SGA COMMUNICATIONS REQUEST CHEAT SHEET
Graphics + Media + Zoom + Website
as of Monday, October 5

GRAPHICS REQUESTS:
- All graphics requests should be submitted at least one (1) week ahead of when that graphic will be needed or posted.
  - See below for your cabinet's assigned graphic designer.
- All cabinets should utilize their intracabinet Director(s) of Communications whenever possible, especially for last-minute graphic requests.
  - At the very least, your Director of Communications should be advising designers on how your cabinet would like the graphic to appear visually, as well as any pertinent information to include within it.
- All graphics must comply with both The University of Alabama's strategic brand guide and University accessibility standards.
  - This may inhibit certain visual styles your cabinet may wish to see on the graphic, but will keep your cabinet from having to address brand or accessibility issues/questions.
- The following should be included on ALL graphics requests:
  - Date to be posted/date needed
  - Initiative/Project/Announcement Title
  - Any and all information that might need to be included
  - Intended audience
  - Any links the post needs to point back to

Designer Assignments (by cabinet):

Will Bradley Director of Communications	Emily Safron AD of Graphic Communications	Tatum Madden Deputy Communications Director
wpbradley@crimson.ua.edu	ejsafron@crimson.ua.edu	tlmadden@crimson.ua.edu
President VP for Student Affairs VP for Academic Affairs Dir. of Strategic Initiatives	VP for Financial Affairs VP for External Affairs Dir. of Environmental Affairs Dir. of Programming Dir. of Engagement	Executive VP/FYC VP for DE&I Senate Chief of Staff

*Miscellaneous graphic requests without a cabinet assignment will be sent to Will
**please CC Will Bradley (wpbradley@crimson.ua.edu) on all graphic requests, no matter the cabinet

MEDIA/PRESS REQUESTS:
- All communication with external news sources will be reviewed by Jackson Fuentes, SGA press secretary (jlfuentes@crimson.ua.edu), and Will Bradley, director of communications (wpbradley@crimson.ua.edu).
  - This includes communication with on-campus news sources such as The Crimson White, UA News, etc.

SGA

- If you are contacted by an external news source (such as CNN, Washington Post, etc.), please direct them to contact Monica Watts, UA's AVP for Strategic Communications. Her email is monica.watts@ua.edu.
  - Please CC Will + Jackson on this communication.
  - If an interview with an external news source is approved by Strat Comm, please let Will + Jackson know ASAP. They will work with you on ensuring you're prepared and briefed.
- To request that Jackson pitch a story to an on-campus news source, such as UA News or The Crimson White, please submit a request at least one (1) week in advance of your event, program, initiative, etc.
  - Please include a synopsis of the story subject, and include your availability so Jackson can meet with you and discuss.

ZOOM
- Zoom meetings only need to be hosted using a licensed account if you plan on having them go longer than 40 minutes.
- If you need to use the SGA licensed Zoom account, please communicate this need at least one (1) week in advance of your virtual event to Will Bradley (wpbradley@crimson.ua.edu).
  - Zoom meetings will be booked on a first come, first served basis. If another Zoom meeting is already booked on the SGA account for your desired time, you will need to either reschedule your virtual event or utilize a different licensed account.
- If you are a VP on the Executive Council, you have been given access to personal licensed Zoom accounts by the UA System, who provides such accounts.
  - To request a license upgrade, please reach out to Meagan Bennett, OIT's SGA liaison and director of customer relations, for assistance (meg@ua.edu).
  - Please reference that you are an Executive Council Member for UA SGA, and host frequent meetings for campus events.

WEB/QUALTRICS REQUESTS
- Email all requests related to our website, sga.ua.edu, to Emily Davignon, the SGA webmaster (eddavignon@crimson.ua.edu) at least one (1) week prior to when you need it. Any form or application released by SGA is required to be made by Emily.
  - In your web request please include:
    - What you want to be added (page, tab, article, home page widget, etc.)
    - Description for homepage
    - Date the page or post needs to be live
    - Graphic(s) or logos to use for your content
  - In a qualtrics request please include the above (if it is to go on the site) AND:
    - Description of what the Qualtrics is for the applicants
    - Every Question that you will need answered
    - When you need it by and when it closes
- If something comes up to be posted last minute, text and I will do my best to get it up as soon as I can.

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