

Marketing & Communications

The Marketing & Communications Department serves as a clearinghouse for all media relations, marketing, advertising, public relations, graphic design, branding, publications, web services, social media services, and new media content management.

Media Relations

OSU-Oklahoma City offers a variety of excellent programs taught by outstanding individuals. In an effort to project our image in a consistent manner, faculty and staff should contact the Marketing & Communications Department to discuss media opportunities.

Only the OSU-Oklahoma City Executive Team, or their designees, are designated to dispense press releases, contact the media or answer media inquiries. In addition, should media representatives make an unscheduled stop on campus, the Marketing & Communications Department should be contacted immediately.



Occasionally, the media may contact the Marketing & Communications Department for a representative to participate in an interview regarding an area of expertise. In most of these situations, a representative from the Marketing & Communications Department will also attend the interview to provide support as needed and will provide any preliminary information in preparation for the interview.

Marketing, Advertising & Public Relations

If a department or division needs paid advertising for program promotion, schedule a visit with the Senior Director of Marketing & Communications to discuss audience, marketing goals and budget. Upon approval by the appropriate division head and vice president and establishment of budget and timeline, your advertising will be created and placed.

Graphic Design

The Marketing & Communications Department has the resources to design materials ranging from a simple flier to full-color publications. This involves the process of influencing and coordinating OSU-Oklahoma City's image and identity for both external clients (i.e., community residents, business leaders, legislators, news media, prospective students, parents, alumni, major contributors, friends, and taxpayers) and internal customers (i.e., faculty, staff, and students). Should you require graphic services from the Marketing & Communications Department, please submit a Communications Request to okc.printandmail@okstate.edu. The originator, the appropriate vice president,

and a representative from the Marketing & Communications Department must approve all external publications before they will be printed.

Image and Publications

Any item that is produced with the OSU-Oklahoma City official name and/or logo must be approved by the Marketing & Communications Department. This includes but is not limited to press releases, mass mailings, brochures, newsletters, promotional items, apparel, webpages, and print advertisements.

Whether working with a client on a project from the beginning or reviewing a final draft for approval, the Marketing & Communications Department follows [OSU Style Guide for the Oklahoma State University System](#) and edits/proofs according to the Associated Press writing style. (OSU exceptions to the AP style are included in the Style Guide.) This ensures accuracy and effectiveness of content and consistent presentation of OSU-Oklahoma City to internal and external audiences, whether in print, on the web, or other media.

Submitting a Communications Request

To begin a project with Marketing & Communications, you must submit a Communications Request to communications@osuokc.edu. The Marketing & Communications Department will process your request and secure any outside vendor needed to complete your request. For additional information, call the Marketing & Communications Department at 405-945-9733.

Student Organizations

Student organizations are required to adhere to the guidelines set forth. Students must gain approval for any marketing or promotional items bearing the OSU-Oklahoma City name or image by going through their club adviser.

Web Design and Development

The OSU-Oklahoma City website is designed and maintained through the Marketing & Communications Department. The web server is housed and maintained by the Information Services Department, which oversees accessibility and security issues. The Institutional Web Page Committee governs website policy. All requests for webpage changes or new webpages should be made through a Communications Request sent to the communication department at: communications@osuokc.edu.

Social media

OSU-Oklahoma City social media is managed through the Marketing & Communications Department. OSU-Oklahoma City's social media sites are portals to the most current and significant campus news and information. Before setting up a social media page for your department, consult with the director in the Marketing & Communications Department.

Printing & Duplicating

Printing & Duplicating offers electronic job submission as well as walk-up copy services. Electronic requests should be submitted using the online [Digital Storefront](#). Walk-up requests for copies must be brought to the copy center on the first floor of the Administration Building. When you deliver your request, you may wait for your copies (workload permitting), have the copies placed in the mail, or return later for pick up. You may drop off your printing request during the day by placing the order in the wire basket located at the service window (second window on the left). At the time of requesting this service, please submit a completed copy of a printing request form indicating the desired method of pick up or delivery. Larger printing orders are generally delivered to the requesting department. Should additional steps be required to complete your printing request, you will be notified.

Various weights and colors of paper are available upon request. Please specify if special stock or ink is required. Duplication capabilities include high volume black and white printing as well as limited run full-color printing. When submitting requests for printing, please secure departmental approval and follow the guidelines below.

- Email printandmail@osuokc.edu to set up an account for digital storefront.
- Submit a completed print request form through Digital Storefront.
- Indicate any special instructions needed for the project

Printing Services also utilizes offset printing. With this method of printing, various sizes, colors, and weights of stock (paper) may be used with various colors of ink. This mode of printing is used when a large quantity of a single original is required and/or color ink is used. Folding, cutting, numbering, stapling & stitching, padding, binding and tabbing are some of the other services that are available in the print shop. Copy paper is delivered to departments by request. Please place your order for paper with the mailroom at printandmail@osuokc.edu.

Graphics

Graphics has the resources to layout and design materials ranging from a simple flyer to a full color publication. The Communications Department must approve all external publications. Some projects may require additional time and resources for completion. Consideration should be given when utilizing these services.

Should you require the services of the graphics department, please make an appointment to discuss it with them. Submit all the necessary information at the start of the project, i.e. text, photos, logos, etc. If possible, please furnish information on a disk or e-mail to graphics. Prior to printing, you will receive a draft or proof of your request. All publications must be routed to the Communications Department for final proofing before it is printed. The originator, the appropriate vice president, and a representative from the Communications Department must approve all external publications before they are printed.

When setting timelines for publications several factors must be considered:

- Amount of time required for design, layout, proofing and editing.
- Time required for printing and preparing information for distribution.
- How is the material to be distributed, such as, campus distribution, external distribution, U.S. mail, etc.?
- Date the event is being held. Dated material should be in recipient possession in a timely manner.

Web Design & Development

The official OSU-Oklahoma City campus website is designed and maintained through the Communications Department.