WHAT CAN MARKETING & COMMUNICATIONS DO FOR ME?
(OR, HOW TO MAKE MY JOB EASIER AND GET PROFESSIONAL RESULTS)

WHAT'S THE BIG IDEA?
So you've got this great idea, but you don't know how to get the word out. Who are you going to call?

MARKETING AND COMMUNICATIONS!
We’ll gladly come to your rescue with our many services:
• News releases
• “Inside Pellissippi”
• Publications
• Web and social media
• Photography
• Videography
• Advertising

PROMOTE IT!
Promotion through the flat-panel channels, the welcome board and “Panther Pause” is handled by other offices. Use 25Live to make your request.

CONTACT
Start the process by contacting the publications coordinator at 539.7089. We’ll work with you to determine your audience and the best way to reach them. Plan to share when you need your job, the quantity and other production details, as well as any ideas you might have.

PRINT IT!
Fliers, posters, banners, brochures, event programs, letterhead, envelopes, business cards, paper nametags—they're all available through our office. We're here to help you with copywriting, editing, graphic design and printing. (Be aware that there is a charge for the design and printing.)

THE PROCESS
We’ll take the information you’ve given us and get to work. Please allow at least five business days for design and five for printing (longer for complex jobs). You’ll get to see a proof and make changes before printing.

DELIVERY
Once your job is printed, it’ll be delivered to the Mailroom or to your area. Make sure your coworkers know to be on the lookout! Later, you’ll be asked to sign for payment.

HOW DO I GET THE BALL ROLLING?
If your idea is for an event, you should request any promotion through 25Live, the College’s calendar system. See your area’s clerical support staff for assistance. If your idea is for something other than an event, call Marketing and Communications at 694.6405.

865.694.6405
www.pstcc.edu/mc