Services Rendered by Public Relations

Depending on when Public Relations receives confirmed details and the nature of the story/event, we will:

• Reach out to the media through press materials and follow up.*
• Include your event/story in Juxtapositions, mailed nationwide four times a year.
• List your event/story on the MICA homepage, News or Events/Exhibitions page.
• Post your event/story on Twitter, Facebook, YouTube or Flickr.
• Include your event/story in institutional e-newsletters, which reach an external audience.
• Post your event on non-MICA Web calendars (Greater Baltimore Cultural Alliance, Baltimore Collegetown Network, etc.).
• Share your media coverage internally.
• Help prepare you for a media interview.

*The MICA Public Relations team members are the principal day-to-day liaisons with the media. Any outreach to the press, traditional or online (including blogs and social networking sites), about institutional news or College events/exhibitions should be coordinated through this office.

NOTE THAT YOU (the event sponsor/organizer) ARE RESPONSIBLE FOR the following activities, if desired/appropriate. Except for some institutional events, MICA Communications DOES NOT:

• Book rooms or confirm event-related services/logistics other than publicity.
• Submit information/images to fyi.mica.edu, which generates the e-newsletter, FYI: This Week at MICA (formerly Cobalt Soup). See the FYI.MICA.EDU and FYI: This Week at MICA policy form for more details.
• Prepare/distribute flyers on or off campus for individual events.
• Send requests to faculty asking them to encourage/require student attendance at events.
• Write/coordinate outreach to other organizations encouraging/inviting attendance/participation.
• Prepare/distribute programs or informational materials to be handed out at events.

Four Major Themes Featured in MICA Communications’ Stories

• Civic/community engagement
• Innovation
• Global
• Connections

Confirmed Details/Images Required by Communications

Public Relations considers covering stories/events that have confirmed details (title, dates, times, location, pricing, description and sponsoring department). The story/event should be of interest or open to the public.

Public Relations Submission Deadlines

• Monthly (or less frequent) publications: generally 3 ½–7 months ahead
• Weekly or daily publications (print and online): generally 1 ½–2 months ahead
• MICA.edu features: generally 2 weeks ahead
Juxtapositions Submission Deadlines (dates are subject to change)

- September–October issue: May 30
- November–December issue: July 20
- January–March issue: Sept. 26
- April–May–Summer issue: Dec. 28

Disclaimers
MICA Communications cannot equally cover and promote each initiative or event/exhibition nor perform all the above services for every received suggestion. Institutional events and campaigns, following the four major themes listed above, will be prioritized. Suggestions, including unconfirmed ideas, received after the above deadlines are less likely to be covered.

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Agreement When Images are Received by Communications:
Thank you for submitting images to the Communications Office at Maryland Institute College of Art to be used for editorial and promotional purposes. It is our intent to possibly republish the image(s) through a print or electronic publication, and do so under the belief that you have the right to authorize use by the College. MICA wishes to ensure that the content does not infringe on the copyright or other property rights of any party. Instances of republish by MICA may include, but not be limited to, Juxtapositions, a MICA-related website, through social media outlets, or for media relations.