

8.00 COMMUNICATIONS AND MARKETING

- 8.01 DEPARTMENT ROLE
- 8.02 DEPARTMENT SERVICES
- 8.03 PUBLICATION SCHEDULE
- 8.04 PROGRAM GUIDE – SUBMISSIONS
- 8.05 PROGRAM GUIDE - GUIDELINES
- 8.06 INTERACTING WITH THE MEDIA
- 8.07 WEB SITE
- 8.08 LIGHTED SIGNS
- 8.09 INTERNAL COMMUNICATION
- 8.10 LOGO AND IDENTITY USAGE
- 8.11 WRITING STYLE

8.00 COMMUNICATIONS AND MARKETING

8.01 DEPARTMENT ROLE

The role of the Communications and Marketing Department is to serve the external communication needs and the written and creative marketing needs of the Skokie Park District.

All publicity efforts are to be coordinated through the Communications and Marketing Department. Team members requesting assistance from the department are required to complete one of the following forms:

- Promotions Request Form
- Graphic Design Request Form
- Photography Request Form

The above forms are available on the Intranet. After completion they should be placed in the Communications Manager's mailbox at the Weber Center.

Although it is impossible for the department to produce or even edit every communication produced by the District's many team members, the Communications and Marketing Department will edit any District piece upon request and will routinely monitor District marketing pieces for consistency of message.

8.00 COMMUNICATIONS AND MARKETING
8.02 DEPARTMENT SERVICES

Communication and Marketing Department services include:

- News releases
- Public service announcements
- Design and placement of advertisements
- Story pitches to media
- Cable television
- District lighted sign announcements
- Graphic design
- Copywriting
- Design of flyers/posters
- School District newsletter production
- Promotional stunts/gimmicks
- Specialty items
- Logo/art design
- Production of Quarterly and other brochures
- Coordination of direct mail campaigns
- Photography

In addition to department photography, a digital camera is available for short-term use for team members who would like to shoot and 'develop' their own work-related photos.

Managers and Program Supervisors are responsible for using strategic marketing techniques to promote their programs (e.g. enrollment records, programming trends, data base upkeep, research, etc.). Team members will arrange with the Communications and Marketing Department for additional creative design, writing and ad placement services, in order to complement their own strategic marketing efforts.

8.00 COMMUNICATIONS AND MARKETING
8.03 PUBLICATION SCHEDULE

The publication schedule for the District's program guides and seasonal brochures will be posted on the Intranet. The Communications and Marketing Department, and all program coordinators, will make every effort to meet all publication deadlines.

8.00 COMMUNICATIONS AND MARKETING
8.04 PROGRAM GUIDE - SUBMISSIONS

The District's program guide is produced quarterly by the Communications and Marketing Department. Program supervisors will enter activity masters into RecTrac and submit additional copy and instructions in a Microsoft Word document using the established "Read Me" instruction guidelines.

Program dates, registration dates, rental schedules, brochure deadlines, season close-out dates will be established by the Superintendent of Recreation, a year in advance, beginning with the Summer season.

Program Guide submissions:

- Program and activity information is to be entered directly into RecTrac.
- Additional program guide copy and layout instructions are to be typed into a Microsoft Word file using Arial 12 pt. This additional copy/instructional file should then be placed into a computer file found on the network under: Workgroups\Graphics\Brochures\Seasonal Brochure Title\Activity Category. All copy should be spell checked before entered!

8.00 COMMUNICATIONS AND MARKETING
8.05 PROGRAM GUIDE - GUIDELINES

- Program titles should be short, simple and catchy.
- Program descriptions should be innovative, explanatory, easy to read, and above all, enticing and accurate. The first five words of the program description generally determine reader interest. To avoid repetition, rotate or use different opening descriptions for each program (e.g. definition, end result, question, impressive fact, quotation or distraction).
- Program descriptions should be approximately 30 to 50 words. No more, no less.
- When writing descriptions, remember Skokie's cultural diversity.
- Maintain consistent use of verb tenses.
- Do not bold, use all caps, italicize or underline copy. Indicate special treatment at the end of the "Read Me" file.
- Never use a hard return at the end of a line. It is also not necessary between paragraphs.
- Use :00 after a time listing and use Noon instead of 12:00.
- Insert a space between the time and AM or PM
- Do not put the year into the copy.
- Write out numbers under 10. Use numerals for numbers over 10.
- When mentioning grades/ages, always start with Grades/Ages, not 1-3.
- Use a single space after a period and double space after a colon in class copy. Capitalize the first letter of class information after a colon.
- Program descriptions should be changed every two seasons. Flip-flopping of descriptions is permitted.

8.00 COMMUNICATIONS AND MARKETING

8.06 INTERACTING WITH THE MEDIA

The Communications and Marketing Department will arrange media coverage of District events or programs and will schedule appropriate team members to conduct interviews or provide information for their specific program, facility or issue. If the media calls or arrives at a park or facility without prior arrangement, team members should call the Communications Manager to discuss the situation first. In the event that the Communications Manager is unavailable, the team member may use his or her discretion in providing information, however it is highly recommended that the Communications and Marketing Department serve as an intermediary/consultant when possible. Following the media visit, team members should contact the Communications Manager with the following information: whom they spoke with (organization and reporter), when the story will run, and the content and tone of the interview.

8.00 COMMUNICATIONS AND MARKETING
8.07 WEB SITE

Managers and supervisors are responsible for maintaining their respective calendars on the Park District (Internet) Web site at www.SkokieParkDistrict.org. The Communications and Marketing Department will be in charge of graphic and photo changes and for maintaining the Web site's "Newscenter."

8.00 COMMUNICATIONS AND MARKETING
8.08 LIGHTED SIGNS

The Communications and Marketing Department will update the content of, and make editorial decisions regarding, the District's two lighted signs. A limited number of messages shall be posted on the signs in order to deliver a quick, strong message to passing drivers and pedestrians. District-wide information and special events will maintain first priority for use of the signs.

8.00 COMMUNICATIONS AND MARKETING
8.09 INTERNAL COMMUNICATION

The District's Communications Committee will deliver appropriate internal information to team members through the Intranet and through the employee newsletter "SPD Live." The Communications and Marketing Department will provide editing services for the employee newsletter.

8.00 COMMUNICATIONS AND MARKETING

8.10 LOGO AND IDENTITY USAGE

All District logos and identities (e.g. the corporate “tree logo,” Exploritorium, Heritage Museum, Fitness First!, Skatium ‘Scooter’ images, the initials SPD) are valuable branding tools of the Skokie Park District and should be used with the utmost discretion. The Communications and Marketing Department will be available to discuss all logo and identity usage with team members.

The following use of the main corporate logo is to be followed by all team members when developing written or printed materials to be viewed by the public:

- The District “tree logo” shall appear on all printed materials (preferably on the cover and in the return address) and on written correspondences (e.g. letterhead).
- The logo shall be visually clean (not blurry or pixilated) and appear in black and white.
- Any colorization of the logo should first be approved by the Communications and Marketing Department.
- Shirts, uniforms, and vehicles shall also carry the District’s “tree logo.”
- No facility logos shall be used in place of the District’s “tree logo.”

8.00 COMMUNICATIONS AND MARKETING

8.11 WRITING STYLE

As a government agency, many of the Skokie Park District's written materials are viewable by the public -- and therefore the media. In order to maintain media-friendly copy, the Communications and Marketing Department recommends using the "*Associated Press Stylebook and Libel Manual*" as the District 'writing style' reference guide (with the exception of text entered into RecTrac and or in 'Read Me' files for seasonal program guides).