

To: Katie Zychowski
From: DeManté Baldwin
Date: December 6, 2016
Re: UICA Media Kit

MEMO

Enclosed is a media kit for The Urban Institute for Contemporary Art (UICA) exhibition showcases and events. It includes a fact sheet, a traditional new release, a social media release and a backgrounder. Also included is a revised copy of the letter of agreement, a short social media suggestion, and a client evaluation form.

After our first meeting, and letter of agreement, we concluded that the main goal of this campaign is to raise awareness for UICA, as well as the programs hosted at UICA. Each piece contained in the media kit works towards this goal.

The fact sheet focuses on information about UICA. It talks about different partnerships UICA as with local restaurants. It also briefly touches on the history of UICA and how it got to where it is located today.

The traditional news release is written about an annual event that UICA celebrates. It provides information about the event, as well as how people can get involved with the event. It also includes information on where to purchase tickets for the event.

The social media release is written about the US IS THEM exhibition. This focuses on what the exhibition entails, as well as when it starts, and what type of art is expected at the exhibition. It also includes information about the price of the exhibit, and who is able to attend.

The backgrounder focuses on what defines contemporary art, and how it is beneficial to society. It also focuses on why UICA is a pinnacle for contemporary art, and why people should visit UICA.

Thank you for asking us to develop this media kit to promote UICA.

September 22, 2016

Katie Zychowski
Urban Institute for Contemporary Arts
2 Fulton West
Grand Rapids, MI 49503

Dear Ms. Zychowski:

It was a pleasure to meet with you in our class on Tuesday, September 20, 2016. I understand the objective of the media kit is to increase awareness of UICA's commitment to promoting contemporary arts amongst 18-30-year-old residents in the Grand Rapids/West Michigan area by December 2016, As well as increase awareness of contemporary arts to educational facilities and promote school group tours.

Based on the current amount of obtained information, at this time I recommend the following communications tools for the media kit:

- News release
- Social Media Release
- Backgrounder
- Fact Sheet

As previously discussed, the media kit will be completed and delivered on December 2016.

To acknowledge that you have received this letter of agreement, please sign below stating that you agree with my assessment of this project, or indicate any changes needed.

Ms. Zychowski, I am excited for the chance to work with the Urban Institute for Contemporary Arts and appreciate the opportunity to develop the media kit for the Coming Home Exhibition.

Sincerely,

X_____

DeManté M. Baldwin

X_____
Client Signature

Date

Client Name

SOCIAL MEDIA SUGGESTION

As a center for contemporary art, UICA is already well informed about social media. It has a large online presence on Twitter and Instagram. As well as the extremely detailed website, which also links to everything related to UICA.

While I do like the amount of presence UICA has on social media, there are a few ways I believe it could be improved. In terms of presentation, UICA is perfect. No need to change that; however, I noticed the lack of a newsroom. The website has a page for events that link to other events, but it is filled with information for the public audience. I believe the inclusion of a newsroom allows more access to UICA.

Another suggestion would be conversation with your audiences. By engaging in conversation via twitter, or an online chat, you open yourself up for more communication with consumers. This allows for artist to contact UICA, as well as for others to remain informed about the UICA happenings. Your member mornings are very similar to this suggestion. This merely expands on the example and takes it online.

In terms of social media placement on the site, I believe it would serve UICA better to place the links to social media at the top of the site. The logos for Twitter and Instagram are very well known, and if someone is really interested in online involvement, they will search for those logos. I would suggest next to the “i” at the top of the page.

Urban Institute for Contemporary Art

- UICA was founded in 1977 by a group of Grand Rapids artist.
- UICA merged with the ArtWorks organization in 2006, and led to personal and workforce development programs for youth aged 14-19.
- UICA merged with Kendall College of Art and Design of Ferris State University in 2013.
- UICA offers early access to upcoming exhibitions to members with member mornings.
- UICA is a LEED certified building.
- UICA showcases independent and non-independent movies.
- UICA is partnered with 14 local restaurants to provide a discount to movie nights after a dinner at one of the participating locations.
- UICA carries homemade goods, jewelry, paintings, prints and sculpture, and art and design books and letterpress items from local artist.
- UICA provides free admission for active military, veterans and their family.
- UICA offers a variety of different rentable locations within the gallery.

