COMMUNICATION AUDIT
INSTUCTIONS

Which Promotional Items Should You to Send?

Total Number of Items Allowed By Contract

- The contract specifies the maximum number of items to be reviewed. Each item is separate, so a series of similar items must be counted as individual items. For example, if you have 5 similarly designed program brochures that you would like to have reviewed, they count as 5 items towards the maximum number.
- The college website is treated as one item in its entirety. Sub-pages, downloads, and other information imbedded in the website are considered part of the website. Separate websites that have links on the college website are not included, and would have to be called out as separate items to be reviewed, if desired.

Physical Items

- Printed materials, including (but not limited to): flyers, brochures, handouts, postcards, bookmarks, posters, schedules, catalogs, bulletins, calendars, maps, folders, programs, mailers, envelopes, newspaper articles and advertisements, etc.
- Promotional items that the college has produced for distribution that have college logo or slogans on them: t-shirts, hats, coffee mugs, pens, balloons, mouse pads, etc.

Images, Videos, or Audio Files

- Copies, photographs, or electronic files of advertisements that are printed or displayed of which you cannot send physical copies. For example: billboards, newspaper ads, magazine ads, banners, large signs, etc.
- Photographs of on-campus signage, including marquees and building labels.
- Digital files of television ads, radio ads, web ads, and online newsletters or emails used for promotion of the college.
- Addresses and links to all websites and social media accounts maintained by the college, including: Facebook accounts, YouTube channels, Twitter accounts, Pinterest pages, LinkedIn profiles, and even including accounts that are no longer being actively maintained (such as old websites or MySpace pages).
- When sending electronic copies, please indicate on the review form the actual or estimated size that the public sees them. For example, what size is the newspaper advertisement, what size screens do the movie theater ads show on, how big are your on-campus signs?

Any Items Not Produced By College PR or Marketing That Promote the College

- Any of the above materials created by individual departments, campus organizations, or promotional companies on contract with the college.
- Make sure to include these materials, as they are important for us to analyze along with your higher quality materials. We can help you fight against 'rogue marketing' only if we know about what is out there.

Remember the Following When Gathering Items:

Don't Wait to Send Everything Until Right Before the Deadline

- Start by sending electronic files and items that you can gather quickly, and then send the rest that you find as you gather them; it takes time for the reviewer to go through all of the materials. If reviewers are kept waiting the project will be delayed accordingly.

Fill Out the Information Sheets as Thoroughly as Possible

- Please fill out as much information as possible on a Communication Audit Form for each item you are sending; the more information you give us, the better our analysis and recommendations will be for you.

Send Both Current and Past Versions

- Items that are produced each year and are updated frequently are the most important to include, and you may want to send not only the most recent but also the last few printings for items such as course catalogs and bulletins. These frequently updated items may be counted as singular items towards the maximum number to be reviewed.

Don't Send Us Just the Good Things

- Send the good, the bad, and the ugly; don't just send the things that you like.

Preserve Electronic Material Formatting

- Use easy-to-read formats for electronic materials, such as PDFs, JPGs, mp3s, etc.
- Make sure that they are the same quality and size as when those files that are distributed to intended audiences.
- You may either send them on a CD, DVD, flash drive, or as an online link (possibly using DropBox or other file-sharing sites) to download.
- Email attachments are not ideal for large file transfers.

Staples and Other Damaging Connectors are Bad

- Use paper clips or rubber bands to attach the Communication Audit Forms to the items being sent; please avoid using staples and other damaging connectors if possible. Any damage to the items will reflect poorly on the ratings given to the item.

Where Do You Send Items and Ask Questions?

Ship All Physical Items to: Interact Communications, 502 Main Street – 3rd Floor, La Crosse, WI 54601

Questions? Call: 608-781-8495, Mark Mastej ext 204 or Andrew Hughes ext 201