

12.06 Generation/Publication of Materials

Policy:

It is the Policy of Licking/Knox Goodwill Industries, Inc. that the Marketing Department generate and assure publication of any warranted material.

Procedure:

Anyone may submit written material to the Marketing Department for advertising or publicity/promotional purposes.

The Director of Communications and submitter will review any costs involved. Sr. Administration Staff may be advised of any project requiring unusual cost or resources.

The Marketing Department will submit a purchase requisition to the Financial Department for any required advance approval.

The Marketing Department will review the submitted material or idea, edit where necessary and submit the material for publication.

The Marketing Department will retain a copy of the final material and submit a copy of the published material to the finance office for confirmation of billing as appropriate.

The Marketing Department is encouraged to retain a copy for the Licking/Knox Goodwill Industries, Inc. historical file.