



Minnesota
STATE COLLEGES
& UNIVERSITIES

External Communications Approval Form

Project: _____

Department liaison _____

Public Affairs liaison: _____

Department signoff _____
(Top person responsible)

Public Affairs signoff (Linda Kohl)

Date & initials

Date & initials:

_____ Initial planning
(See planning checklist below)

_____ Text for brochure or other

_____ First proof, design and text

_____ Final proof for printer:

- All phone numbers and Web sites double-checked
- Equal Opportunity language included
- Alternate format language included
- System identification/logo included correctly

Planning checklist:

Who is the intended audience?

What is the purpose?

What is the anticipated product (publication, Web site, video, news release, etc.)?

What is the intended tone and style?

Who is the publisher?

What is the budget for the project, and who is paying?

What is the storage and distribution plan and number of copies to be printed?

What is the deadline?

Who is providing the graphics (photos and chart material)?

What's the production timetable? (Attach timetable.)