VAPA Event/Publicity Request Procedure
Revised 8/20/11

Publicity demands of VAPA events start long before a coming semester begins so it is imperative that we make deadlines and stick to them. After a semester begins, print advertising of VAPA events goes into the Good Times, calendar listings go in all papers, and press releases are sent. All your submitted information must be accurate and if changes occur a “VAPA Event Change Form” must be submitted to Julie or Jana ASAP.

Early deadline PR publications include:
- VAPA Brochure
- Cabrillo Extension Catalogue
- Student Guide Newspaper
- Cabrillovapa.com website updating

Submitting Event/PR Requests
It’s easy!
- Fill out a VAPA PR Request Form, either in hard copy from the division office or online at the division homepage at: http://www.cabrillo.edu/internal/divisions/vapa/forms.html
- Submit your request to Julie or Jana either via email or hardcopy by the deadline below.
- If you have a last minute change to your event, please submit a “VAPA Event Change Form” to Julie or Jana ASAP. This includes any change such as event time, event title, ticket price, contact info, etc.

Deadlines
- Spring semester (events from Feb 1 – Aug 25) PR deadlines:
  Oct. 15 (faculty requests only)
  Oct. 31 (community performance requests only)
- Fall semester (events from Aug 26 – Jan 31) PR deadlines:
  April 15 (faculty requests only)
  April 30 (community performance requests only)

Deadline Announcement Dates
Julie and Jana will announce via email, to faculty and staff, the coming deadline dates as follows:

1st announcement: 1 month prior to deadline
2nd Announcement: 2 weeks prior to deadline
3rd & final announce: Day before request forms are due

If you do not make the deadline your events will not be listed or publicized.

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Getting the Press You Want

Photos
A good publicity photo cannot be overstated. It can be the difference between being highlighted in a newspaper for not.

Please submit photos with your event that are in focus, well lit and of high resolution (at least 300dpi at 5x7). If the photo is eye catching, it will usually get picked-up by the press. When time permits, Jana will photograph semester events for marketing purposes. These images are not for faculty to pass out to students or for general use, but solely for marketing your department through Marketing and Communications and the VAPA website.

Press Releases/PSA’s
All Cabrillo related press releases must be edited and distributed by the Marketing Department on campus. If you would like a full press release to go out on your event, please submit 2-3 paragraphs that describes your event, background info, performance specifics and/or bios of headlining performers.

Marketing officially distribute releases, PSA’s and photos through their press channels.

Press Deadlines
- Calendar Listings: 2-3 week lead-time
- Editorial Coverage: 3-4 week lead-time. Longer for potential cover stories in weeklies.
- Reviews: 2-3 week lead-time before opening of event.
- Magazines: 3+ month lead-time

Printed Materials
Marketing can offer design services for your event including posters, flyers, postcards, and newspaper advertising. This must be requested and scheduled 8 weeks prior to your event, which allows time for printing and mailing time. Call us to discuss your needs and budget!