



Public Relations & Advertising Release Form

Division of Public & College Relations (P&CR) – W32E

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Authorization is required to release the CSN logo, brand, images and related institutional messages for use in public relations, advertising and events. While materials such as print publications, mailings, program brochures, newsletters and all broadcast or external media require authorization, it is not required for internal communications such as institutional forms, course materials/syllabi, academic publications, personnel announcements or other internal communication materials. However, all internal and external materials must follow the standards published in the CSN Style Guide. Contact P&CR for more information and for consultation.

Submission Process:

- Forward this form along with a copy of your material, media or event description and related details to P&CR with at least a week to review.
- Make any appropriate revisions when returned from P&CR and resubmit unless it was approved with changes. An additional review may be required before authorization is given if extensive revisions are required.
- Forward this document to CSN Printing Services with the appropriate printing forms. *See below for note on external proof authorization when using outside vendors.*
- *The CSN Purchasing Department cannot authorize payment to internal or external vendors without this signed form accompanying the required LPO or RX paperwork.*

Type of Request: Advertising / Media Public Relations Promotion Other (describe) _____
(Please circle)

Type of Advertising: TV Radio Print E-mail / Web Mailing Other (describe) _____
 Attach a copy of the LPO or RX for the Commodity Approval required by Purchasing.

Name of Media, Publication or Event _____

Date of Media Request, Publication or Event _____

Production Approval (Vice-President, Director, Dean or Department Chair or authorized designee):

Print Name _____ Signature _____ Dept. _____ Date _____

1st Departmental Proof Authorization (original designer/project manager):

Print Name _____ Signature _____ Date _____

2nd Departmental Proof Authorization (assistant/colleague):

Print Name _____ Signature _____ Date _____

Public & College Relations Proof Authorization:

Print Name _____ Signature _____ Date _____

Print Name _____ Signature _____ Date _____

(Use of an external vendor for printing or other production requires P&CR approval of the vendor's proof just prior to production.)

Public & College Relations External Proof Authorization:

Print Name _____ Signature _____ Date _____