



# ST. JOHN'S UNIVERSITY

## OFFICE OF MARKETING AND COMMUNICATIONS Resource Request Form

This form is used to request marketing and communications resources, including photography, videography, writing, and social media coverage. Please note that submission of this form does not guarantee availability. Requests will be reviewed based on project scope, priority, and available resources. Your Account Director will follow up once the request has been evaluated.

### 1. TIMING AND PLANNING GUIDANCE

To ensure adequate planning and production time:

- Submit requests at least three months in advance when possible.
- Please allow a minimum of five to seven business days for video request reviews and two to three business days for photo requests. Turnaround times may be longer for multi-day shoots, off-site sessions, or extensive editing projects.
- Calendars fill quickly, so early submission helps us accommodate your needs effectively.

### 2. CAMPUS PARTNER INFORMATION

Date Submitted: \_\_\_\_\_

School/College/Department: \_\_\_\_\_

Your Name: \_\_\_\_\_

Office Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### 3. REQUESTED RESOURCES

☐ Photographer ☐ Videographer

☐ Writer ☐ Social Media\*

\*Social media coverage is determined by the Office of Marketing and Communications. Your Account Director will follow up for additional details and confirm availability.

### 4. PROJECT OR EVENT DETAILS

Event/Project Name: \_\_\_\_\_

Event Day and Date(s): \_\_\_\_\_

Event Start Time: \_\_\_\_\_ End Time: \_\_\_\_\_

If coverage is needed for a specific segment:

From \_\_\_\_\_ a.m./p.m. To \_\_\_\_\_ a.m./p.m.

Event Location(s): \_\_\_\_\_

Event On-Site Contact (if different): \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Event Description: \_\_\_\_\_

Intended Use of Resources: \_\_\_\_\_

(e.g., University website, archives, presentation, campaign, news story, etc.)

### 5. STRATEGIC PRIORITIES

Please explain how this project supports or aligns with the University's strategic priorities: \_\_\_\_\_

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### 6. SPECIFICS BY RESOURCE TYPE

#### PHOTOGRAPHY

Orientation preference: ☐ Horizontal ☐ Vertical

Specific people, groups, or moments to capture: \_\_\_\_\_

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Formal attire required for photographer? ☐ Yes ☐ No

#### VIDEOGRAPHY

A creative brief is not required for every video assignment; however, it is highly recommended for more complex video projects that involve multiple stakeholders, scripted messaging, or extensive production planning. It ensures alignment on objectives, audience, and tone—helping the final video deliver a clear, on-brand message that meets both creative and strategic goals. Your Account Director will advise.

Project description, target audience, and overall goal:

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Requested due date: \_\_\_\_\_

Preferred video type:

☐ B-roll only (no interviews or audio)

☐ Interviews/testimonials

☐ Full event coverage ☐ Highlight/recap video

☐ Scripted/produced video

☐ Other: \_\_\_\_\_

Preferred video length:

☐ 15 sec ☐ 30 sec ☐ 1 min ☐ 2–3 min

☐ Other: \_\_\_\_\_

Orientation/format: ☐ Horizontal (16:9) ☐ Vertical (9:16)  
☐ Square (1:1) ☐ No preference  
Intended platform(s): ☐ Instagram ☐ TikTok ☐ YouTube  
☐ Facebook ☐ LinkedIn ☐ Website

☐ Other: \_\_\_\_\_

Deadline: \_\_\_\_\_

☐ Hard deadline ☐ Flexible

When will the video be used/published? \_\_\_\_\_

Specific people or moments to feature: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Messaging, tone, or visual style: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Will a script or talking points be provided? ☐ Yes ☐ No

Formal attire required for videographer? ☐ Yes ☐ No

### REVISION POLICY:

Once the initial video edit is shared, no more than three rounds of proofs will be permitted. Each round should include consolidated feedback from your department to ensure efficiency and timely delivery. Additional revisions beyond the third round may affect the production timeline.

### RECOMMENDATIONS:

Interviews or testimonials are generally not conducted during B-roll or event coverage due to time and audio limitations. Simple, natural greetings (e.g., "Welcome to St. John's!" or "Go Johnnies!") are exceptions.

If a freelancer is used, the department is responsible for associated costs. Freelancers should provide raw footage to our office for editing to maintain University brand consistency.

### WRITING

Purpose and target audience: \_\_\_\_\_

\_\_\_\_\_

Specific attendees or individuals to quote: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Key messages or themes to emphasize: \_\_\_\_\_

\_\_\_\_\_

Formal attire required for writer? ☐ Yes ☐ No

Please send any scripts, promotional materials, websites, and other relevant material in advance of the event.

If an event will be live-streamed or is entirely online (e.g., webinar, Zoom, Teams), please include details, as this will help with finding coverage. \_\_\_\_\_

\_\_\_\_\_

If a member of Editorial is not available to attend an event, your Account Director may suggest that you complete a Post Event Story form. This will allow a member of Editorial to draft a story based on the completed form.

### 7. IMAGE CONSENT & RELEASES

Always obtain an Image Consent Form for anyone identifiable in photos or videos.

Forms are available on the Office of Marketing and Communications webpage.

### EVENT SIGNAGE – PHOTO/VIDEO POLICY

Signage must be displayed at all events to inform attendees of the University's photo and video policy. The following message should be included:

#### By entering this space, you agree to the following Media Release and Privacy Policy:

St. John's University has permission to use photos and videos of you on its website (stjohns.edu), in publications, and on social media platforms. This release grants St. John's University and its photographers, employees, and representatives the irrevocable right to use and reproduce your image, photograph, and/or likeness in all forms of media for any purpose. You waive the right to inspect or approve finished versions, including written or spoken content created in connection with these materials.

### 8. ACCOUNT DIRECTOR FOLLOW-UP

After submission, your Account Director will review your request and follow up to:

- Confirm feasibility and next steps
- Clarify project scope and timelines
- Determine resource allocation (internal or freelance)

### SUBMISSION REMINDER

To ensure the highest quality work and adequate scheduling, please submit this form as early as possible. Requests will be reviewed in alignment with University priorities and available resources.

### FOR MARCOM USE ONLY

Job # (if applicable): \_\_\_\_\_

AD: \_\_\_\_\_

Photographer: \_\_\_\_\_

Videographer: \_\_\_\_\_

Writer: \_\_\_\_\_