

# Marketing Communications Features

The Press Release Manager Screen is now Marketing Communications. It includes, News Releases, Photography and Videography. Under “Manage My Office”, Press Releases has been changed to MarCom, to reflect the new Manager Screen.

Marketing Communications Manager Screen

Marketing Communications

Today

March 2016

Manage your marketing: **Add News Release** **Add Photography** **Add Video** Tasks Manage Fields 100%

Actions	Marketing Communications	Topic	Acct #	Job #	Saved	Release Date	Project Manager	Campaign/Event	Status
	NR: MCO announces Project Calendar View	New Features			03/11/16	02/15/16	Fran Anderson		75%
	NR: MCO announces Task Calendar Features	New Features			03/11/16	02/08/16	Fran Anderson		75%
	Photo Shoot for Open House				03/11/16	02/17/16	Fran Anderson	Event: Fall Open House for Prospective Students	50%
	Photo of Grand kids				03/11/16	02/17/16	Devin Booker		0%
	Video for You Tube Ad				03/11/16	03/10/16	Fran Anderson		25%
	NR: MCO Announces Multi-Calendar View	New Features			03/11/16	03/11/16	Fran Anderson		75%
	Photo Shoot for MCO Web site				03/11/16	03/11/16	Devin Booker		0%
	Photo for Twitter				03/11/16	03/11/16	Devin Booker	Campaign: Social Media- 2nd quarter	0%
	Video for Face Book				03/11/16	03/11/16	Fran Anderson	Campaign: Social Media- 2nd quarter	0%

Press Releases has been changed to MarCom for Marketing Communications.

This is the Editor Window when you click on “Add Photography”. The purpose is to schedule and track photo shoots.

Photography Editor Window Using Full View Editor

Use the text fields to the right for detailed info

Use standard editor

Photography

Brief

Description

Project Manager

Status

Campaign

Event

Reminder

EMAIL:

Attach File

Account #

Job #

Comments

Shoot Date

Additional Shoot Dates

Completion Date

Needs approval from EMAIL:

Shot List/Video Length

Digital Files Sent To

Digital Files Archived

Type of Photos

Photographer/Videographer to use

Show on:

Location

Select Shoot Date. You can schedule additional backup dates. And select a Completion date.

FF9933

Duplicate Item and all sub-tasks

Save Cancel

This is the Editor Window, when you click on “Add Video”. The purpose is to schedule and track your video shoots.

Video Editor Window Using Full View Editor

Use standard editor

Video:

Brief Description:

Project Manager:

Status:

Campaign:

Event:

Reminder:

EMAIL:  Send Email

Add Embedded Video Label:

Code:

Add Video Link Label:

Link:

Account #:

Job #:

Comments:

Shoot Date: 03/16/2016

Additional Shoot Dates:

Completion Date:

Needs approval from:

EMAIL:  Adrienne Smith  Anthony Davis  Carol Kendrick  Devin Booker  Devin Booker  Fran Anderson  Graphic Design Dept.  Jeremy Jones  Marie Callendar  Pamela Anderson

Select Group:

Use the text fields to the right for detailed info

Select Shoot Date. You can schedule additional backup dates. And select a Completion Date

Shot List/Video Length:

Digital Files Sent To:

Digital Files Archived:

Type of Photos:

Photographer/Videographer to use:

Show on:  Dashboard  Gantt color: selector FF9933

Location:

Duplicate Item and all sub-tasks

Save Cancel

The MarCom Manager Screen will list all of your marketing communication types: News Releases, Photography and Video. This is the default, as all the types are checked.

Manage your marketing:

MarCom Manager Screen Default showing all marketing communications

show:  News Releases  Video  Photography

Actions	Marketing Communications	Topic	Acct #	Job #	S
	NR: MCO announces Project Calendar View	New Features			0:
	NR: MCO announces Task Calendar Features	New Features			0:
	Photo Shoot for Open House				0:

To view just one MarCom type on the screen, you can uncheck the others.

To view only one of the MarCom types, just uncheck the others.

Manage your marketing: Add News Release Add Photography Add Video Tas

show:  News Releases  Video  Photography

Actions	Marketing Communications	Topic	Acct #
	NR: MCO announces Project Calendar View	New Features	
	NR: MCO announces Task Calendar Features	New Features	
	NR: MCO Announces Multi-Calendar View	New Features	

On the Gantt Calendar view, Press Releases is now MarCom. All of your Standalone Marketing Communications will appear here.

Photo Shoot for Open...

**MarCom - Standalone**

- MCO announces New Ed...
- MCO announces Projec...
- MCO announces Task C...
- NR: MCO announces Pr...
- NR: MCO announces Ta...
- Photo of Grand kids ...
- Video for You Tube A...
- NR: MCO Announces Mu...
- Photo Shoot for MCO ...