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NEWS RELEASE

Contact: Katie Zychowski
616-454-7000 x28
katiez@uica.org

UICA celebrates 40 years with Live Coverage

GRAND RAPIDS, Mich., Dec. 5, 2016 – The Urban Institute for Contemporary Art (UICA) is celebrating its 40th anniversary with a Live Coverage of artist. The live coverage will be held Friday, March 31, 2017 from 7 – 11p.m. on Sheldon Boulevard.

Tickets are \$10 for UICA members, and \$25 for the public. Purchasing tickets for the cocktail event include fine food and entertainment. Tickets can be purchased at eventbrite.com/e/live-coverage-2017-tickets-29653543547.

Live coverage is UICA's centerpiece fundraising event. In progress work can be purchased directly from the artists at the event. A percentage of the works purchased from artists support UICA programming and exhibitions year-round.

The Live Coverage event is an anniversary celebration located in UICA's old home. The building on Sheldon Boulevard is now the Art Prize hub. Local artists can also get involved and showcase their work.

About UICA – The Urban Institute for Contemporary Arts builds creative community by fostering new forms of expression, promoting collaboration, and new providing genuine experiences with contemporary art.

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NEWS RELEASE

UICA features art from 42 international artists

Contemporary art against Worldwide affairs

GRAND RAPIDS, Mich., Oct. 13, 2016 – The [US IS THEM](#) art exhibition features 42 international contemporary artists speaking out against religious, political, and racial issues. The Urban Institute for Contemporary Arts (UICA) will host the exhibition from Friday, Jan. 27 through Sunday, May 14, 2017.

An opening reception will be held for [US IS THEM](#) and [Here + Now](#) on Friday, Jan. 27. The member preview will be held from 5:30 – 6 p.m., and the public welcome will be held from 6 – 9 p.m. Admission is free for UICA members, and \$5 for public access.

The exhibit is organized to reflect current affairs worldwide. It focuses on the artists' approach at raising awareness regarding current human conditions. The galleries are also geographically separated. Each gallery focuses on a different aspect of current issues.

About UICA – The Urban Institute for Contemporary Arts builds creative community by fostering new forms of expression, promoting collaboration, and new providing genuine experiences with contemporary art.

uica

Contact: Katie Zychowski
(616)-454-7000 x28
katiez@uica.org

[Website](#)

[US IS THEM Calendar](#)

[Here and Now Calendar](#)

[Twitter](#)

[Instagram](#)

###

BACKGROUND

Contact: Katie Zychowski
616-454-7000 x28
katiez@uica.org

Urban Institute for Contemporary Art

The Urban Institute for Contemporary Art (UICA) is museum for contemporary artist to showcase their works. It is located on Fulton West, Grand Rapids. UICA was formed by a group of Grand Rapids artist to create a venue for challenging new forms of artistic expression in 1977. UICA builds creative community by fostering new forms of expression, promoting collaboration, and providing genuine experiences with contemporary art.

What is contemporary art?

Contemporary art refers to art made and produced by artist living today. Contemporary artist work in culturally diverse, technologically advancing, and multifaceted global environments. It is a dynamic combination of materials, methods, concepts, and subjects that challenge traditional boundaries and defy easy definition. It provides viewers with the opportunity to see the world, and world issues from the perspective of the artist.

Contemporary art opens up a gateway to discuss modern, close to home issues for the artist and viewer alike. It is the most straightforward, yet most confusing form of art. This art style provides artist with new ways of expression through various mediums and outlets. Contemporary art allows artist to expand from just traditional art, to create art that seems simple, but is actually complex in its representation.

Contemporary artist utilize mediums ranging from paintings to videos. How an artist decides to depict an issue occurring in society, or solely in their life is what makes contemporary art one of the most definitive forms of self-expression.

How is it beneficial?

