

Standard Operating Procedure

Communications and Media Services Requests

The Library Commission provides advertising and marketing assistance, graphic design, and audio/video production services for the agency as well as for public libraries across the state. The purpose of this standard operating procedure is to outline the process for requesting such services.

Overview of Services Offered

Advertising, Marketing, and Graphic Design Services

- Design of promotional materials, including but not limited to:
 - Flyers
 - Posters
 - Brochures
 - Logos
 - Handouts
- Aid in writing press releases
- Advice and guidance in placing advertising.

Audio and Video Services

The Library Television Network provides audio/video production services, including but not limited to:

- Video production (In-studio and on-location)
- Post production
- DVD authoring and transfer from video
- Streaming video authoring
- PowerPoint to video transfer
- Audio production
- Radio and Television public service announcement production
- Duplication services of DVD, CD and professional formats

Steps to Request Services

1. Complete the Communications and Media Services Request form located at <http://www.librarycommission.wv.gov/Librarian/Pages/Communication-and-Media.aspx>.
 - a. If possible, all requests should be made at least 60 days in advance if printing is required or 30 days in advance for electronic files.
 - b. If you need assistance in completing the form, contact the Public Information Specialist, stan.b.howell@wv.gov or 304-558-2041 ext. 2083.

2. E-mail the form to the Public Information Specialist stan.b.howell@wv.gov and the Administrative Services Director Jennifer.l.johnson2@wv.gov for review.
3. Within 2 days of receipt of the request, the Public Information Specialist will contact the requestor to discuss the project and develop a plan and timeline to complete the project.
4. The Public Information Specialist will meet with and assign tasks to the appropriate staff and draft the project plan. A copy of the project plan will then be e-mailed to the requestor.
5. The Public Information Specialist will be the requestors point of contact for the project and will follow-up with staff to verify that tasks are being completed.
6. A proof of the project will be completed no later than 2 weeks of the due date (time permitting), the Public Information Specialist will send the draft, along with an approval form, to the requestor for approval or edits.
7. If edits are need, the requestor is to note them on the proof and return to it to the Public Information Specialist for correction. Corrections will be completed within 1 week and the returned to the requestor for approval.
8. Once approved the final copy will be delivered to the requestor in the requested format.

Project File Retention

1. Upon receipt of a request for services, the Public Information Specialist will create an electronic project folder (named using the title of the project) at the following location on the shared drive: **S:\Administration\Communications and Media Services**
2. The following documents must be retained in the folder:
 - a. Completed Request for Service Form
 - b. Project Plan
 - c. Drafts of the project
 - d. Meeting Notes
 - e. Correspondence between staff and requestor
 - f. Final copies of the project
3. If the project was printed, 5 copies of the printed project must be retained and archived in the Administrative Services 4th floor cage area.