



### University of St. Thomas Media Advertising and Free Press

Office of Marketing Communications Media Advertising and Free Press Staff:

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### **Media Advertising and Free Press**

There are two types of media: paid advertising and non-paid publicity. The Assistant VP for Marketing Communications and the Director of Creative Services directs and approves all media advertising while the Assistant Vice President for Marketing Communications approves, writes and places all non-paid publicity in the media, including the Internet.

The Assistant Vice President for Marketing Communications is responsible for placement of all print, broadcast or Web media advertising.

- Media Advertising
  - o Newspaper/Magazine: Print advertising media have reservation and production deadlines. The Office of Marketing Communications is responsible for ad copy, design and placement under the direction of the Director of Creative Services.
  - o Radio and Television: The Assistant Vice President for Marketing Communications must approve all radio and television advertising.
  - o Web Advertising: The Assistant Vice President for Marketing Communications must approve and direct all Web advertising and search engine optimization.
- Free Press
  - o Newspaper/Magazine: The release of any general publicity or promotion of the University or University events is the responsibility of the Assistant Vice President for Marketing Communications. This includes placement in media calendars as well as broader coverage of events and topics of interest. Print media set editorial deadlines. Allow ample time for production and placement.
  - o Radio and Television: The Assistant Vice President for Marketing Communications approves and places all radio and television editorial.
  - o Web sites: The Assistant Vice President for Marketing Communications approves and places all Web releases or Internet search engine entries.