Contemporary art provides a gateway for critical, out of the box thinking on social issues. Art has always been subjective in nature. Most viewers see an art piece, and attempt to figure out the message intended by the creator.

(more)

UICA – 2

Why visit UICA?

UICA is one of the only museums in Michigan that has a constant rotating gallery. An art piece may only be in the facility for the duration of an exhibit. With the constant flow of art work through the museum, there is never a lack of energy about the artist, or the created works.

UICA provides group tours for schools, as well as several engaging activities for children. They also provide early access to exhibits for members. Visiting UICA provides more than just a view into the mind of the artist, members are able to discuss a painting among a group of friends, expounding upon the critical thinking aspect of contemporary art.

With its connection to the Kendall College of Art and Design of Ferris State University, UICA also provides a wide range of perspectives from different age groups, and different walks of life.

Scheduling

UICA is open Tuesday through Saturday from 12 – 9 p.m., and Sundays from 12 – 6 p.m. UICA is closed Mondays and university holidays

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Daily Newspaper

Kalamazoo Gazette

Ms. Linda S. Mah, Editor, Staff Writer

Shipping Address:
300 S Kalamazoo Mall
Kalamazoo Michigan, 49007-4800
United States of America

Mailing Address:
PO Box 2007
Kalamazoo Michigan, 49003-2007
United States of America

Phone: +1 (269) 303-6567
Fax: +1 (269) 388-8447
Email: lmah@mlive.com
Circulation: 27,033

Beat/Title (Additional): Health, Education, Arts & Entertainment Editor

Pitching Tips: Preferred Order: Email

Profile: Mah is a reporter covering health, education, arts and entertainment for the Kalamazoo (MI) Gazette, also overseeing Arts & Entertainment section. Contact her via email

Twitter Handle: <https://twitter.com/lindasmah>

Daily Newspaper

Grand Haven Tribune

Ms. Marie Havenga, Editor

Mailing Address:
101 N 3rd St
Grand Haven Michigan, 49417-1209
United States of America

Phone: +1 (616) 842-6400
Fax: +1 (616) 842-9584
Email: mhavenga@grandhaventribune.com
Circulation: 8,567

Beat/Title (Additional): Lifestyle, Features, Food, Health & Medicine, and Art & Entertainment Editor

Pitching Tips: Preferred Order: Email

Profile: Havenga is an editor overseeing Lifestyle, Features, Food, Health & Medicine, and Arts & Entertainment for the Grand Haven (MI) Tribune. Contact her via email.

Twitter Handle: <https://twitter.com/ghtribune>

Daily Newspaper

The Holland Sentinel

Ms. Amy Biolchini, Senior Reporter

Mailing Address:
300 S Kalamazoo Mall
Kalamazoo Michigan, 49007-4800
United States of America

Phone: +1 (269) 303-6567
Fax: +1 (269) 388-8447
Email: amy.biolchini@hollandsentinel.com
Circulation: 11,516

Beat/Title (Additional): Education, Higher Education, Health & Medicine, K-12 Senior Reporter

Pitching Tips: Preferred Order: Email between 9 a.m. and 5 p.m. EST

Profile: Biolchini is a senior reporter covering K-12 Education, Higher Education and Healthcare, including Mental Health, for the Holland (MI) Sentinel. She prefers to be contacted via email between 9 a.m. and 5 p.m. EST.

Twitter Handle: <https://twitter.com/sentinelamy>

Community Newspaper

J-Ad Graphics

Ms. Amy Biolchini, Senior Reporter

Mailing Address:
105 N. Broadway

Phone: +1 (269) 945-9554
Fax: +1 (269) 945-5192

Lowell Michigan, 49331
United States of America

Email: ledger@lowellbuyersguide.com
Circulation: 132,742

Beat/Title (Additional): News Editor

Pitching Tips: Preferred Order: Email

Profile: Boss is the news editor overseeing Community news for the Lowell (MI) Ledger at J-Ad Graphics in Hastings, MI. Contact her via email.

