

University Relations Marketing and Communications

Pacific University Photography and Multimedia

The strategy for photography and multimedia in Marketing and Communications (MarCom) is to enhance the University's public image, increase the public's awareness of Pacific's accomplishments and develop consistent communications that build upon the University's reputation with its many constituents.

MarCom has one full time person who oversees both photography and multimedia production. Time is scheduled strategically to address high-priority needs as related to the overall goals of the University. The purpose is to:

- * Develop the distinctive, branded style that reflects Pacific's image, brand position and personality,
- * Accept assignments from the University's Art Director and Director of Marketing to produce photographs that support the marketing goals and unique identity of Pacific,
- * Develop a database of marketing photos that is easily searchable and accessible by the campus community,
- * Label and archive photo files for easy access,
- * Collaborate on overall Pacific marketing photography strategies and goals.

Priority Projects Include:

1. Branded photography as assigned by the Director of Marketing and Art Director for university-wide marketing efforts and campaigns.
2. Publications and other projects that directly support the University's priority areas: recruitment, retention and fundraising. Examples include student recruitment materials, fundraising materials for the University as a whole, *Pacific Magazine* and the Pacific web page.

Other Services

Photography needs that are not listed above are available through MarCom according to the photographers' availability. Two-week advance notice is a minimum for scheduling purposes. MarCom can also help coordinate the hiring of local freelance photographers. MarCom student photographers might also be used to photograph certain events.

Freelance photography

MarCom will recommend freelancers if staff cannot accommodate requests for services listed above.

Requests for file photos

Campus personnel and outside agencies such as publishing companies, travel agencies, etc. that need Pacific photography (either archival or commissioned) must make their request through the Office of Marketing and Communications: Colin Stapp, Director of Multimedia and Photography (stappcw@pacificu.edu).

Pacific photography may not be used for commercial purposes, and all requests for photographs will be considered based on the final usage. Photography will not be given to any entity that seeks to portray Pacific in an unfavorable light. A fee may be charged to order prints and enlargements.