

## Project Narrative

Respond to the statements below, and limit your response to ***no more than six typewritten, double spaced pages*** (Concise writing is valued!). If a section is not applicable to your project or event, please state the reason(s). Contact the council office at 545-0202 if you have any questions. *Please use 12 point font.*

### **Project Description**

Describe the proposed event, project, or series. Describe why you want to present this project; state the goals and objectives of the project and how the UMass community will benefit from it. Describe also your organization's prior experience, if any, in presenting this type of event.

### **Artistic Merit of Proposal**

Please describe the artistic merit of your proposed project. Because the Arts Council funds only projects with artistic merit, it is crucial that your application demonstrate that thought has been given to this aspect of your program.

You may provide additional insight into the artistic merit of your program by including in this document any descriptive or support materials: press releases for the artist or speaker, résumés, and images. You may also supply links to audio, video, or images that cannot be embedded here.

### **Student Involvement**

Describe how students will be involved in the program, both as presenters and as audience members. List the students and their roles in the planning, management, production, and presentation of the project. Remember that Arts Council funds must benefit UMass students.



## Publicity Plan

Show how you plan to publicize the event by checking all relevant boxes.

- |  |  |
|--|--|
| <input type="checkbox"/> press release to <i>Collegian</i>   | <input type="checkbox"/> posters   |
| <input type="checkbox"/> public service announcement to WMUA   | <input type="checkbox"/> flyers  |
| <input type="checkbox"/> listing release to UVC Channel 19   | <input type="checkbox"/> advertisements in <i>Collegian</i>                |
| <input type="checkbox"/> calendar listings to Five College Calendar<br><a href="http://fivecolleges.edu/FiveCol/calendrome.cgi">http://fivecolleges.edu/FiveCol/calendrome.cgi</a> | <input type="checkbox"/> e-mail notices                                    |
| <input type="checkbox"/> calendar listings to Collegian  | <input type="checkbox"/> listing on a Web page. Internet address:<br>_____ |
| <input type="checkbox"/> calendar listings on UMass Events calendar<br><a href="http://www.umass.edu/umhome/events.submit">http://www.umass.edu/umhome/events.submit</a>           | <input type="checkbox"/> facebook address:<br>_____                        |
| <input type="checkbox"/> calendar listings to other resources(please list): _____  | <input type="checkbox"/> twitter   |
| <input type="checkbox"/> Campus Concourse information table  | <input type="checkbox"/> other:<br>_____                                   |
| <input type="checkbox"/> table tents (remember to check with Dining Services!)   | <input type="checkbox"/> _____   |