



Event/Programming PR Request/Information

Instructions:

Please complete all areas of this form.* If you are unclear as to a particular item, please coordinate with your department head. Also, please have your department head approve this before sending to Marketing [check the box as indicated]. *exception: sponsor fulfillment, which will be completed by Development.

Please indicate what PR/marketing materials you would like this placed in:
<input type="checkbox"/> Earth Song <input type="checkbox"/> E-News <input type="checkbox"/> Press Release <input type="checkbox"/> Postcard
<input type="checkbox"/> Other [please specify]:
Deadlines:
<i>For Earth Song, press releases, media advisories, etc.:</i>
Jan-Mar; Oct. 15 Apr-June; Jan. 15 July-Sept; Apr. 15 Oct-Dec; July 15
<i>E-News [for items that are a) too late for Earth Song or b) for other events or programming]</i>
First of the month: the 25th [example: for Feb. 1, the deadline is Jan. 25]
15th of the month: the 10th of the month [example: for Feb. 15, the deadline is Feb. 10]
Date Submitted:
Your Name/Name of Programmer/Event Manager:
Name of Event, Program and/or Series:
Date(s):
Time(s):
Location(s):
Target Audience:
General description of program:

Recurring Event?		Yes or No
Public Event?		Yes or No
Free with Museum Admission?	Yes or No	Free to all? Yes or No
Ticketed Event?		Yes or No
Public Pricing (if applicable):		
Member Pricing (if applicable):		
RSVP Date:		
RSVP Phone #		
Food or Beverage Status (included, provided or for sale):		Yes or No
Corresponding items for sale in the Shop/Berlin Gallery?		Yes or No
If yes, explain and give sample prices:		
Artists or speakers involved and their tribal affiliation (if any), and contact info:		
Marketing Budget:		
Media Sponsor[s] and Fulfillment Requirements [for Development Use]:		

Image Selection: [please indicate 2-3 images that can be used for PR purposes. * Please be aware that Marketing and/or Design may ask for different ones depending on how well they believe the images will work for publication.] Please give to Marissa at mgroom@heard.org.

Image Name/Cutline/Photo Credit

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Image Name/Cutline/Photo Credit

***Photo Release: I certify that the Heard Museum has obtained the rights to use the above images or I certify that these images are in the public domain []**

This request has been reviewed by my department head []

I understand my submissions with this request can not be altered/changed/reformatted in order to ensure accurate media placements. []

Last updated 7 Jan 2013