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Introduction

The Public Relations and Marketing Department at El Camino College designs, produces and delivers professional communications about programs, instructional support and services to a diverse student population, the general public and the media.

This Communications Guide provides information about the services offered by the Public Relations and Marketing Department. This department is the first stop for public and media relations (news releases, media contacts, public service announcements), advertising, instructional materials production, website design/production and publication design and will assist the campus community with tasks in each of these areas.

In addition, this guide describes requirements - such as the use of the college name, logo and nondiscrimination clause - for all Web pages and materials distributed to students, the public and the media in an effort to maintain a consistent, positive image for all El Camino College communications. Each college publication sends a message to the receiver about the value of our college. The standards and guidelines presented in this manual will help enhance the image of El Camino College. Use of consistent, unified publications, Web pages and graphic images will provide stronger public awareness of the college and the services we provide. We have set up these guidelines in order to assure access and consistency across all aspects of El Camino College publications.

The Communications Guide and Publications Standards is a working document that will continue to evolve over time. We welcome comments from faculty, staff, students and alumni. This guide is not meant to inhibit creativity, but to develop a brand identity for the college while allowing for some flexibility. These guidelines apply campus-wide as well as to our centers. Your support in this endeavor is crucial.

To encourage full inclusion in all programs and services, accommodations and alternate media formats for this particular publication/document are available upon request by contacting:

Ann M. Garten
Director, Community Relations
E-mail: agarten@elcamino.edu
Phone: 1-310-660-3406
Fax: 1-310-660-3946

The Public Relations and Marketing Department is located in the Student Services Center, Room SSC105.
Public Relations and Marketing Department

General Information
The Public Relations and Marketing Department staff writes and distributes news releases, feature stories, public service announcements and other information to local media. In addition, the staff reviews and edits copy for college publications including the Web, as well as other materials.

Submitting Information
To provide information for public relations activities, please complete an electronic form for a Photo Request or a News Release Request or other services, which can be found on the El Camino College website, on the Public Relations and Marketing Department Web page, or a hard copy is available in the back of this guide. When submitting information or requesting coverage of an event, be sure to include the name of the event, the time and date, the location and the contact person with a phone number. **Information should be provided at least four weeks prior to the event.**

The Office of Public Relations and Marketing wants to hear from you! Please use the form to share your accomplishments and those of your students so we can spread the good news. Please give us four weeks notice for events.

Below is a list of some of the public relations activities:

**Campus Photography** - The Public Relations and Marketing Department is responsible for taking photographs at campus events and activities for release to the media, for archival purposes and for publications. The staff photographer is available upon request to do photography for your publication needs. A Photo Request form can be found at the back of this guide, or submit a request electronically through https://portal.elcamino.edu on the Public Relations Department page. Please submit requests at least four weeks prior to your event.

**Clipping Files** - We collect copies of newspaper articles pertaining to the college. These files are available for review in our office and we will make copies for you upon request.

**President’s Newsletter** - This office produces the President’s Newsletter, a biweekly publication distributed to college faculty and staff and posted on the Web.

**Online Newsletter** - El Camino College Matters is published monthly, featuring the news and happenings of our campus community. El Camino College Online can be found at: www.elcamino.edu/newsletter/onlinenews.html

**News Releases** - Our office is responsible for producing and distributing news releases relating to course offerings and programs, activities and events on campus and human interest stories to the local media and throughout our district.

**Schedules and Catalog** - We publish class schedules three to four times per year and the college catalog once per year.

**High School Newsletter** - We produce a newsletter delivered to all high school counselors and mailed to the homes of high school seniors in the district twice per year.

**Brochures** - On an as-needed basis, we produce divisional/departmental brochures to promote programs and classes.
Sports Programs - We produce sports programs every year.

Community Newsletter - We provide a community newsletter sent to all district residents, once or twice per year.

Registration Mailer - In lieu of mailing the class schedule district-wide, a registration mailer is produced and mailed to all district residents and some out of district to notify the community when the semester will begin, how to get the schedule online or on campus and how to apply and register; financial aid and course offering information is also included.

Publications

General Information
In addition to other services, the Public Relations and Marketing Department designs and produces a variety of publications including brochures, fliers, posters, promotional items, stationery and mailing labels. In this section you will find requirements for such publications.

The College Logo
The official El Camino College logo must appear on the front or back cover of every El Camino College publication. Only the official college logo may be used. The official logo appears below and should be used in its entirety. The logo’s size shall not be smaller than 1/2 inch proportionally based on size of the publication. Contact Graphic Arts for information on accessing the logo.

• The El Camino College logo can be used in formal communications for information purposes.
• The El Camino College logo can be used in formal communication to specific designated individuals - especially at the local, county, state and federal levels - as designated by the Community Relations Director.
• The El Camino College logo must be used on all print material associated with the college.
• The El Camino College logo must accompany any and all written communications.
• The El Camino College logo must be used on all banners, flyers and signage.

Other Logos
All logos for centers for El Camino College must have approval from the Office of Public Relations & Marketing. Please note that El Camino College is what we represent in all materials - not specific academic divisions, departments, or courses.

Certain departments on campus might utilize another logo as designated by law; likewise, student clubs might have a logo - with a national, state or local affiliation - used to promote activities serving students and the community. All must be approved by Community Relations Director.

When using another logo, the El Camino College logo must also be used. No logo should be larger than the El Camino College logo when presented together on a publication.
El Camino College Compton Center Logo
All Compton Center publications must have the official Compton Center logo on the front or back cover of every publication. Only the official Compton Center logo may be used. The official logo appears below and should be used in its entirety. The logo's size shall not be smaller than 1/2 inch proportionally based on size of the publication. Contact the Publications Supervisor, hparnock@elcamino.edu, for information on accessing the logo.

![El Camino College Compton Center Logo](image)

Compton Community College District Logo
The Compton Community College District remains a legal entity per legislation outlining the agreement between El Camino College and the Compton District. When district business is being conducted, the Compton Community College District logo should be used on all documents. The official Compton Community College District logo is below.

![Compton Community College District Logo](image)

The College Name
It is important to use the correct name when referring to El Camino College. This will help you to determine the appropriate use.

- **El Camino College**
  Use when referring to the college.

- **El Camino Community College District**
  Use when referring to the District, such as the Board of Trustees and legal documents.

**DO NOT EVER USE:** El Camino Community College

**NOTE:** If you are unsure, check with the Public Relations and Marketing Department.

Names for Centers
El Camino College has four centers: El Camino College Compton Center, El Camino College Business Training Center, El Camino College Fire Academy and El Camino College Inglewood Center. Please use the full name of each center in the headlines and on first reference. On second reference, you may use the more familiar name; for example, El Camino College Compton Center can be referred to as Compton Center on second reference.

El Camino College Compton Center
El Camino College Compton Center is the newest center added to the college. Under an agreement with El Camino College, the Compton campus is open and offering accredited El Camino College courses. The Compton Community College District is still a legal entity per legislation outlining the guidelines of the agreement and the official legal name of Compton Center is El Camino College Compton Community Educational Center. For publications and marketing purposes, it is known simply as El Camino College Compton Center, or Compton Center on second reference.
Campus Map
The official El Camino College campus map to be used on publications is available on the Public Relations and Marketing Department Web page and at the back of this guide. For consistency purposes, all publications including a map must use the official map, which will be updated annually.

Required Items
There are certain items that each publication must contain. These include the official El Camino College logo and the college’s nondiscrimination statement.

