

FAMU Office of Communications Submission Timeline

Purpose:

To ensure adequate time for review, coordination, and production of communications projects, all requests should adhere to the following minimum submission timelines. Complex or collaborative projects may require additional lead time.

Articles & Features

- **Initial Draft or Request Due:** At least 2–3 weeks before desired publication or release date
- **Post-Event Articles:** Within 24–48 hours after event conclusion

Press Releases

- **Pre-Event or Announcement Releases:** 2–3 weeks before event or announcement (to allow for edits and external media pitching)
- **Post-Event Releases:** 24–36 hours after event

Media Relations Requests

- **Media Coverage or Interviews:** At least 2 weeks in advance
- **Media Advisories or Pitching:** Minimum 5–7 business days before the event

Event Coverage (Photography/Videography)

- **Request Submission:** Minimum 2 weeks prior to event date
Notes: Coverage is based on availability of staff and event priority. Submit finalized run-of-show, location, and contact person. If we are unable to accommodate the request, the Office of Communications will provide vendor recommendations for your consideration to hire.

Social Media Requests

- **Standard Posts:** 5 business days in advance
- **Campaigns, Series, or Reels:** 2–3 weeks in advance
- **Live Coverage:** Coordinate at least 1 week in advance
Notes: Include visuals, captions, hashtags, and relevant links at time of submission. This content must be appropriate for our channels and up to brand standards.

Graphic Design

- **Design Review and Approval (flyers, web banners, etc.):** 2 weeks in advance
- **Major Campaigns or Event Packages:** 3–4 weeks in advance
Notes: All content (text, logos, images) must be finalized before the design process begins.

Photography

- **Event Requests:** At least 2 weeks prior to event

- **Portrait/Headshots:** Submit scheduling request 1 week in advance
Notes: Provide event details, location, time, and contact information.

Videography

- **Short-Form (Highlights, Reels):** 2 weeks in advance
- **Long-Form (Interviews, Recaps, B-Roll):** 3–4 weeks in advance
Notes: Script, storyboard, or talking points must be provided in advance.

☐ General Guidance

- **Rush Requests:** Subject to availability and may require administrative approval.
- **Revisions:** Allow *2–3 business days* for edits or internal approvals.
- **Props and Talent:** If any photography or videography project requires the assistance of the Office of Communications to procure props or student models, extra time for execution may be necessary.
- **Final Approvals:** All external-facing materials must be reviewed by the Office of Communications leadership prior to release.