

Marketing Update 3.16.09

As the Marketing Office seeks to enhance its ability to meet the University's marketing needs, we are pleased to report that Stonewall Marketing in Marietta will continue to provide guidance and support in our marketing efforts. We also are working with a Marketing Committee that includes Derek Cole, Dennis Cox, Tim Johnson, Don Lallathin, David Hamm, Amy Bortell, Tom Crooks (Stonewall), Kari Thompson (Stonewall), and me.

Print Production Process

In order to facilitate the flow of work between the University and Stonewall, we ask that you follow these guidelines regarding publications:

1. If you have a publication that needs to be designed and printed, please submit a request to Derek Cole (or to me in Derek's absence). Do not design and print publications on your own – we want to ensure that OVU's branding concepts are uniform and consistent on all University materials.
2. If possible, please print and complete the Project Request Form available for download at [Ohio Valley University |Marketing Office Home](#). If you deliver this form when you speak to us, it will help us understand your specific project needs.
3. Please consider the projected timelines for project completion that are outlined in the Project Request Form. Allow ample time for our office to handle your project. Rushed projects often lead to mistakes in design and printing, which poorly represent the University.
4. Once you have submitted a project, Derek and I will talk and determine whether to keep the project in-house or deliver to Stonewall.
5. If we deliver the project to Stonewall, it is possible that a Stonewall representative will contact you for additional information about your project.
6. Although Stonewall may be leading certain projects, Derek and I still will be involved in the process, including proofing and revision, thus, we will keep you informed about the status of your project throughout the process.

Publicity Releases & News Stories

If you have publicity releases or potential news stories, please submit those directly to Kari Thompson at Stonewall via email at kthompson@stonewallgroup.com. Please COPY ME on those emails.

Website

We currently are working with Stonewall to update our branding concepts. We will integrate those into our publications in the near future, and we also hope to begin an overhaul of our website. In the meantime, please note the following requests about our website:

1. Verify that the links and pages that pertain to your department or area are accurate, up-to-date and functioning.
2. If you need help with general content updates, you can contact Kim Haynes, G.K. Pennington, or Lucretia Moyer (G.K.'s work study). For help moving or deleting pages, or graphic needs, please contact Derek Cole.
3. Please note that Derek Cole manages the home page for the website, so information changes and requests concerning the home page should be addressed to him.

Conclusion

Thanks for your attention to these matters. Derek and I will continue to provide updates to you via email and will store all updates on the Marketing homepage on the website.