Nondiscrimination Statement
The official nondiscrimination statement of El Camino College is:

The El Camino Community College District is committed to providing equal opportunity in which no person is subjected to discrimination on the basis of ethnic group identification, national origin, religion, age, sex, race, color, ancestry, sexual orientation, physical or mental disability, or retaliation.

This statement must be included in every publication produced by El Camino College and its centers.

Newsletters and Brochures
We want to keep our El Camino College community in the loop! To help achieve this goal, information from department newsletters is consolidated into one e-newsletter updated each month. Check out ECC Matters available on the Public Relations and Marketing page for all news!

Newsletter content should focus on useful, pertinent information regarding the specific program or department. The purpose of each newsletter should be to inform readers of what is happening in the program/department, upcoming events and accomplishments of students, faculty and staff.

For department newsletters, please submit a draft before printing. Allow two weeks for the editing/approval process.

While these may require a distinct image, the college logo must be displayed. The preferred location for the college logo is in the flag or nameplate, usually located in the upper quarter of the front page. It may also appear in the masthead (informational material, list of staff) or on the mailing label. For publications that are self-mailers, the college logo may appear with the college name and return address. The size of the logo may not be smaller than 1/2 inch.

The Office of Public Relations and Marketing is also creating a brochure for each department and program on campus. The goal of this project is to maintain a uniform look for all El Camino College promotional materials so that a consistent, positive message will be relayed to our community as well as to media sources.

If you wish to request a new brochure for your department or program, please submit the request in writing to the Office of Public Relations and Marketing along with any existing materials you might have that can be used to create a new brochure. Your request will be considered and a staff member will let you know how the brochure should be produced.

If you have an existing brochure, but need to order more, please submit your request in writing to the Office of Public Relations and Marketing along with a copy of the brochure with any changes marked clearly in red or other bright color.

If a newsletter or tabloid is designed by a source other than the Public Relations and Marketing Department, it is subject to review and approval by the Public Relations and Marketing Department prior to printing. Required lead time to proof and make corrections before printing is three weeks.
Publications Standards

Meet with the Public Relations and Marketing Department

Here is a procedure to follow to move your project along quickly and efficiently.

1. Fill out a Publication Request Form, located at the back of this guide or available on the Public Relations and Marketing Web page. This form can also be completed when you meet with the Public Relations and Marketing Department staff.

2. Contact the Public Relations and Marketing Department to discuss your project before beginning work on it.

   Public Relations and Marketing Department
   Ann M. Garten, Director of Community Relations
   EMAIL: agarten@elcamino.edu
   Extension: 3406
   FAX: 3946
   ROOM: SSC 105

Some items to keep in mind:
• What is the purpose of the publication?
• Who is the intended audience?
• When is the publication needed?
• How many copies are needed?
• What is the expected "shelf life" of the information?
• Are there enough funds in your budget for the publication?
• How will it be distributed?
   (This is especially important for pieces that need to be "self mailers.")

3. Once you have met with the Public Relations and Marketing Department and filled out a Publication Request Form, contact the Production Services Supervisor to receive an estimate on the cost of your project.

4. Any printed materials such as catalogs, brochures and schedules will be updated on a semester or yearly basis and printed at that time. Any changes to documents after the printed date should be submitted to the Public Relations and Marketing Department to revise on our Web version. Otherwise, materials should be manually updated via OmniUpdate by the person responsible for your department website.

Public Relations and Marketing Proofing Process

Please remember that all publications to be distributed to students and to the public must be proofed by the Public Relations & Marketing department before they go to print in order to ensure a consistent appearance across all aspects of El Camino College publications. Publications include newsletters, flyers, brochures and programs. Each publication will be proofed for grammar and punctuation, as well as typographical errors. Please allow a minimum of two weeks (10 working days) to review your documents.

The Public Relations and Marketing website provides a link to the Communications Guide and Publications Standards. This guide describes requirements - such as the use of the college name, logo and nondiscrimination statement.
Copy Center and Printing Center

Production Services Supervisor
EMAIL: copycenter@elcamino.edu
Extension: 6518 • FAX: 3946 • ROOM: SSC 103

General Information
The Printing Center and Copy Center provide printing, photocopying and digital color copying services campus-wide.

Offset printing usually calls for larger quantities, higher quality and has the option for specific PMS inks and a greater selection in paper and weights.

Photocopying usually provides a very good gray scale reproduction with very fast turnaround, online collating/stapling and computer networking.

Digital color copying provides professional four-color reproduction for your posters, postcards, brochures and newsletters.

Most jobs submitted to the Copy Center for photocopying are completed in a 24-hour turnaround timeframe for pick-up at the Center while the rest of the orders are mailed through campus mail. Print jobs submitted to the Printing Center require more time to complete because of the method of printing. Most jobs take two to four days to complete.

In order for the Printing Center and Copy Center to have a better idea of the types of printing and photocopying projects coming from various departments, it is requested that each department/office submit to the Production Services Supervisor a list of publications, with dates and quantities, that are printed every semester/year, e.g., The Center for the Arts posters, mailers and programs, Financial Aid Handbook, the ITS telephone directory, contracts for Human Resources, in-house forms, etc.

Have the following information available to determine feasibility and cost:

- Quantity needed
- Due date
- Camera-ready copy. If on disk, must be downloaded as a PDF file. (All publications must include the El Camino College logo and the nondiscrimination statement.)
- Color of ink(s): Originals must be color separated.
- Photographs: Must be screened and sized for offset printing.
- Special paper: May have to order stock if not available or customer may buy specific paper for the printing project.
- Bindery services:
  - folding
  - perforation
  - collating
  - stitching
  - cutting
  - plastic spiral binding
  - numbering

Estimates can be obtained in person, by phone or e-mail (copycenter@elcamino.edu).

Some projects may have to be sent off campus because of quantity and deadline issues.
The supervisor will obtain a quote from an outside vendor and either the department/office will process a purchase order for the job, or if there are funds, the Printing Center will pick up the cost and later charge the cost to the department’s/office’s blanket purchase order with Public Relations and Marketing as the vendor.

Pre-press services include photographs screened (halftones) for offset printing.
- A PMT (Photomechanical Transfer) usually runs $15.
- Metal plate costs $15 for line copy plus charges for stripping and plating.
- Metal plate with line copy and halftone(s): Cost to be determined (too many variables to come up with a set charge)

**Turnaround Time (approximations for in-house printing)**

**Brochures**
Black and white copies (no pre-press required):
- Less than 250 copies: 2-3 days (includes folding)
- 250 copies – 2000 copies: 3-4 days (includes folding)
- 2500 copies – 5000 copies: 5-6 days (includes folding)
- 5000 copies – 10,000 copies: 7-8 days (includes folding)
- 10,000 copies (ask supervisor for turnaround time)

Black ink and another color ink:
- Up to 2500 copies: 3-4 days (includes folding)
- 2500 – 5000 copies: 4-6 days (includes folding)
- 5000 copies – 10,000 copies: 6-8 days (includes folding)
- 10,000 copies and up (ask supervisor for turnaround time)

After receiving an estimate from the Production Services Supervisor, complete a blanket purchase order. **No production will commence on any project without an approved blanket purchase order signed by the division/dean/director.**

The Public Relations and Marketing Department will notify you when a proof is ready for your review. You may pick it up, or make arrangements to receive it electronically if possible. Important: be sure to review your proof thoroughly! Make sure all information is correct, including names, addresses and phone numbers. Mark corrections in red ink and return to the Public Relations and Marketing Department. Complete the attached **Proof Approval Form** and return it to Public Relations and Marketing with your project draft for printing.

