social media component, you must fill this form out as well. The social media specialist receives this form.

**Please note the deadlines on the forms. It is important to adhere to these deadlines in order receive the completed project as requested.**

**This is a new process and there may be some kinks that need working out. Any constructive feedback is welcomed.**