

PROMOTING YOUR MICA EVENT: A QUICK GUIDE

NOTE: “MICA events” meet the following criteria: (a) sponsored/produced by MICA, (b) co-sponsored/co-produced by MICA with another organization, (c) produced by another organization under special arrangement to provide discounted or free admission to MICA students, faculty, staff. The services listed below are available only for MICA events. Non-MICA events—even those presented on the MICA campus—do not receive promotional services from MICA Communications.

ROUTINE MICA EVENT PROMOTION THROUGH THE MICA OFFICE OF COMMUNICATIONS:

- **Cobalt Soup** – All MICA events open to the campus community are featured in *Cobalt Soup*, the College’s weekly campus event calendar if content is received by the *Cobalt Soup* deadline (see below). *Cobalt Soup* is sent each Friday via bulk e-mail to students, faculty, and staff. It features events on campus—and MICA-related events off campus—the week they occur. It does not offer advance notice of upcoming events or routine/official notices and announcements.
- **Juxtapositions** – All MICA events open to the campus community & public (“public events”) are featured in MICA’s six-times-a-year public event calendar if content is received by the *Juxtapositions* deadline (see below). It is mailed to alumni, parents, faculty, staff, current CS students, and friends of the College, and to local, regional, and national media.
- **Media Relations Services** – For all MICA public events, “long-lead” press releases with general descriptions of events & exhibitions are distributed in June for fall events, October for spring events; detailed individual press releases for events are distributed 8–10 weeks before event dates, provided content is received by the media relations deadline (see below). Media relations staff also “pitch” some events to reporters/editors, field media inquiries, provide images and institutional/event information to the media, and serve as liaison between the media and event participants/organizers. Please refer all media inquiries to the Office of Communications, 410-225-2300. By prior arrangement, additional quantities of press releases can be produced for mailing to specialized audience lists developed by event organizers.
- **Internet** – All MICA public events are featured in the public Web calendar at www.mica.edu and listed on the News & Events page, as well as the “This Week at MICA” section of the MyMICA Portal; posted to the Baltimore Fun Guide and other local/regional online calendars as staff time allows. The MICA homepage offers links to information about the week’s featured events. MICA-only events are listed on the Portal version of the R25 calendar, not the public Web calendar.
- **Campus Signs/Flyers** – Some Falvey Hall events are featured on the Cohen Plaza marquee sign (maintained by the Office of Events) the day of the event. Event organizers are responsible for producing & posting event flyers. Permission to post a flyer *on campus* must be received from Student Activities; permission to post *off campus* from Communications.
- **Special Promotional Services** – A small number of major events receive concentrated media “pushes.” Press kits and a comprehensive media strategy are developed for these events 6–12 months prior to the event date. Events receiving this attention are selected by Communications in consultation with sponsoring departments and College leadership up to one year in advance of the event date.

DEADLINES FOR ROUTINE MICA EVENT PROMOTION SERVICES:

FIRST, CONFIRM YOUR EVENT LOCATION & DATE. To receive **ANY** event promotion services, you must first reserve a campus location (and receive confirmation/approval) from the Office of Events by the master calendar deadline. No promotional services can be offered for events without a confirmed location, date, and time. *Reserve your location no later than:*

- **May 1** for mid-August–December events
- **September 1** for January–mid-March events
- **October 1** for mid-March–mid-August events

JUXTAPOSITIONS DEADLINE. To have your event featured in *Juxtapositions* and *Cobalt Soup*, and receive media relations support, you must submit Publicity Request Form B, and provide detailed event information by the *Juxtapositions* deadline:

- **May 1** for mid-August–September events
- **June 15** for October–December events
- **November 1** for January–mid-March events
- **December 1** for mid-March–April events
- **February 1** for May–mid-August events

MEDIA RELATIONS DEADLINE. If you can’t meet the *Juxtapositions* deadline but still want have media relations support for your event, you must submit Publicity Request Form B and provide detailed event information by the media relations deadline:

12 weeks before the event date

COBALT SOUP DEADLINE. If your event is open only to the MICA community, not to the general public, you can opt to list your event only in *Cobalt Soup*. No press release will be written, and your event will not be listed in *Juxtapositions*. Submit Publicity Request Form A for on-campus publicity, with a general description of your event by the *Cobalt Soup* deadline:

Noon Thursday the week before your event date

NOTE: *Publicity Request Forms A and B* are available in PDF format on the News & Events page of www.mica.edu. No promotion/media relations services will be provided until these forms have been received by the Office of Communications.