

NEWS
flash

PUBLICITY REQUEST FORM

PLEASE NOTE: For proper coverage of your event the day it occurs, and to allow enough time to produce publicity materials (posters, fliers, etc.) to advertise your event in advance, this form should be submitted to the Public Relations Office in LL120B **at least 4 to 6 weeks prior to the event.**

Information provided on this form may be used in news releases, public service announcements, internal publications, or other public information channels. The Public Relations Office reserves the right to use all material according to its timeliness.

We want your event to be successful and get the attendance and coverage it deserves!

(Please Print)

What: _____
(Title of workshop, meeting, play, concert, etc.)

Date(s) of Event: _____

Time(s): _____

Location: _____
(If not on campus, please include street address.)

Target Audience: _____
(Who is it for? Be specific, e.g. current students, business leaders, etc.)

Admission Prices / Cost: _____

Dept. Head Signature: _____

Sponsor(s) / Contact(s): _____
(Department, instructor, etc.)

Tell us about the event. Is there anything unique or unusual about it? Please give details: names and credentials of featured speakers or performers; description of activity; synopsis of play; title of speech; details of award, etc.

If you have additional information, please attach.

OVER



SERVICES REQUESTED:

☐ News Release ☐ Marquee ☐ Web ☐ Web site production ☐ Video

PAID ADVERTISING: ☐ Yes ☐ No

Budget: _____

Requested:

☐ **Newspaper** (e.g. *Pasadena Star News*, *Pasadena Journal*, *Pasadena Weekly*)

Specify: _____

☐ **Radio**

☐ **Cable Television**

☐ **Other** (please explain): _____

PHOTOGRAPHY NEEDED: ☐ Yes ☐ No

Event Date: _____ **Event Time:** _____

Event Location: _____

Description of Photographs (specify): _____

Please be sure to notify the **Public Relations Office** at (626) 585-7315 or the **Publications Office** at (626) 585-7250 of any change in information or in the event of cancellation.

Return form to: Public Relations Office, LL120B

This form can also be downloaded from the Internet at www.pasadena.edu/publicrelations

Name and phone number of person submitting information:

Date submitted: _____

Public Relations Office
Phone: (626) 585-7315
Fax: (626) 585-3064
www.pasadena.edu/publicrelations