



AUCA Public Relations Policy: Effective January 1, 2012

Dear AUCA Students, Faculty and Staff,

The AUCA PR Office aims to promote the work of students and faculty in the Kyrgyz Republic and around the world, and to strengthen the relationship to AUCA among those who have previously studied, worked, and shared their time at AUCA. This policy brief is designed to make clear how the PR Office intends to fulfill that role.

Event Advertisement:

- Each Department/Student Club/Office is responsible for advertising their own events. Everyone is now able to add events to the website on their own, through their office manager. We ask that the font always be Verdana 10.
- The PR Office will send a bi-weekly events calendar to our partners, press and other interested parties. If you would like your event to be included on this list, please enter it on the website at least two weeks prior to its taking place.
- The PR Office will provide all logotypes/design required for posters or advertising. Departments are welcome to do this on their own, but the PR office will assist you with your design requests.

AUCA Merchandise:

- Any Department/Student Club/Office can take the AUCA Magazine and AUCA Bracelets for free.
- All Departments/Offices can request up to 4500 Som of AUCA merchandise per semester for free. After 4500 Som, departments/offices will be expected to pay for AUCA Merchandise from their own budget. Official AUCA Student Clubs (Recognized by the AUCA Dean of Students) will have up to 2500 Som for free per semester. A current list of all merchandise available can always be found at www.auca.kg/en/store.

Item	Cost
Pens	20
Key Chains	50
Magnets	100
Bags	100
Mugs	150
Hats	200
T-Shirts	500
Notebooks	75
Folders	60
White Formal Bags	150

AUCA Website:

- Each department/office is responsible for maintaining their website and the accuracy of information. Basic Information should appear in English/Russian/Kyrgyz. The PR Office will provide editing for all languages once it has been posted. Other services for web design and style can be requested.
- All Events at AUCA can now be added through your department office manager. Events will appear on the main page in the order which they take place. We ask that the font always be Verdana 10. If you would like to have your event publicized more, your department should write a news article about the upcoming event and submit it to the PR Office.
- If you have an article that you would like to publish to the main page, please send it to pr@mail.auca.kg with a high-quality picture, and we will upload it for you.

AUCA Business Cards:

- The PR Office will print business cards on the first day of each month. Each professor/staff is entitled to 100 business cards or regular stock paper free of charge. After 100, payment should either be made by the department/office budget, or by the individual. Business cards cost 4 som per card for regular stock, and 6 som per card for heavier stock.