Complete a Printing and Copy Center **Work Order Request Form** (available at the Copy Center). A sample may be found at the back of this guide.

The Copy Center or Printing Center will notify you when your project is completed and you may make arrangements for pick-up or delivery.

**How Long Will It Take Through an Outside Vendor?**
The length of time it will take to produce your publication varies and depends on many factors, such as availability of stock and quantity. The following is suggested as a general timeline that can serve as a guide for publications.

- **Four-Color Program Brochures** ........................................ 5 weeks
- **Four-Color Reprints of Program Brochures** .......................... 3 weeks
  (with minor corrections)
- **Four-Color Fliers** .......................................................... 3 weeks
- **Programs & Invitations** .................................................. 3 weeks
**Color Photocopying**

All work to be scheduled on the Xerox DocuColor 5252 must be submitted to the Production Services Supervisor for review, feasibility, pricing, and timelines. In some cases, work may be more appropriate for traditional offset press due to limitations in size, specifications or quantity.

Digital color press print jobs will be charged to the requester through the established chargeback system.

Chargeback costs are based on services provided and material used to include: lease, maintenance, supplies, paper, outsourced print procedures and meter click charges.

Paper is a separate charge based on quantity and quality. Labor is a separate charge based on scanning, print time and bindery work.

Administrative approval is required for any chargeback request. Customers must have a blanket purchase order number with sufficient funds to cover the costs of their color print requests. The work order request form requires administrative approval (signature), i.e. Director, Dean, VP or designee.

Prior to production, the press run is approved with a color proof.

Due to budget constraints we cannot make color copies of handouts that use color for aesthetic purposes only.

Submission of your print order may be accomplished in several ways: digitally via e-mail submission, CD (must be left at the Copy Center and will be returned after the job is completed), flash drive or hard copy.

**Awards of Recognition/Appreciation**

Guidelines for Program Awards of Recognition/Appreciation have been developed to provide an overall consistency in language and appearance.

The Public Relations and Marketing Department provides the award covers and inserts. Please contact the Production Services Supervisor on extension 6518, at least one month in advance of due date to discuss, develop and print your order.

Award inserts are available in two sizes: 5 x 7 and 8 1/2 x 11. Custom printed award covers are provided with the inserts.

Please note, program logos or foil-embossed El Camino College logos or seals are not permitted on the awards.

**El Camino College Compton Center Printing Services**

Compton Center operates an on-site printing facility for in-house publications.
Stationery

To create and maintain an effective visual identity program, style, color and typography must be used consistently to maintain a professional image. Please use the following guidelines in producing all printed materials for El Camino College.

**Letterhead**
The letterhead must contain the following elements and be located at the top of the page:

- Logo: Official College logo
- Name: El Camino College or El Camino Community College District
- Address: 16007 Crenshaw Blvd. Torrance, CA 90506
- Telephone: 1-310-660-****

El Camino College letterhead may be modified to incorporate the logo or tag line of a specific department, division, or program. New designs of this nature should be created in consultation with the Public Relations and Marketing Department. Letterhead must be printed in PMS Reflex Blue and Pantone 421 Gray for two-color documents and Reflex Blue for one-color documents. The El Camino College header text is 16 point Times Bold. Address information below is 11 point Times.

Note: Letterhead bearing the college seal is reserved for official correspondence of the Office of the President and the Board of Trustees.

**Letterhead for Centers**
Letterhead for El Camino College centers should follow the same guidelines as those for El Camino College. The El Camino College logo should be placed at the left side of the page and the center’s logo should be placed at the right.

**Letterhead for El Camino College Compton Center**
For El Camino College Compton Center business related correspondence there is an approved ECC Compton Center letterhead, which includes the new logo, the ECC Compton Center address, and phone number. Please contact the Publications Supervisor for more information at: hparnock@elcamino.edu, or ext. 6518.

**Letterhead for Compton Community College District**
For Compton Community College District-related correspondence there is an approved District letterhead. It includes the CCCD logo, address, phone number, and lists the CEO, Special Trustee, and CCCD Board members.

**Computer Generated Letterhead**
Consistent with El Camino College’s position on quality and first impression, the use of a computer-generated college logo for any correspondence or document for an external audience is not accepted. Due to limitations of computer equipment and printers, along with typeface variations, the resulting impression of quality correspondence is usually lacking. Assistance in specialized letterhead preparation is available from the Public Relations and Marketing Department.

**Business Cards**
There is one approved style for business cards, which must be obtained with a purchase order request through the Purchasing Department. No variations of the business card format may be used at any time. You may not produce business cards on your computer.

The El Camino College mission statement is to be printed on the back of all business cards.
Advertising

The Public Relations and Marketing Department designs, edits and places advertising related to college programs, services and events. We also review and approve all advertising created outside the office.

Requirements
Here are some requirements concerning advertising:

- All advertising must be conducted through the Public Relations and Marketing Department.
- The Community Relations Director must approve all advertisements in advance.
- All advertisements must follow the appropriate graphic standards as described in this guide.

Local Media
Advertisers
- AMC Theatres
- Daily Breeze
- KFWB
- KLUV
- La Opinion
- MySpace
- Regal Theatres
- Beach Reporter
- Easy Reader
- KIIS
- KROQ
- Latino 93.6
- Pacific Theatres
- Compton Bulletin
- Inglewood Today
- KJLH
- LA Sentinel
- Long Beach Press Telegram
- Power 106
Public Relations and Marketing

News Releases
A news release is an announcement of El Camino College news or an event that is distributed to the local media outlets listed on the following pages. A News Release Request Form must be completed and submitted to the Public Relations and Marketing Department no later than four (4) weeks prior to the event date. Events must be of a college-wide nature and must benefit the college and/or its students. No commercial advertising, political or religious information can be used in the release. The News Release Request Form can be found in the back of this guide, or at www.elcamino.edu under the division page titled “Public Relations.”

Electronic Sign Board
El Camino College has two electronic sign boards, one on Manhattan Beach Boulevard and one on Crenshaw Boulevard which are available for promoting campus activities. Submit information electronically by utilizing the Electronic Sign Request Form found on the Public Relations and Marketing Web page. Here are the guidelines for messages to appear on the El Camino College electronic signs:

- Events must be of a college-wide nature and must in some way benefit the college and/or students.
- Whenever possible, requests should be made no later than four (4) weeks prior to the event date.
- Message content will be limited to name of event, sponsor organization (if applicable), phone number, dates and location.
- No political or commercial advertising will be posted.

Filming on Campus
All filming on campus (movies, commercials, documentaries, ads, etc.) must be approved by the Community Relations Director. Please refer all filming requests to the Community Relations Director before any further plans proceed.
Media Relations

Verbal Communications

Official Spokesperson: Only members of the Board of Trustees, Superintendent/President, Provost, Vice Presidents and Community Relations Director may speak to the press, other organizations and the public with regard to official positions of the college.

Interviews/Media: Media interviews, participation on a cable television show, or on a radio talk show must be reviewed and discussed with the Community Relations Director prior to the interview. All media calls must be referred to the Community Relations Director.

Press Conferences: If El Camino College or a center plans to organize a press conference, its primary content must be approved, in advance, by the Community Relations Director. Only the Board of Trustees, Superintendent/President, Provost, Vice Presidents, the Community Relations Director, or appropriate designated individual should participate in communicating the official positions of El Camino College.