Community Newspaper

South Haven Tribune

Ms. Kim Ingalls, Reporter

Mailing Address:
308 Kalamazoo St
South Haven Michigan, 49090-1308
United States of America

Phone: +1 (269) 637-1104
Fax: +1 (269) 637-8415
Email: southhaventribune@yahoo.com
Circulation: 14,000

Beat/Title (Additional): Reporter

Pitching Tips: Preferred Order: Email

Profile: Ingalls is the reporter for the South Haven (MI) Tribune. She can be contacted via email

Community Newspaper

Penasee Globe

Ms. Sherry Kuyt, Reporter

Shipping Address:
2141 Port Sheldon St
Jenison Michigan, 49428-9315
United States of America

Mailing Address:
PO Box 9
Jenison Michigan, 49429-0009
United States of America

Phone: +1 (616) 209-0340
Fax: +1 (616) 669-4848
Email: sherry_kuyt@mlive.com
Circulation: 14,000

Beat/Title (Additional): Community News Reporter

Pitching Tips: Preferred Order: Email

Profile: Kuyt is a reporter covering Community News in Burnips, Dorr, Gun Lake, Hopkins, Martin, Moline, Shelbyville and Wayland, MI for the Penasee Globe at Advance Newspapers in Jenison, MI.
Contact her via email

Twitter Handle: <https://twitter.com/SKuyt>

Community Newspaper

Penasee Globe

Ms. Shiela McGrath, Editor

Shipping Address:
2141 Port Sheldon St
Jenison Michigan, 49428-9315
United States of America

Mailing Address:
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Jenison Michigan, 49429-0009
United States of America

Phone: +1 (616) 209-0351
Fax: +1 (616) 669-4848
Email: shiela_mcgrath@mlive.com
Circulation: 14,000

Beat/Title (Additional): News Editor

Pitching Tips: Preferred Order: Email

Profile: McGrath is the news editor for Advance Newspapers in Jenison, MI, and additionally serves as Editor for the Penasee Globe, Southeast Advance and Southwest Advance. Contact her via email.

Magazine

REVUE West Michigan

Mr. Joe Boomgard, Editor

Mailing Address:
65 Monroe Center St NW Ste 5
Grand Rapids Michigan, 49503-2936
United States of America

Phone: +1 (616) 608-6170
Fax: +1 (616) 608-6182
Email: joe@revuewm.com
Circulation: 15,000

Beat/Title (Additional): Editor

Pitching Tips: Preferred Order: Email

Profile: Boomgard is the editor of MiBiz and REVUE West Michigan. He can be reached via email.

Twitter Handle: <https://twitter.com/jboomgaard>

Magazine

Museums & More

Ms. Sam Ujvary, Assistant Editor

Mailing Address:
PO Box 128
Sparta Michigan, 49345-0128
United States of America

Phone: +1 (616) 520-2167
Fax: +1 (616) 887-2666
Email: sujvary@greatamericanpublish.com
United States of America

Circulation: 28,014

Beat/Title (Additional): Assistant Editor

Pitching Tips: Preferred Order: Email

Profile: Ujvary is an assistant editor at Great American Media Services, publisher of Gift Shop, Stationary Trends, Museums & More and Party & Paper. Contact her via email.

Twitter Handle: <https://twitter.com/salouujv>

Blog

Going Gonzo – The Grand Rapids Press Blog

Mr. John Gonzalez, Blogger

Mailing Address:
169 Monroe Ave NW Ste 100
Grand Rapids Michigan, 49503-2632
United States of America

Phone: +1 (616) 222-5685
Fax: +1 (616) 222-5409
Email: gonzo@mlive.com
United States of America

Circulation: 4,432

Beat/Title (Additional): Entertainment Editor

Pitching Tips: Preferred Order: Email

Profile: Gonzalez is the Arts & Entertainment editor for The Grand Rapids (MI) Press, overseeing Music as well as the Weekend and Entertainment sections, also writing an Entertainment column and writing the Going Gonzo blog on Local Entertainment. His column lists his top choices for things to do and see in the area each week. He says it is better to reach him in the morning because it is an afternoon paper. He gets annoyed when PR pros try to get stories written about their clients. He prefers the soft sell to the hard sell. He prefers press releases to be sent by email.

