How Extension Communications Works For With You

Extension Communications offers a wide range of products and services:

- Public Relations, Marketing, and Advertising
- Special Events Coverage
- News
- Publishing for Print and Web
- Ordering
- Web Design and Maintenance
- Business Cards
- Name Tags
- Extension Envelopes
- Video Production
- Media Library
- Multimedia Resources
- In-service Training, Workshops, and Advising
- Mail Service and Circulation
- Extension Communications Printing

Resources on the Extension Intranet, https://ssl.acesag.auburn.edu/internal, as well as the departmental Web page, http://www.aces.edu/extcomm, will answer most of your questions about how Extension Communications works for—and most importantly, with—you. We often collaborate with other communications professionals, and we always collaborate with Extension educators and support staff. Working together, we provide various services to meet your communications needs.

Public Relations, Marketing, and Advertising

Public relations and marketing services include public service announcements, promotional videotapes, brochures, poster exhibits, and consulting on projects. Promotional items such as pens, pencils, and folders are available from the Publications Distribution office. Go to the forms page on the Intranet, https://ssl.acesag.auburn.edu/internal/forms, to find letterhead, bulk slips, and other forms, and to order business cards.

Special Events Coverage

We assist with publicity and media coverage of regional and state events. See the media tips page, https://ssl.acesag.auburn.edu/internal/extcomm/MediaTips.tmpl, to learn what you can do yourself and how we can help you.
News

The department covers Extension activities at the regional and state levels. We produce news stories and cutlines, opinion editorials, FAQs for use in regional and county educational programs, video and radio news releases, streamed interviews, radio and television public service announcements, and special media packets. Regular news services are online and include NewsLine and specialty packets. News stories are produced and delivered via e-mail and Extension Web sites. Extension Communications also produces a Weblog known as Extension Daily. As the name implies, this is a daily compilation of news and opinion featuring comments from Extension subject-matter experts.

Publishing for Print and Web

The department also provides editing, design, and print management of publications. We publish a wide array of educational materials in support of Extension's six program areas. Hundreds of new publications, revisions, reprints, and special publications and projects are also produced each year.

Extension Communications has placed more than 1,000 publications on the Extension Web site http://www.aces.edu/publications. Most publications are available in both HTML and PDF formats. See Extension publication EX-39, “Ten Steps to Faster, Better Publications” for tips on preparing publications to submit for print or Web publishing.

Speakers Bureau

The Speakers Bureau is comprised of educators whose training and expertise reflect Extension's diverse programming. Extension Communications can help make arrangements for speakers to address local civic groups. We can also work with local media to publicize the appearance in advance.

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Ordering
Publications and supplies orders are filled by the department's distribution and mailroom operations. Again, see the forms page on the Intranet.

Ten Steps to Faster, Better Publications

Web Design and Maintenance

The department designs and maintains Communications Web pages and assists with design of other pages by request. Use the ACES/AAES/AU-CoAg Web Policies and Standards Guide, http://www.aces.edu/ctu/techref/policies/web, as a reference when you create Web pages.

Business Cards

Complete and submit orders for your Extension business cards at http://www.aces.edu/pubh/forms/BCardOrder/

Name Tags

Extension's Office of Human Resources will order a name tag for you. Extension Communications will check it for accuracy and then mail it to you.

Extension Envelopes

Order Extension envelopes directly from the printer at http://ssl.acesag.auburn.edu/internal/extcomm/envelopestmpl/.

Video Production

We have a full-service digital studio and live broadcast production facility including a professional Betacam SP and DVCAM, a Digital A-B editing suite and a three-camera video production studio, an off-line edit suite, and hard-wired access to the Auburn University Satellite Uplink Facility. All field offices have access to all satellite productions and compressed video systems.

Video and Multimedia Request

Mail to Maria Lightfoote, 17 Duncan Hall Annex, Auburn University, Auburn, AL 36849

Video: Tape ______ Digitized for the Web ______ Digital Video Disk (DVD) ______
Live streaming and/or archived streaming videoclip ______ PSA ______

Satellite videoclip ______
Other ______

Author(s): ______ Date needed: ______

Intended audience: ______ Date grant expires: ______

Grant-supported?: Yes ______ No ______

Amount of funds requested: ______

Video Production Checklist

CHECKLIST FOR SUBMITTING VIDEO AND MULTIMEDIA PRODUCTS

____ Script (if assistance is needed, schedule in advance)
____ Pre-existing stock video footage, slides, or electronic presentations
____ Video shoot locations and talent

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Media Library
You have access to nearly 1,000 videotapes or DVDs housed in Auburn University’s Ralph Brown Draughon Library. For instructions on accessing the resources, go to http://www.aces.edu/extcomm/medialib.

Multimedia Resources
The department maintains and operates a multimedia lab that is open to specialists and staff. Through this lab we support the development of electronic presentations, Web-based instruction, and video and audio files. We also lend audiovisual equipment to specialists and on-campus staff. You have access to a full-service professional digital studio and a live broadcast production facility, including Betacam SP and DVCAM cameras and editing equipment. Also available are a 3-camera video production studio, an offline edit suite, and broadcasting access to the AU Satellite Uplink Facility. All county offices have access to both satellite distribution and Extension’s Polycom Compressed Video System. Complete DVD authoring and distribution are available.

In-service Training, Workshops, and Advising
We offer in-service training for agents, specialists, and support staff, as well as workshops for external clients, in a variety of communications-related subjects, including public speaking, media outreach and relations, business correspondence, writing for mass media, newsletter and exhibit production, and grammar and editing. We advise Extension specialists and agents on audio-visual equipment purchases and use, educational materials design, and other communications-related issues.

Mail Service and Circulation
The department distributes AU campus-generated mail to campus, county, and field offices. Mailing lists, however, are not maintained by Extension Communications.

Extension Communications Printing
An in-house duplicating shop provides services to Extension specialists and administrators. Other units and individuals may use the print services on a fee basis.

For more information, contact the director of Extension Communications and Marketing:

Carol Whatley
Telephone: (334) 844-5690
E-mail: whatlca@auburn.edu

Refer to the online Personnel Directory, http://www.aces.edu/directory, for individual contacts.

Carol Whatley, Director, Extension Communications and Marketing

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