Written Communications

News Releases: Prepared by Public Relations and Marketing Department, all news releases will be approved by the Community Relations Director in advance of distribution to designated media.

E-Mail Policy: Staff members of the Community Relations Director’s office shall prepare all materials for any e-mail alerts or advisories which will be approved in advance by the Community Relations Director.

Website Content and Positions: All major Web content changes/revisions must be submitted in advance to the Community Relations Director for approval before posting on website.

Official Letters of Positions: Only El Camino College’s Board of Trustees, Superintendent/President, Vice Presidents and the Community Relations Director may prepare appropriate letters of official communication and distribution of information.

Media Lists

Standard Media List:

- The Argonaut
- Beach Reporter
- California Crusader
- Carson Bulletin
- Chinese LA Daily News
- Community College League of California - The News
- Culver City News/Blue Pacific News
- Easy Reader
- Firestone Park News
- Hawthorne City Cable
- Inglewood Today
- Korea Times
- La Opinion
- Lawndale City Cable
- Los Angeles Daily News
- Los Angeles Times
- Rafu Shimpo
- Santa Monica Mirror
- Watts Star Review
- Wilmington Beacon

- Associated Press
- California Community Colleges Chancellor
- California Journal for Filipino Americans
- Chinese Daily News
- City News Service
- Compton Bulletin
- Daily Breeze
- ECC Union
- Gardena Valley News
- Herald Dispatch
- Inglewood Tribune
- KPCC News
- LA Watts-Times
- Long Beach Press Telegram
- Los Angeles Sentinel
- Palos Verdes Peninsula News
- Random Lengths
- Torrance City Cable
- Wave Community Newspapers
### Compton Standard Media List
- Associated Press
- California Community Colleges Chancellor
- California Journal for Filipino Americans
- Chinese Daily News
- City News Service
- Compton Bulletin
- Copley News Service
- Daily Breeze
- El Camino College Union
- Gardena Valley News
- Herald Dispatch
- KPCC News
- LA Watts-Times
- Long Beach Press Telegram
- Los Angeles Times
- Paramount Chamber of Commerce
- Paramount Pulse Beat
- Southeast News Press
- Watts Star Review
- Blue Pacific News
- California Crusader
- Carson Bulletin
- Chinese LA Daily News
- Community College League of California - The News
- Compton Chamber of Commerce
- Culver City News
- Easy Reader
- Firestone Park News
- Hawthorne City Cable
- Inglewood Tribune
- La Opinion
- Lawndale City Cable
- Los Angeles Sentinel
- Our Weekly
- Paramount Journal
- Rafu Shimpo
- Sun Newspaper
- Wave Community Newspapers

### Expanded Newspaper List
- Alhambra Post Advocate
- Beverly Hills Weekly
- Brentwood Weekly
- Catalina Islander
- Daily Journal (Los Angeles)
- Downtown News (Los Angeles)
- Gazette Newspapers (Long Beach)
- Herald Dispatch Publishing
- LA Weekly
- Long Beach Neighbor
- Malibu Surfside News
- National Record
- Orange County Register
- Palisadian Post
- Press Enterprise (Riverside)
- Santa Monica Mirror
- Santa Monica Sun
- The Beverly Hills Courier
- The Reporter
- Wave Community Newspapers
- Whittier Daily News
- Avalon Bay News
- Brentwood Media Group
- Burbank Leader
- Chino Champion
- Daily Pilot (Costa Mesa/Newport Beach)
- Eastern Group Publications
- Glendale News Press
- Huntington Beach Independent
- Long Beach Business Journal
- Los Angeles Business Journal
- Malibu Times
- News-Enterprise (Los Alamitos)
- Palisades 90272
- Pasadena Star News
- San Gabriel Valley Tribune
- Santa Monica Observer
- Seal Beach Sun
- The Cunningham Report
- The Tidings
- Westside Today

### Television Media List
- Chinese Television Network
- Hawthorne City Cable
- KCAL Channel 9
- KCET Channel 28
- KDOC Channel 56
- KOCE
- ECC TV
- KABC Channel 7
- KCBS Channel 2
- KCOP UPN Channel 13
- KNBC Channel 4
- Korean News Television
• Korean Television Enterprises
• KTLA Channel 5
• Lawndale City Cable
• Univision

Radio Media List
• 93.1 JACK FM
• KBIG FM 104.3
• KCSN 88.5
• KFWB News 98
• KJLH-FM 102.3
• KLOS 95.5 FM
• KNX AM Newsradio
• KPCC FM 89.3
• KROQ FM 106.7
• KTWW-The Wave 94.7
• KXLU (LMU) Radio Station
• NPR News Bureau
• KABC Talk Radio 790 AM
• KCRW 89.9
• KFI Talk Show Studio
• KYIS FM 102.7
• KKBW-The Beat 110.3
• KLSX Radio
• KOST 103.5
• KRLA 870 AM
• KRTH 101 FM
• KUSC 91.5 FM
• KYSR-Star 98.7
• UCLA Radio

Higher Education List
• American Association of Community Colleges (AACC) - Community College Journal
• Association of California Community College Administrators - ACCCA Reports
• California Community College League - (The) News
• Chancellor’s Office - California Community Colleges
• Chronicle of Higher Education
• Community College Week
• Faculty Association of California Community Colleges (FACCC)
• Inside Higher Ed
• Santa Monica College
• The Hispanic Outlook in Higher Education

South Bay Chamber List
• El Segundo Chamber
• Gardena Valley Chamber of Commerce
• Hawthorne Chamber of Commerce
• Hermosa Beach Chamber of Commerce and Visitors Bureau
• Inglewood Chamber of Commerce
• Lawndale Chamber of Commerce
• Manhattan Beach Chamber of Commerce
• Redondo Beach Chamber of Commerce & Visitors Bureau
• Torrance Area Chamber of Commerce

Elected Official Media List
• Assemblyman Curren Price
• Assemblyman Ted Lieu
• State Senator Jenny Oropeza
• State Senator Edward Vincent
• U.S. Representative Jane Harman
• U.S. Representative Maxine Waters
• U.S. Senator Barbara Boxer
• U.S. Senator Dianne Feinstein
El Camino College Website Guidelines

The El Camino College website is published by the Public Relations and Marketing Department. This department is responsible for the design and content of the website, as well as updating and maintaining the website. Information Technology Services oversees the domain www.elcamino.edu MyECC and everything related to it such as checking grades, paying for classes and posting committee minutes. Public Relations and Marketing handles the public website at www.elcamino.edu.

Website Disclaimer
El Camino College provides the information herein as a public service, with the understanding that El Camino College strives to achieve the highest standards in content accuracy on our website. El Camino College makes no warranties, either expressed or implied, concerning the accuracy, completeness, reliability, or suitability of the information and expressly disclaims liability for errors and omissions in the contents of this website. Errors or omissions should be reported to the Web Developer, e-mail: webdeveloper@elcamino.edu. Visitors to our Web pages might see links to Internet resources outside of the El Camino College website: all are provided solely for the convenience of our website visitors. By providing such links, El Camino College should not be considered as endorsing any or all outside sites linked from our main site. When a visitor links to another site that is not an official El Camino College website, the user is no longer on an El Camino College website and thus, El Camino College disclaims any responsibility or liability for the services or information. At all times, El Camino College makes every effort to accurately present programs and policies to the public. Those responsible for preparation of the catalog, the class schedule and all other public announcements make every effort to ensure that the information presented is current and correct. However, El Camino College reserves the right to add, amend, or repeal any and all rules, regulations, policies and procedures at any time. El Camino College assumes no responsibility for program changes or publication errors beyond its control.

