**MICA PUBLICITY REQUEST FORM B – ON- AND OFF-CAMPUS PUBLICITY**

**INSTRUCTIONS:** Complete this form and SUBMIT via e-mail to juxtapositions@mica.edu or drop it off in the Communications Office, Annex 3rd Floor. See the Juxtapositions & external media relations deadlines listed in the MICA Academic Bulletin and at the end of this form. If all required information is not submitted by these deadlines, we may be able to offer only limited promotional services.

Please see the other side of this form for deadlines and a listing of all event promotion services that are available from Communications Office.

**NOTE:** To receive off-campus publicity, your event must be open to the general public; if it is not open to off-campus audiences, you must submit Publicity Request Form A.

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**Sponsoring Organization(s)/Department(s):**

**Contact Person** (person who can answer all information requests about and will provide all req’d materials):

Name: ___________________________ Day/Office Phone: ___________________________

E-mail: ___________________________ Cell Phone: ___________________________

**Event Title:**

**Event Type** (lecture, panel discussion, slide talk, etc.):

**Event Date:**

**Event Location:**

**Start Time** (time event will actually begin): ___________________ **End Time:**

**This Location** (incl add’l setup/breakdown time) □ HAS □ HAS NOT been approved by the Office of Events.

**Who May Attend** (is it open to students only? students, faculty & staff?):

**Ticket Price(s) & Where to Get Tickets** (if applicable):__________________________

**Required Participant Info** (type names and bios of all speakers/participants and what they will be doing below, OR type names & what they will do below PLUS attach separate bios, CVs, résumés as MS Word for Windows documents):

**Required Event Description** (type detailed description below, or attach a separate MS Word for Windows document):

**Photographs/images are available/can be obtained** (check all that apply):

□ of participants  □ of artwork associated with this event  □ other: ___________________________

**Photographs are** (check one): □ ATTACHED  □ AVAILABLE FROM (complete contact info below for person who will provide photographs)

Name: ___________________________ Day/Office Phone: ___________________________

E-mail: ___________________________ Cell Phone: ___________________________

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SEE REVERSE SIDE OF THIS FORM FOR INFORMATION ON DEADLINES PLUS A LISTING OF ALL EVENT PROMOTION SERVICES PROVIDED BY THE OFFICE OF COMMUNICATIONS.
EVENT PROMOTION SERVICES FROM THE OFFICE OF COMMUNICATIONS

Depending on when we receive all information requested on this form, we will:
- Send a press release to local/regional media
- List your event in Juxtapositions, mailed nationwide 6 times a year
- Post your event on non-MICA Web calendars (Greater Baltimore Cultural Alliance, Baltimore Collegetown Network, etc.)
- List your event on the general public version of the MICA Web calendar accessible at www.mica.edu AND on the Portal version of the MICA Web calendar
- Include your event in Cobalt Soup, sent as a bulk e-mail on Fridays to students, faculty, and staff.
- Your event may also be listed on the Cohen Plaza marquee sign as a reminder on the day of the event

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
- 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 mailing of letters to other organizations encouraging/inviting attendance/participation
- Prepare/distribute programs or informational materials to be handed out at events

DEADLINES FOR ON- AND OFF-CAMPUS EVENT PROMOTION

<table>
<thead>
<tr>
<th>For events in this time period...</th>
<th>You must request approval for a specific campus location no later than...</th>
<th>To be listed in Juxtapositions, you must provide all information requested on this form no later than...</th>
<th>For support with external media relations or listing in Cobalt Soup, you must provide all information requested on this form no later than...</th>
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</thead>
<tbody>
<tr>
<td>Mid-August – September</td>
<td>May 1</td>
<td>May 1</td>
<td>12 weeks before the event date for media support</td>
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<tr>
<td>October</td>
<td>May 1</td>
<td>June 1</td>
<td>noon Thursday of the week before your event occurs for Cobalt Soup—note that Cobalt Soup only lists MICA events &amp; activities for the current week and does not include official notices and announcements</td>
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<td>November – December</td>
<td>May 1</td>
<td>July 1</td>
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<tr>
<td>January – Mid-March</td>
<td>September 1</td>
<td>November 1</td>
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<tr>
<td>Mid-March – April</td>
<td>October 1</td>
<td>December 1</td>
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<tr>
<td>May – Mid-August</td>
<td>October 1</td>
<td>February 1</td>
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