Twitter Handle: <https://twitter.com/MichiganGonzo>

Blog

CraftSanity Blog

Ms. Jennifer Ackerman-Haywood, Blogger

Mailing Address: Phone: +1 (616) 222-5519
PO Box 888192 Fax: N/A
Grand Rapids Michigan, 49588-8192 Email: jennifer@craftsanity.com
United States of America United States of America Circulation: 22,146

Beat/Title (Additional): Blogger, Faculty Advisor
Pitching Tips: Preferred Order: Email
Profile: Ackerman-Haywood is a blogger at CraftSanity blog. She is also the faculty advisor for The Collegiate, Grand Rapids Community College. Her features reporting covers a wide range of topics ranging from health to high-tech trends. She is also interested in arts and crafts. Send her releases concerning new products available in all her stories. She is very open to ideas. "If you have a good idea, just let me know," she says. "I'm pretty accessible." Contact her via email.
Twitter Handle: <https://twitter.com/craftsanity>

Television Station

WGVU-TV

Mr. Patrick Center, News Director

Mailing Address: Phone: +1 (616) 331-7223
301 Fulton St W Fax: (616) 331-6666
Grand Rapids Michigan, 49504-6430 Email: centerp@gvsu.edu
United States of America United States of America Circulation: GR DMA

Beat/Title (Additional): News Director
Pitching Tips: Preferred Order: N/A
Profile: Center is News Director for WGVU-TV, WGVU-AM, WGVU-FM and WGVS-AM. He is also host and producer of WGVU Midday and Newsmakers. Additionally, he is host of West Michigan Week.
Twitter Handle: <https://twitter.com/WGVUpublicmedia>

Radio Station

WGVU-FM

Mr. Patrick Center, News Director

Mailing Address: Phone: +1 (616) 331-7223
301 Fulton St W Fax: (616) 331-6666
Grand Rapids Michigan, 49504-6430 Email: centerp@gvsu.edu
United States of America United States of America Circulation: GR DMA

Beat/Title (Additional): News Director
Pitching Tips: Preferred Order: N/A
Profile: Center is News Director for WGVU-TV, WGVU-AM, WGVU-FM and WGVS-AM. He is also host and producer of WGVU Midday and Newsmakers. Additionally, he is host of West Michigan Week.
Twitter Handle: <https://twitter.com/WGVURadio>

Television Station

WOOD-TV

Ms. Jordan Carson, Entertainment Correspondent

Mailing Address: Phone: +1 (616) 771-9646
120 College Ave Fax: (616) 456-5755
Grand Rapids Michigan, 49503-4404 Email: jordan.carson@woodtv.com
United States of America United States of America Circulation: GR DMA

Beat/Title (Additional): Entertainment Correspondent

Pitching Tips: Preferred Order: N/A

Profile: Carson serves as an Entertainment Correspondent for WOOD-TV and Co-host of eightWest. She works on special projects for the station as well as fil-in segments where she is needed. Carson is also the Social Sizzle Expert for WOTV-TV where she covers places, events and happenings in Western Michigan.

Twitter Handle: <https://twitter.com/imjordancarson>

Television Station

WXMI-TV

Ms. Dana Chicklas, Reporter

Mailing Address:

3117 Plaza Dr NE

Grand Rapids Michigan, 49525-2901

United States of America

Phone: +1 (616) 364-8722

Fax: (616) 364-8506

Email: dchicklas@fox17online.com

United States of America

Circulation: GR DMA

Beat/Title (Additional): Reporter

Pitching Tips: Preferred Order: N/A

Profile: Chicklas investigates and covers a wide range of topics as a reporter for FOX 17 News on WXMI-TV.