Web Standards

Requesting a Web Presence
Requests for a presence on El Camino College’s website will be accepted only from campus departments and official student groups. Upon submitting your request you must determine who in your department will be responsible for maintaining the site once it is created. Requests must be submitted to the Web Developer in Public Relations and Marketing and are subject to approval by the department. Phone: 1-310-660-3883 or e-mail: webdeveloper@elcamino.edu.

OmniUpdate - Maintaining Department Web pages
Each department is responsible for keeping the content on its own department pages up-to-date. In order to accomplish this task we have implemented Web content management software, called OmniUpdate. OmniUpdate allows registered users to make updates using an Internet connection; no additional software is needed on your computer. Omni classes are available through the Staff Development Office and scheduled as needed. Our goal is to have at least one person in each department who will keep Web pages current using OmniUpdate. Please contact staff development at extension 3868 to see about the training schedule or go to the online schedule and registration. When working on existing pages, please keep in mind that your department director or division dean must approve all content prior to making any changes.

OmniUpdate - Web Page Approval Process
Each staff member must have his or her dean or director approve the Web page content on each page before sending it to the Web Developer for publishing.

Web pages must be reviewed in Omni using the staff member’s account or printed in hard copy for the
Once pages are approved by the dean or director, the staff member should submit the Web page for publishing to the ECC website. If necessary (for your own documentation) you may want to print the Web page and have the dean or director sign off on it.

Although you should be reviewing your own Web pages as if they are ready to go live to the Web, the Web Developer reviews the pages using the following criteria:

- Spelling
- Broken links
- Layout of text (alignment, spacing)
- Font and background colors are consistent to the Web standards developed by the Web Task Force Committee
- Tables used where appropriate

Please note: The Web Developer does not review the content on your Web pages; therefore all review must take place before it is submitted for approval.

**Web Accessibility (508 Compliance)**

All PDF documents created by departments must have the accessibility tags added to each document prior to uploading these files to the website. This is a built-in feature if you create the document in Word and then save it as a PDF. If you need assistance on how to do this, please call the Web Developer at extension 3883. In addition, all images placed on ECC Web pages need the ALT tags, this feature is used in OMNI when inserting images. By filling this field in the screen readers can identify what the image is.

**General Guidelines**

Any site found violating any of the following items is, through the Web monitoring process, subject to immediate removal from the college resource until the site complies.

All Web pages must be consistent with the El Camino College mission and goals.

All departments or personnel who create a Web page should assume responsibility for its accuracy and quality.

Only licensed software, including text and graphic editors, may be used to create Web pages. Each El Camino College Web page must include the college logo. You may access the logo via the portal, click on the forms tab. If you have specific size or color requirements please contact the Web Developer or call extension 3883.

Do not display student scores or grades publicly in association with names, Social Security numbers, identification numbers, or other personal identifiers.

If scores or grades are posted, use some code or random numbers known only to you and the individual student.

**IN NO CASE SHOULD THE LIST BE POSTED IN ALPHABETICAL ORDER.**

No direct advertising or solicitation that renders financial gain to the individual will be permitted on a college Web page.

In order to maintain consistency in your Web page directory, it is recommended that you keep all of the images used in your site in an images subdirectory.

Use good syntax for naming directories, files and images: lowercase letters, no spaces or extraneous char-
acters except the "_" character, use short and descriptive file names.

Use .gif and .jpg images appropriately for the types of images on your Web page.

Optimize your graphics in an image editing program before putting them on your Web page. If needed, please send them to the Web Developer to make adjustments. If you do optimize please set to a resolution of 72dpi.

Always use "alt tags" for images. This will make all your pages Web accessible.

Avoid flashing or blinking .gifs. Although there are exceptions where these images are warranted, it is best to avoid them from an accessibility standpoint.

The standard colors for the ECC website are as follows: #eeeeee, #cccccc, #990000, #3366cc, #003399, #000000, 999999. These RGB Web safe colors are acceptable on any table backgrounds and some have been incorporated into the font colors. Font colors are set in a system wide style sheet so there is no need to edit any of your text with different colors.

Do not resize images in the OMNI program. Resize your images in an image editing program such as Photoshop. (If you don’t have this software and need some help please contact the Web Developer for assistance.)

**Academic Department Left Side Menu Standards**
The items below marked with an asterisk must be included in your department links; any other items are optional.

**Department Name**
* Courses Offered
* Degree Requirements
* Faculty/Staff Directory (link - ideas: faculty photo, name, title, e-mail, phone number, bio, etc…)
  Calendar of Events (link to the new online calendar for individual division/department)
  Forms links to campus forms that need to be collected in a database (link - online forms project begins in phase 3).
Contact Information for the department/program should be listed on the homepage.
Departments could also break their links into subheadings like the example below.

**General Department/Program Left Side Menu Standards**
1. Calendar of Events (link to the new online calendar for individual division/department)
2. Contact Information (should be listed on main home page)
3. Forms (link - online forms project begins in phase 3)
4. Staff Directory (link - ideas: faculty photo, name, title, email, phone number, bio, etc…)

**Online Web Calendar**
Please request a calendar by contacting the Web Developer, at extension 3883 or webdeveloper@elcamino.edu. This calendar is to be used for posting events that both our students and community would like to know about. Each department/program should request a calendar.

As soon as you have a calendar you may start adding events.
1. Go to https://portal.elcamino.edu/portal/main.html and login with your username and password.
2. Click on the Home tab, listed under there will be the “Online Calendar” link, click on that.
3. Choose the option to add event to calendar.
4. A window will pop up with all the fields you need to fill, things like department name, event name, time, date, sponsor etc... Be sure you also select the radio button for your department calendar. In addition, in the event name field please place your department code in parenthesis after the event name such as “Swimming and Diving Finals” (HSA) for Health Sciences & Athletics, that way other staff can easily identify what area its from without having to click on details.

5. You can also insert a link (in the setup options) to a Web page that will provide more information. To setup a Web page with event information please use OmniUpdate.

6. Please remember this calendar is to be used for school events only, those that are of interest to our students and the community. Any office meetings, internal announcements should be posted on the outlook calendar.

To check that it is live you can visit the calendar by going to www.elcamino.edu and click from the main menu tabs the link that says “Calendar of Events.” If you have any questions with the online calendar features please contact the Web Developer at extension 3883, or by e-mail webdeveloper@elcamino.edu.

Web Address
For simplification of our identity purposes, the El Camino College Web address is www.elcamino.edu or elcamino.edu. This Web address will be used on all publications and promotional material for the college. Please do not include a direct link to your department Web page, such as www.elcamino.edu/police/, simply put www.elcamino.edu as the Web address.

Additionally, individuals should use the @elcamino.edu designation after his/her department or individual name for e-mail addresses.

Promotional Items Guidelines

General Information
The Public Relations and Marketing Department must approve all promotional items to be used in this manual at campus and community events. All promotional items must conform to the guidelines – such as color, graphic style and logo. Please contact the Public Relations and Marketing Department before producing such items.

Sample Products
Here is a list of some promotional items available:

- Brochures
- Catalogs
- Note Cards
- Mugs
- Magnets
- Balloons
- Presentation Folders
- Banners
- Note Pads
- Student Handbooks
- Pens
- Schedules
- Pencils
- Adhesive Name Badges
- T-Shirts
Graphic Standards

General Information
This graphic standards section applies to all El Camino College personnel. Again our effort is to present a consistent, positive image of the college.

