EARNED MEDIA/NEWS DEADLINES AND POLICIES (UPDATED APRIL 2015)

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.
• List your event/story on the MICA homepage or News page.
• Post your event/story on Twitter, Facebook, YouTube or LinkedIn.
• 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 media 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 fy.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.

Five Major Themes Featured in MICA Communications' Stories
• Community engagement
• Innovation
• Global
• Connections
• Creative Leadership

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 2 months ahead
• MICA.edu features: generally 2 weeks ahead
**Juxtapositions Submission Deadlines (dates are subject to change)**

- Sept.-Oct. Issue: Thursday, May 21
- Nov.-Dec. Issue: Tuesday, June 30
- Jan.–March Issue: Tuesday, Aug. 18
- April-May-Summer Issue: Tuesday, Nov. 17

**Individual (Student) Projects**

- By policy, MICA Public Relations cannot issue an institutional press release for individual projects unless the College is an official sponsor.
- The release should clarify the individual’s connection to MICA but shouldn’t suggest it’s an official College release.
- No MICA logo should be used.

**Disclaimers**

MICA Public Relations 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.

MICA reserves the right to reproduce without notification any artwork produced by students while attending MICA’s degree and continuing studies programs; this reproduction will be for non-commercial purposes only, and may include print publications, institutional websites, e-communications, multimedia presentations and documents about the College for admission recruitment, fundraising, promotions or institutional informational purposes.

Agreement when images are received by Public Relations: Thank you for submitting images to the Communications Office at Maryland Institute College of Art (MICA) 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.