Twitter Handle: <https://twitter.com/DanaChicklas>

Television Station

WZZM-TV

Ms. Amy Fox, News Assignment Editor

Mailing Address:

645 3 Mile Rd NW

Grand Rapids Michigan, 49544-1601

United States of America

Phone: +1 (616) 785-1313

Fax: (616) 785-1301

Email: amyfox@wzzm13.com

United States of America

Circulation: GR DMA

Beat/Title (Additional): News Assignment Editor, Reporter

Pitching Tips: Preferred Order: Email

Profile: Fox is News Assignment Editor and is also responsible for story assignment and crew allocation. She also investigates and covers a wide range of news topics as a reporter. She can be contacted by email.

Twitter Handle: <https://twitter.com/amyfox13>

Television Station

WWMT-TV

Ms. Melissa Broderick, News Assignment Manager

Mailing Address:

590 W Maple St

Kalamazoo Michigan, 49008-1926

United States of America

Phone: +1 (269) 388-9339

Fax: (269) 388-8322

Email: melibrod@wwmt.com

United States of America

Circulation: Kalamazoo

Beat/Title (Additional): News Assignment Editor, Reporter

Pitching Tips: Preferred Order: Email

Profile: Broderick is in charge of the assignment desk as News Assignment Manager. She can be contacted by e-mail. She accepts follow-up calls. In regards to pitching, she say, "Be very detailed in the news releases that come across, regarding what the event is about, location, time, contact name, a cell number is usually great or an e-mail address. Then usually a follow-up call like the day or so

before is nice.” She adds, “I just don’t like to be called a lot, like every day or you know, usually one follow-up call is enough.”

Twitter Handle: <https://twitter.com/wwmtnews>

Radio Station

WOOD-FM

Mr. Phil Tower, Program Director

Mailing Address:

301 Fulton St W

Grand Rapids Michigan, 49504-6430

United States of America

Phone: +1 (616) 459-1919

Fax: (616) 242-6599

Email: philtower@iheartmedia.com

United States of America

Circulation: Grand Rapids

Beat/Title (Additional): Program Director

Pitching Tips: Preferred Order: E-mail

Profile: Tower is the Program Director of WOOD-AM/FM. He prefers to receive press releases by e-mail or fax.

Twitter Handle: <https://twitter.com/woodradio>

Radio Station

WVFM-FM

Mr. John McNeill, News Director

Mailing Address:

4200 W Main St

Kalamazoo Michigan, 49006-2749

United States of America

Phone: +1 (269) 345-7121 ext. 330

Fax: (269) 345-1436

Email: john.mcneill@mwcradio.com

United States of America

Circulation: Grand Rapids

Beat/Title (Additional): News Director

Pitching Tips: Preferred Order: Fax or E-mail

Profile: McNeill is the News Director at WKZO-FM, WNWN-AM, WQLR-AM, and WVFM-FM. He is also the News Director and PM Drive-Time on Air Personality at WKZO-AM. He prefers to receive submissions by fax or through the station’s news desk e-mail address

Twitter Handle: <https://twitter.com/fm1065>

Radio Station

WBCH-FM

Mr. Dave McIntyre, News Director

Shipping Address:

119 W State St

Hastings Michigan, 49508-1843

United States of America

Mailing Address:

PO Box 2007

Hastings Michigan, 49508-0088

United States of America

Phone: +1 (269) 303-6567

Fax: +1 (269) 388-8447

Email: dave@wbch.com

Circulation: GR DMA

Beat/Title (Additional): News Director, Farming Director, Sports Director

Pitching Tips: Preferred Order: Email or Mail

Profile: McIntyre is in charge of the newsroom as News Director and Farming Director for WBCH-AM and WBCH-FM. He is also the Sports Director of WBCH-FM. Send submissions by e-mail or mail.

Radio Station

WYVN-FM

Mr. Gary Stevens, News Director

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87 Central Ave
Holland Michigan, 49423-2829
United States of America

Phone: +1 (616) 392-3121
Fax: (616) 392-8066
Email: g.stevens@mwcradio.com
United States of America

Circulation: Holland

Beat/Title (Additional): News Director

Pitching Tips: Preferred Order: E-mail

Profile: Oversees newsroom for WHTC-AM in Holland. Also Radio Host from 5 a.m. to 12:15 p.m., covering daily local and state news.

Twitter Handle: <https://twitter.com/927thevan>