El Camino College Logo
Any document or publication communicating the college’s programs must use the name El Camino College and the logo on the front or back cover. If used in place of the logo, the name of the college should always be set in Garamond type (font) and in a clearly readable size. Do not use alternate typefaces or change the configuration of any elements that comprise the logo.

![El Camino College Logo](image)

Using Color
The one-color logo should be printed in PMS Reflex Blue. Two-color logos should be printed in Reflex Blue and Pantone 421 Gray for letterhead and business cards and black at 25% on reverse white for informational publications. Requests for exceptions to these colors should be directed to the Public Relations and Marketing Department.

The logo may not be changed or adapted in any way for any purpose.

El Camino College Compton Center Logo
Any document or publication communicating Compton Center programs must use the name El Camino College Compton Center and the logo on the front or back cover. Do not use alternate typefaces or change the configuration of any elements that comprise the logo.

![El Camino College Compton Center Logo](image)

Using Color
The two-color logo should be printed in PMS Reflex Blue (RGB 18/0/146) (CMYK 16/82/100/6) and PMS 215 (CMYK 27/100/49/10) (RGB 27/100/49/10) Requests for exceptions to these colors should be directed to the Public Relations and Marketing Department.

The logo may not be changed or adapted in any way for any purpose.

Solid Backgrounds
The logo may be reproduced in white against any solid or screened color background. No text or illustrations should merge with the logo.
**White Space**
White space is the area designated around the logo into which no words or images may intrude. It is important to provide ample white space around the logo to protect its integrity and maximize its visibility. The minimum white space is equal to one half of the height of the logo.

**Special Applications**
The logo may be embossed, foil-stamped, engraved, etched, cast in metal or carved in stone or wood. When possible, the official colors should be used, except when dictated by the application (etched glass, stone or wood grain, for example).

**Where to Get a Logo**
Electronic files of the logo are available from the Public Relations and Marketing Department’s Publications Supervisor: hparnock@elcamino.edu.

**College Seal**
The official college seal is reserved for formal printed materials such as diplomas, medallions, awards, designated honorary certificates and official El Camino College documents. It may also be used on a podium and on banners for official college-wide functions as designated by the college President or Community Relations Director.

The college seal and logo are not interchangeable. Each has a specific and distinct use. Please check with the Public Relations and Marketing Department if you have questions regarding the use of either the college seal or the logo.

![College Seal](image)

**Reproduction of College Seal**
The college seal must be used in its entirety with no alterations. Elements may not be isolated and used alone or in combination with any other artwork. Preferred color reproduction is the official El Camino College colors of PMS (Pantone Matching System) Reflex Blue and Pantone 421 Gray. The seal may also be reproduced in black for certain documents and silver or gold foil-stamped/embossed on approved documents. Authorized size of reproduction will be limited only by legibility of all elements on the seal. For one color, use Pantone 421 or Black at 25% screen.

**Embossier**
The official District Seal may be embossed on official District documents, such as:
- Gold seals to be used on Official District Resolutions
- Nursing Certificates
- Transcripts
- ISN Documents
- Verification Letters
- Military Early Release Letters
- Cross Enrollment forms

**Signage**
- Interior Building Signs are done in white futura bold on black.
- College Fairs Signs are done in black helvetica bold on white.
- Display Signs such as on bulletin boards and in classrooms may vary in color and type style.
Protocol for Introductions

El Camino College hosts numerous events throughout the year. The following is the order which individuals are to be introduced based on protocol:

El Camino College Board of Trustees
• President of Board
• Vice President of Board
• Secretary of Board
• Members of Board
• Student Trustee

El Camino College Superintendent/President

United States Senator
United States Congressional Representatives
California Governor
California State Senator
California State Assemblymember
County Board of Supervisor
City Mayors
City Council Members
El Camino College Vice Presidents
K-12 School Board Members
K-12 Superintendent/President
Staff members Representing Elected Officials
(use same order of office as above)
El Camino College Deans and Directors
(if one is introduced - all present must be introduced)
Special Guests

At the beginning of introductions, request that the audience hold applause until everyone has been introduced.

Use good judgement in determining whether or not to introduce college staff members and special guests, based on the size of the audience and the type of event.
El Camino Community College and District
ECC Compton Center and Compton District
Official Spokespersons

El Camino College and ECC Compton Center’s Official Spokespersons for Representing the College and Center to the Media, Elected Officials and Organizations are: El Camino Board of Trustees, Superintendent/President, Vice Presidents, and Community Relations Director, as delineated below.

Board of Trustees
Members of the Board of Trustees for the El Camino Community College District are official spokespersons for the College, Compton Center and El Camino Community College District.

In the case of the ECCCDD Board, the Board President or designee is the spokesperson for the Board as a whole. Each Board Member may speak representing his/her individual opinions, but not on behalf of the entire Board.

The Special Trustee appointed for the Compton Community College District is an official spokesperson for the Compton District.

Officials of the College
Officials of El Camino College, Superintendent/President and Vice Presidents, are official spokespersons for the College, Compton Center and El Camino Community College District.

Community Relations Director
The Community Relations Director is an official spokesperson for El Camino College and District and Compton Center and District. All media calls are to be referred to the Community Relations Director.

The designated official spokespersons also include the ECC and Compton Center student newspapers.

From time to time, the Community Relations Director may request information from departments regarding a story. Please respond in a timely manner as reporters work on a very tight deadline (usually 2-3 hours) before the story goes to print.

Oral Communications
• Official Spokespersons: Only the Board of Trustees, Superintendent/President, Vice Presidents, CEO and Community Relations Director shall speak to the media, elected officials, other organizations and the public with regard to official positions of the College and Center.

• Interviews/Media: Interviews, participation on cable television or radio talk shows must be reviewed and discussed with the Community Relations Director prior to any interviews being given.

• Press Conferences: The necessity for a press conference relative to El Camino College is to be determined by the Superintendent/President, in consultation, as appropriate, with the Board of Trustees, Vice Presidents, and the Community Relations Director. The necessity for a press conference relative to Compton Center or District is to be determined by the Superintendent/President, in consultation, as appropriate, with the Special Trustee, CEO, VP CC, and the Community Relations Director.
**Campus Publicity Regulations**

These regulations are provided by the Office of Student Development and govern the distribution and posting of publicity on the El Camino College campus.

A primary objective of these regulations is to ensure a certain amount of order and cleanliness on campus. Your cooperation will aid us in creating an environment that will be attractive and pleasant for students and visitors and provide you with effective publicity exposure.

El Camino College provides designated areas for general posting and the distribution of literature (see publicity map). All materials to be posted or distributed must conform to the requirements of El Camino College Board Policy #5137.

Violations of publicity regulations will result in removal of improperly posted signs, loss of posting or distribution privileges and possible disciplinary or legal actions.

**Publicity Authorization**

Currently enrolled students, organizations and faculty or staff members of the college are eligible to post, circulate or distribute publicity in accordance with these regulations.

All posters, banners and fliers must be identified with the name of the person or organization responsible. Any material not so identified may not be posted or distributed.

Authorization for posting or distribution of literature may be obtained from the Student Development Office.

Commercial advertising or promotional literature may not be posted, exhibited, or distributed on campus.

**Distribution of Publications and Circulars**

The distribution of literature for school events only is limited to currently enrolled students and El Camino College employees. A statement of responsibility and one (1) copy of materials to be distributed must be filed in the Student Development Office prior to distribution.

