

## COLLEGE OF ARTS AND COMMUNICATION

### VISITING ARTIST AND SPEAKERS PROGRAM PUBLICITY GUIDELINES

**If visiting artist/speaker is part of a ticketed series/public performance in Music or Theatre/Dance — Please see Sarah Altermatt prior to publicizing event and at least 4 weeks in advance.**

Applicants whose proposals are funded through the Visiting Artists and Speakers Program are responsible for seeing that the presentations by their visiting artists and/or speakers are extensively advertised and promoted to the campus and community. This should include, but not be limited to, newspaper articles and ads, photography or taping, radio or television, and on-campus announcements.

The following information is intended to assist you in promoting and publicizing your Visiting Artist/Speaker event:

<b>Radio/TV:</b>	<p>WSUW-FM Cable 19 and Cable 13 Community Access Public Radio WFAW, Fort Atkinson</p>
<b>Print Articles:</b>  Whitewater Register Royal Purple UC Weekly The Week (Walworth County) The UW-Whitewater Reporter The Janesville Gazette	<p>Sara Kuhl, Director News and Public Affairs Hyer 400, Phone 472-1194</p> <ul style="list-style-type: none"> <li>○ News and Public Affairs staff will prepare feature articles with information you provide and send articles to papers for you.</li> <li>○ Please contact them in advance</li> </ul>
<b>Advertisements:</b>  Flyers Posters Newspapers	<p>College of Arts and Communication Director of Public Events Dean's Office, Center of the Arts 2001, Phone 472-1221 University Center, Reservations Phone 472-1175 Campus Activities and Programs Phone 472-1175</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> General format for posters/flyers with Visiting Artist/Speaker Logo available Dean's Office</li> <li><input type="checkbox"/> Director of Public Events will prepare materials and provide camera-ready pieces for duplicating or publication. Use campus mail for on-campus flyers. Make arrangements to put up posters and place ads yourself.</li> </ul>
<b>Photography:</b>  Photos of artist(s)/speaker Photos during event	<ul style="list-style-type: none"> <li><input type="checkbox"/> You should have visiting artist/professional send photos and promotional information 4-6 weeks prior to event for publicity.</li> <li><input type="checkbox"/> Arrange for photographs during workshops or presentations by artist/speaker for follow-up, newsletters.</li> </ul> <p><b>Resources:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The College of Arts and Communication camera is available for you to document the event and must be requested in advance.</li> <li><input type="checkbox"/> Sarah Kuhl <u>may</u> be able to arrange photography, as needed, with sufficient lead time. Phone 472-1194.</li> </ul>
<b>Taping:</b> (when appropriate)	<ul style="list-style-type: none"> <li><input type="checkbox"/> Videotaping of event may be done with UW-W video equipment. Make arrangements with your department or Instructional Technology Services, Phone 472-1012.</li> <li><input type="checkbox"/> Professional videotaping of events may be provided by Cable 19. <u>You will be billed for their services.</u> Contact Peter Conover at 472-5659.</li> </ul>
<b>Other possibilities to consider:</b>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Invitations to reviewers</li> <li><input type="checkbox"/> Invitation to selected audiences (e.g. high school students, teachers, other arts professionals, etc.)</li> <li><input type="checkbox"/> Document audience size, significant attendees, etc.</li> </ul>
<b>Other resources:</b>	<p>Lou Zahn, Continuing Education Services, Phone 472-5209.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> If you are charging admission, Continuing Education will run your event from start to finish. They will develop a budget and take expenses from proceeds.</li> </ul>

Please include the following quoted text in all printed materials, programs and advertisements:  
***"Support for this event provided by the Visiting Artists and Speakers Program"***

Also please use College Visiting Artists and Speakers logo

Revised 10/05