

For Official Student Organizations Seeking TAMIU Public Relations Assistance

The Texas A&M International University Office of Public Relations, Marketing and Information Services (PRMIS) will gladly assist students in promoting their organization's activities and accomplishments. PRMIS is committed to sharing all aspects of the University's story as lived by students, faculty, staff and alumni.

PRMIS directs the University's public relations and marketing program. PRMIS also maintains the University's identity program and the approved use of its protected trademarks. It creates University print, video and online publications, and acts as spokesperson for the University in all internal and external relations and provides content and direction for the University's web site and social media offerings.

While Student Organizations cannot initiate their own public relations and marketing efforts, they can request PRMIS' assistance in cooperation with and approval by their faculty/administrative sponsor and the Office of Student Affairs.

In order to do so, please follow these steps to secure PRMIS assistance in communicating news and information regarding your organization's activity, event or accomplishment. Please bear in mind that planning for your event is crucial and efforts to secure assistance from the Office of Student Affairs and PRMIS should begin no later than one month prior to your organization's activity or event in order to assure an effective and strategic media plan.

Step 1:

Designate a Public Relations (PR) director for your official student organization. He or she will be charged with leading PR efforts for your organization and coordinating PRMIS involvement. He or she will act as your group's spokesperson and media contact as coordinated by PRMIS.

Step 2:

Your desire to promote an activity, event or accomplishment must be shared with your faculty or administrative sponsor and approved in writing.

Step 3:

When approved, your designated PR director should contact the Office of Student Affairs. Student Affairs will review your request and provide PRMIS with a completed Request for PR Assistance Form.

Step 4:

Based on information provided by Student Affairs, PRMIS will create an appropriate media plan for your activity, event or accomplishment and contact the Organization's PR director with specific media needs, such as interviews, appearances, photography requests, etc.

Step 5:

Your PR director must complete all media obligations assigned by PRMIS. If completion is not possible, an alternative PR contact must be identified and shared with PRMIS. When your particular event or activity is complete, please see "After Your Event."

Questions? Call PRMIS at 326.2180 or e-mail prmis@tamiu.edu.

After Your Event

Congratulations, you've completed your Student Event, Activity or Announcements. What's next?

- Convene your membership and review your event or activity. How could it be improved? What would you do differently? Did it generate the results you expected?
- Save these responses and refer to them if the event is to be repeated in the future.
- Maintain an event folder that includes your notes, event photos, samples of coverage and any feedback that follows.
- Prepare Thank You cards to the members of the media that assisted you and to anyone who helped make sure that your event occurred.
- Your PR officer should maintain and share your organization's event calendar with Student Affairs to help identify future promotional opportunities.
- You may be contacted for additional feedback by PRMIS when your activity has concluded.

Student Affairs Request for PR Services for Official Student Organizations

This form is used to help the University's Office of Public Relations, Marketing and Information Services develop an appropriate media plan for official TAMIU student organizations seeking PR assistance with an association, club or organization activity, event or announcement. *It is issued after the Organization has provided the Student Affairs Office with written authority by the group's sponsor to proceed with its event/activity. When completed, Student Affairs provides this form to prmis@tamiu.edu.*

Today's Date:

Name of Official TAMIU Student Organization:

Name of Organization's Designated PR Officer:

Email address:

Cell Phone:

Alternate Contact:

Student Event/Activity Name and Brief Description:

Student Event/Activity Date, Time/Location:

Can your designated PR Officer be available for:

- Media Interview (radio, TV)
- Photography
- Spanish language interviews
- Does Organization have own:
 - Facebook
 - Twitter
 - YouTube
 - Blog
 - Other social media site: _____