The college provides designated areas for the distribution of literature. Specific distribution areas are reserved in the Student Development Office on a first-come, first-served basis.

**Posting Kiosks**

Posting kiosks have been provided throughout the campus to provide publicity exposure for all campus events, while at the same time maintaining visibility and orderliness for posters and fliers. There are 10 posting kiosks on campus with posting on all four sides. Please bring 22 fliers to the Student Development Office to be stamped for approval and posting.

Materials should be no larger than 11” x 14” except by special permission. Approved materials may be posted for up to 30 days and will be removed by the Student Development staff after the event. Nothing shall be posted to obscure previously posted materials. No materials may be posted on buildings, sculptures, posts, railings, trees, traffic control signs, utility poles, vehicles, Union boxes, or in planted garden areas.

**Banners**

Banners may not exceed 3’ x 8’ and are limited to three (3) per event. Banners may be displayed up to seven (7) days prior to the event and will be removed after the event. The Public Relations and Marketing Office must approve banners for display, including banners displayed across the Redondo Beach Boulevard bridge.
**Interior Announcement Boards**
Posting within the buildings is the responsibility of the respective division dean or administrator and all posted material must conform to their requirements.

**Personal Announcement Boards**
Personal announcement cards, their size limited to 4” x 6,” may be displayed only on the personal announcement board in the west lounge of the Activities Center. Cards may be displayed for two weeks.

**Further Information**
More information about campus publicity regulations may be obtained from the Student Development Office located in the Activities Center.

**Who to Call**
The Public Relations and Marketing Department is here to meet your needs. If we can be of any assistance to you, please do not hesitate to contact our staff at the numbers below:

- **Public Relations & Marketing Department** 1-310-660-3406  
  Ann Garten, Director of Community Relations  
  agarten@elcamino.edu

- **Publications Supervisor** 1-310-660-3593, ext. 6518  
  Heather Parnock  
  hparnock@elcamino.edu

- **Copy Center & Print Center** 1-310-660-3593, ext. 6521

- **Photography** 1-310-660-3593, ext. 6519  
  Dwight Ueda, Photographer  
  due@elcamino.edu

- **Graphic Arts** 1-310-660-3593, ext. 6599  
  Ellen Lorenz, Graphics Specialist  
  elorenz@elcamino.edu

- **Web Developer** 1-310-660-3593, ext. 3883  
  Omar Brenes  
  obrenes@elcamino.edu
Appendix

Business Card
Campus Maps
Concept Approval Form
Graphics Request Form
Letterhead
News Release Request Form
Photo Request
Proof Approval Form
Publication Request Form
Web Design Form
Work Order Request (Short)
Work Order Request (Long)
Sample Award Forms

The policy of the El Camino Community College District is to provide an educational and employment environment in which no person shall be unlawfully denied full and equal access to, the benefits of, or be unlawfully subjected to, discrimination on the basis of ethnic group identification, national origin, religion, age, sex, race, color, ancestry, sexual orientation, physical or mental disability, or retaliation in any program or activity that is administered by, funded directly by, or receives any financial assistance from, the State Chancellor or Board of Governors of the California Community Colleges.
“El Camino College offers quality, comprehensive educational programs and services to ensure the educational success of students from our diverse community.”
Publicity Map

- POSTING KIOSKS
- DISTRIBUTION OF LITERATURE TABLES
- PERSONAL ANNOUNCEMENT BOARD
- BANNER BOARD AREA
CONCEPT APPROVAL
PLEASE CHECK CAREFULLY

Attached is (are) proposed design concept(s) for your project. Please read and review the provided proof(s) for layout, images, accuracy, typos, spelling, consistency and completeness of copy. Mark any changes that you want clearly and in red ink on the proof.

A new proof with your corrections and input implemented will be provided. Substantial author's changes made to the layout, images or content after this next proof will affect your timeline and may delay your project.

Public Relations & Marketing Director:
• Concept Approved
• Concept Approved with Changes

PR & Marketing Director’s Signature

Customer: Your signature is required to continue production of this job.
• Concept Approved
• Concept Approved with Changes
• Other
• First Proof

Customer Signature

Date

• Second Proof

________________________

Customer Signature

Date
Graphics Request Form

DATE:__________________________ DEPT./DIVISION________________________________

REQUESTED BY:_______________________________________________________________

REQUEST COMPLETION DATE:________________________ PHONE EXT._____________

DESCRIPTION OF REQUEST:_____________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

INITIAL APPROVAL: _________________________ FINAL APPROVAL: _________________________

DEAN/DIRECTOR DIRECTOR, PUBLIC INFO.

SPECIFIC PURPOSE:    DEPT./DIVISION    CLASSROOM
                      □               □    
                      □               □    CAMPUS
                      □               □    OTHER_________________

REPRO:    COPY CENTER    PRINT CENTER
          □               □    

GRAPhICS USE ONLY

DATE COMPLETED_______________ DATE PICKED UP _______________
ASSIGNED TO____________________ HOURS__________
NUMBER OF PIECES__________ MATERIAL COST______________
Date

Addressee's Name
Addressee's Title
School Name
Street Address
City, State, Zip Code

Dear Addressee,

This is a sample of the preferred format for El Camino’s College letterhead. Using this format will create a clear, consistent image of the system for all correspondence.

As a guide, the left margin is 1 inch. The right margin is 2 inches. The date is positioned 2-1/4 inches from the top of the page. There should be three returns after the date, two returns after the heading and salutation. The body of the letter is single spaced with an extra return between paragraphs and an extra return before the closing. There should be four returns between the closing and the typed name and title to allow space for a signature.

Based on readability factors we suggest using a Times New Roman font in 11 or 12 point type.

Sincerely,

Sender's Name
Sender's Title
Sender's Department or Office
EL CAMINO COLLEGE

NEWS RELEASE REQUEST FORM

Department/Division: ___________________________ Date submitted: _________________

Contact Person: ___________________________ Phone: ___________________________

Please briefly explain the details of your event/activity:

_________________________________________________________________________

_________________________________________________________________________

_________________________________________________________________________

NEWS RELEASE REQUEST GUIDELINES

The following are guidelines for potential news releases:

1. Events must be of a college-wide nature, and must benefit the college and/or its students.
2. If possible, requests should be made no later than four (4) weeks prior to the event date.
3. No commercial advertising, political or religious information can be used in the release.

