

College of Education Office of Marketing & Communications  
 PR & Marketing Deliverables Guide

Deliverable Job Type	Social Media	Clemson News Story	Alumni Newsletter Inclusion	Photography	Video	Website Inclusion	Website Inclusion (funded research)	Media Pitch/ Expert Database	Design
Research Awards (per ADR's direction)	DEFINITE	COMMON	COMMON	COMMON	NOT PERFORMED	COMMON	DEFINITE	COMMON	NOT PERFORMED
Research Impact (award follow up)	COMMON	COMMON	COMMON	COMMON	COMMON	COMMON	COMMON	COMMON	COMMON
Clemson News Expert Profile	COMMON	NOT PERFORMED	NOT PERFORMED	COMMON	NOT PERFORMED	COMMON	NOT PERFORMED	COMMON	NOT PERFORMED
Teaching Innovators (faculty feature selected by dept chairs)	DEFINITE	DEFINITE	DEFINITE	DEFINITE	NOT PERFORMED	DEFINITE	NOT PERFORMED	NOT PERFORMED	DEFINITE
Student Feature (regular bi-monthly feature)	DEFINITE	NOT PERFORMED	DEFINITE	NOT PERFORMED	DEFINITE	DEFINITE	NOT PERFORMED	NOT PERFORMED	NOT PERFORMED
Catching up with Alumni (regular alumni feature)	DEFINITE	DEFINITE	DEFINITE	DEFINITE	DEFINITE	DEFINITE	NOT PERFORMED	NOT PERFORMED	DEFINITE
Program Event Highlight	COMMON	COMMON	NOT PERFORMED	COMMON	COMMON	NOT PERFORMED	NOT PERFORMED	NOT PERFORMED	NOT PERFORMED
Student Achievement	COMMON	COMMON	NOT PERFORMED	COMMON	NOT PERFORMED	NOT PERFORMED	NOT PERFORMED	NOT PERFORMED	NOT PERFORMED
Alumni Achievement	COMMON	COMMON	NOT PERFORMED	COMMON	NOT PERFORMED	NOT PERFORMED	NOT PERFORMED	NOT PERFORMED	NOT PERFORMED
Faculty Achievement	COMMON	COMMON	COMMON	COMMON	NOT PERFORMED	NOT PERFORMED	NOT PERFORMED	COMMON	COMMON
Book Publication	COMMON	NOT PERFORMED	COMMON	NOT PERFORMED	NOT PERFORMED	NOT PERFORMED	NOT PERFORMED	COMMON	COMMON
Journal Publication	COMMON	NOT PERFORMED	COMMON	NOT PERFORMED	NOT PERFORMED	NOT PERFORMED	NOT PERFORMED	COMMON	COMMON
"The Conversation" Pickup	DEFINITE	DEFINITE	DEFINITE	NOT PERFORMED	NOT PERFORMED	NOT PERFORMED	NOT PERFORMED	NOT PERFORMED	NOT PERFORMED
Event Coverage	COMMON	NOT PERFORMED	NOT PERFORMED	COMMON	COMMON	NOT PERFORMED	NOT PERFORMED	NOT PERFORMED	COMMON
Virtual Info Session (grad)	DEFINITE	NOT PERFORMED	NOT PERFORMED	NOT PERFORMED	NOT PERFORMED	DEFINITE	NOT PERFORMED	NOT PERFORMED	DEFINITE

**DEFINITE**

**COMMON**

**INFREQUENT**

**NOT PERFORMED**