

PROJECT WORKSHEET

www.moorparkcollege.edu/pr

Return to J.M. Brown 805-378-1431 email jmbrown@vcccd.edu

Client/Program/Service: _____

Advertising/Publicity Project: _____

Purpose of Project:

Introduce New Program/Service

Increase Enrollment

Improve Image

Other _____

How do you want people to respond to ad/publicity?

Contact client (call, email, other)

Go to website

No action, image only

Other _____

Target audience(s): _____

Audience's current perception of your program/service: _____

Program/Service Features: _____

Program/Service Benefits: _____

Focus of ad/publicity:

What's New

Program/Service Achievement

General Informational

What single fact or idea should audience take away from the advertising/publicity:

Mandatory Information (The 5 Ws — Who, What, When, Where, Why):

Submitted by:

Name: _____ Date: _____

Phone: _____ Email: _____