Press releases are sent to the following publications and cable channels:
The Argonaut; Associated Press; Beach Reporter; California Crusader; California Journal for Filipinos; California Community Colleges Chancellor’s Office; Chinese Daily News Chinese LA Daily News; City News Service; Coastal Community News; Compton Bulletin Copley News Service; Culver City News; Daily Breeze; Easy Reader; ECC Union; Garden City News; Hawthorne City Cable; Herald Dispatch/Watts Star Review; Inglewood Times; Korea Times; La Opinion; Lawndale City Cable; Long Beach Press Telegram; Los Angeles Daily News; Los Angeles Sentinel; Los Angeles Times; Lynwood Journal; Palos Verdes Peninsula News; Peninsula People; Playa del Rey News; Playa Vista News; Rafu Shimpo Random Lengths; Santa Monica Bay Week News; Santa Monica Mirror Torrance City Cable; Wave Community Newspapers and Westchester News

Please list any other daily or weekly printed publications you would like to receive this news release, with their name, contact person, mailing address, and fax:

_________________________________________________________________________

_________________________________________________________________________

_________________________________________________________________________

Please attach a copy of your flier, announcement, etc. to this form, and return both to:

El Camino College
Public Relations and Marketing Department
Room SSC 105

For questions, please call: Ann M. Garten, Director, at 1-310-660-3406.
Public Relations and Marketing
PHOTO REQUEST
Photographer, ext. 6519

Please return this form to the Public Relations and Marketing Department at least 2 weeks prior to your scheduled event. - Thank you

Requested by: __________________________
Name __________________________
Division / Department __________________________
Extension __________________________

Event / subject to be photographed: __________________________

Location: __________________________

Date: ________________ Day: ________________ Time: ________________

Image Type:
(check all that apply)

☐ color print ☐ digital

e-mail address (only if digital image is to be sent via e-mail) __________________________

FOR OFFICE USE ONLY

Date received: __________________________

Assignment Date: __________________________

Approved: ☐ YES ☐ NO

Date Due: __________________________
PROOF

PLEASE CHECK CAREFULLY

We have proofread your job but that doesn’t guarantee perfection. Please take time to read it carefully and clearly mark any changes. We are not responsible for any errors not clearly marked on this proof.

Your signature is required to continue production of this job.

• Proof OK
• Proof OK with indicated corrections
• Proof OK with indicated alterations
• Show me a corrected revised proof

__________________________________
Customer Signature

Date ______________________________
PUBLIC RELATIONS AND MARKETING

PUBLICATION REQUEST FORM

Phone: (310) 660-3406 Fax: (310) 660-3946

1. Request projects at least six (6) weeks in advance due date.
2. Fill form out completely. Return to Public Relations and Marketing office.

Date Received: ____________
Division: _________________
Job #: _________________

PROJECT INFORMATION  □ New  □ Revise/Reprint  Is this an Ad Request?  __Yes __No

Project: __________________________

Target Due Date: _________________

Requestor: ________________________ Ext. __________

TARGET BUDGET*  _________________

Ext. __________

P.O. NUMBER*  _________________

Authorized
Signature*  ______________________

Additional names of clients who will sign off on the final draft:

Who is the Audience?

PROJECT DESCRIPTION (check all that apply)

Publicity

□ President’s Newsletter  □ News Release  □ Cable  □ Other

□ Brochure  □ Flyer/Poster  □ Ad  □ Other

Design & Print

WHAT SERVICES DO YOU WANT? (check all that apply)

Available Services

□ Budget Quote  □ Write/Edit  □ Design/Illust  □ E-mail to publication  □ Production  □ Prepress
□ Hard Copy  □ Photographs/Scans  □ Provide on Disk  □ Laminating  □ Lettering
□ Other

□ Other

HOW WILL THIS BE DISTRIBUTED? SPECIFICATIONS (check all that apply)

General Production and Distribution Information

□ Campus  □ Handout  □ Labels/Indicia
□ Post  □ Mail House  □ Mailing
□ Other

□ B&W  □ 2-color  □ 3-color  □ 4-color
□ Die cut  □ Foil stamp  □ Emboss  □ Paper Direct  □ Other

□ Other

Quantity*  ____________  Size*  ____________

Additional Information

01/07
El Camino College Web Site Request Form

Please submit your request at least 2 weeks prior to due date

Date ____________________

Administrator/Manager Signature ______________________________

Department/Division_________________________________________

Contact Person ____________________________________________ Phone _______________

E-Mail ______________________________ Requested Due Date _________________________

Web Page Address (URL) ___________________________________________________________

Request Description _______________________________________________________________

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This request is a □ Change/Update □ Post □ Enhancement

LAST REVISION: 8/07
DIVISION/DEPT.

REQUESTED BY
(PRINT – LAST NAME) (FIRST NAME)

MATERIAL TITLE

☐ PICK UP AT COPY/PRINTING CENTER ☐ MAIL TO:
(Allow 24-hour turn-around-time from time received at Copy Center)
(Allow 2-3 days turn-around-time)

NUMBER OF ORIGINALS: REDUCE/ENLARGE TO:

NUMBER OF COPIES:

Would you like your copies printed on both sides? Yes ☐ No ☐

CALL EXT.:

SPECIAL INSTRUCTIONS:

LABOR: ☐ PRINT ☐ COLLATE ☐ STAPLE ☐ SADDLE STITCH ☐ OTHER:

☐ TYPE (ALL TYPING ORDERS REQUIRE 7 WORKING DAYS TURN-AROUND-TIME) ☐ LAYOUT

☐ BIND: GBC ☐ Cloth DT135 ☐ FOLD ☐ CUT X ☐ PAD ☐
(ALLOW 2-3 ADDITIONAL DAYS FOR BINDING, FOLDING, CUTTING, PADDING, NUMBERING, DRILLING, ETC.)

PAPER: ☐ WHITE ☐ 3-HOLE (WHITE ONLY) ☐ CO.PR. ☐ 5½ X 8½ ☐ 8½ X 14 ☐ 11 X 17
(ALL PAPER IS 8 ½ X 11 UNLESS OTHERWISE NOTED)

☐ CARD STOCK (INDEX) ☐ STOCK PROVIDED: ☐ OTHER: ☐ TRANSPARENCIES

☐ Concept Approval Completed ☐ Proof Approval Completed ☐ Repro Supervisor Approval Completed

WHITE – COPY/PRINT CENTER CANARY/PINK – RETURNED TO REQUESTOR WITH COMPLETED ORDER

Rev. 1/04
BLANKET P.O. NUMBER: 
DEPT. / DIVISION: 
APPROVAL: 
QUOTE BEFORE PRINTING
REQUESTED BY:  
(PRINT - LAST NAME)  (FIRST NAME/INITIAL)
MATERIAL TITLE: 
PICK UP AT:  □ COPY CENTER  □ PRINTING CENTER
MAIL TO:  □ REDUCE/ENLARGE TO
NUMBER OF ORIGINALS:  
COPIES/SETS:  
CALL:  
DO YOU WANT IT PRINTED ON BOTH SIDES?  □ YES  □ NO

INSTRUCTIONS: 

BEGIN NUMBERING WITH 

LABOR:  □ TYPE  □ PRINT  □ COLLATE  □ STAPLE  □ SADDLE STITCH  □ FOLD  □ CUT  □ X  □ PAD  □  
PAPER:  □ WHITE  □ 3-H.P (WHITE ONLY)  □ COLOR  
8 1/2 X 14  □ 11 X 17  □ 8 1/2 X 11 CARD STOCK (INDEX)  
□ BIND  □ STOCK PROVIDED  □ OTHER  

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WHITE - COPY / PRINTING CENTERS  CANARY - ACCOUNTING  PINK - ORIGINATOR / OFFICE
El Camino College

Puente Project

Award of Recognition

presented to

Sara Smithe

Congratulations on your successful completion of the Puente Project for the 2003-2004 academic year.
Remember your commitment to yourself and your community!
June 3, 2004

Counselor

Instructor
El Camino College

Asian-Pacific American Heritage Committee

Award of Appreciation

for your contribution to El Camino College's Asian-Pacific American Heritage Celebration

presented to

Dean/ Director

Faculty
El Camino College

Child Development Center

Award of Appreciation

for serving on our parent board
for the '03-'04 school year.

Don Flores

June 10, 2004

Director
El Camino College

Award of Participation

presented to

Assistant Director EAOS/CAFAMOSS/CARE
El Camino College

Award of Recognition

presented to

Superintendent/President

Dean/Director