

12.08 Documentation

Policy:

It is the policy of Licking/Knox Goodwill Industries, Inc. that the Marketing Department maintains a record of all events, announcements and marketing activities.

Procedure:

The Marketing Department will maintain a file of all marketing projects and published materials, both visual and audio.

The Marketing Department is encouraged to maintain a historical file and display board of all positive advertisements, public service announcements and other events and activities.

The Marketing Department will solicit and gather articles and information for the quarterly newsletter.