

## **Community Partnership Outline for Academy Evening Talks**

Thank you for your interest in sponsoring Academy Evening talks in your community. Academy Evenings engage the public in a wide variety of topics of public interest and feature Wisconsin's leading thinkers, scholars, and artists. These free forums are intended to encourage public interaction with these leaders in an intimate atmosphere designed to foster discussion and build community. The Wisconsin Academy of Sciences, Arts and Letters regularly sponsors Academy Evening talks in the Overture Center in Madison and at other venues across the state.

We select areas to hold Academy Evening talks based on the willingness of local groups of Academy members to take on some organizing, publicity, and sponsorship responsibilities. We want to bring top-notch speakers and researchers to your area, but we need to ensure that there is a broad public audience and a local group to help build this audience and handle local publicity. Membership in the Academy is just \$25 for annual first-time members and \$40 for renewal, so it doesn't take much to gather three or four interested parties and make this process work. In addition to member support for the Academy Evenings, local sponsorships of \$1,000–\$2,000 are sought to cover travel costs for speakers, Wisconsin Academy staff arrangements and time, and in some cases paid publicity. In-kind contributions of publicity in organizational newsletters, posters, and/or other communications materials, as well as volunteers to host, set up technical needs, and staff the event, are all necessary to ensure a well-attended and successful Academy Evening talk.

Academy Evenings require no small amount of planning and effort by Wisconsin Academy staff and Wisconsin community leaders. In order for us to assess the potential of a community partnership, we have a few questions we'd like you to consider:

### **Organization**

- a. Who will be the "point person" representing the community and communicating with the Wisconsin Academy for planning and execution of the event?
- b. Do you have any suggestions/contacts for local sponsorship that might reflect the nature of the Academy Evening talk (i.e. an Academy Evening talk on groundbreaking Alzheimer's treatments and research might be sponsored by a local hospital, nursing home, or regional branch of the National Alzheimer's Foundation)?
- c. Are there local organizations we can partner with that have their own "built-in" audience, such as Rotary, Lions Club, local library, educational foundation, or another business, social, or civics club?

Our annual Academy Evenings season roughly corresponds to the academic year, with the majority of events occurring in September–November and February–May. The Academy Evenings season schedule is planned in a year in advance and printed and distributed annually in May. Please submit proposals as soon as possible for events in your area so that we may include them in our season schedule.

**Please send your logos and boilerplate copy, as well as additional questions, to Jason A. Smith at [jsmith@wisconsinacademy.org](mailto:jsmith@wisconsinacademy.org) or call 608-263-1692 x21.**

**Timeframe**

- a. When would you like to host this Academy Evening talk?
- b. Are there other local or national events create a conflict with the proposed talk (school events, sporting events, Presidential addresses or other televised events, etc.)?
- c. Is there adequate time to secure the venue for proposed date and/or is it available for this purpose?

**Location (libraries, auditoriums, museums, or other community rooms are best)**

- a. Where would you like to host this Academy Evening talk?
- b. How many people can this venue hold, and how many in your community do you expect will attend this presentation
- c. Is there parking and is this venue handicap accessible?
- d. Is there access to a power outlet, podium, microphone, computer-connectable projector, and screen for the Academy Evening presenter?
- e. Are there tables available for set-up by the entrance to display Wisconsin Academy informational materials?
- f. Is there a person on-staff at this venue who will be the Wisconsin Academy contact for one or all of these aspects of this event: organization, publicity, and staffing?

Because the Wisconsin Academy is a Madison-based nonprofit, it is always a challenge for us to promote Academy Evening talks on the ground level and reach local media outlets in any given area of the state. We count on our community partners across the state to coordinate the publicity and promotion of these events with our communications director, Jason A. Smith ([jsmith@wisconsinacademy.org](mailto:jsmith@wisconsinacademy.org)).

**Promotion**

- a. Will the community partners take responsibility for circulating a press release, provided by the Wisconsin Academy, to local media?
- b. Will the community partners help to promote the event on a local level with flyers or other posters provided by the Wisconsin Academy?
- c. All Academy Evenings promotional material should contain both the Wisconsin Academy's logo and boilerplate copy as well as information on the sponsoring organizations (see Communications Outline below). Who will ensure that this will happen?

**Presentation**

- a. Will there be a staff person on-site to assist in room set-up and oversight for the event?
- b. Will there be a staff person to assist the Academy Evenings presenter with technical setup (computer hook-ups, PowerPoint presentation, audio levels, etc.)
- c. Will a representative of the community partner be able to make or arrange for an introduction of the speaker at the event and thank the event sponsors?

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## **Academy Evening Talks Partnership Communications Outline**

Thank you for combining efforts with the Wisconsin Academy of Sciences, Arts and Letters in order to sponsor an Academy Evening talk in your community. Academy Evenings engage the public in a wide variety of topics of public interest and feature Wisconsin's leading thinkers, scholars, and artists. These free forums are intended to encourage public interaction with these leaders in an intimate atmosphere designed to foster discussion and build community. It is only with assistance from partners like you that we can bring this unique program to people across our state, and we are grateful for your enthusiasm.

Academy Evenings are recognized throughout Wisconsin as programs of the Wisconsin Academy of Sciences, Arts and Letters. If you intend to publicize or promote an Academy Evenings presentation in your area, we would appreciate as a courtesy a chance to review your materials before publication. Because Academy Evenings are specific to our organization, there are a few language guidelines we ask our partners to adhere to in their media, promotion, and publicity dealings:

1. **Term Usage: Academy Evenings**

Please use the general term "Academy Evening talk" when describing this event in any audio or video recording and in any advertisement, print document, or web page. Other acceptable usages are "Academy Evening discussion" or the plural "Academy Evenings."

2. **Term Usage: the Wisconsin Academy of Sciences, Arts and Letters**

Please use our full name upon first reference in any audio or video recording and in any advertisement, print document, or web page. "Wisconsin Academy" is acceptable thereafter (not "Academy"). When possible, include a link to our website: [www.wisconsinacademy.org](http://www.wisconsinacademy.org)

3. **Logo Usage:**

Please use our logo in conjunction with all reference to the event in any video recording and in any advertisement, print document, or web page.

In press releases and on websites and other media, there is often room for more descriptive copy about Academy Evenings or the Wisconsin Academy. Please utilize the below boilerplate copy whenever possible.

4. **Boilerplate Copy: Academy Evenings**

Academy Evenings engage the public in a wide variety of topics of public interest and feature Wisconsin's leading thinkers, scholars, and artists. These free talks are intended to encourage public interaction with these leaders in an intimate atmosphere designed to foster discussion and build community. The Wisconsin Academy of Sciences, Arts and Letters sponsors Academy Evenings regularly in Overture Center for the Arts in Madison and at other venues across the state. For more information on Academy Evenings in your area, visit [link] [www.wisconsinacademy.org/talks](http://www.wisconsinacademy.org/talks).

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5. **Boilerplate Copy: The Wisconsin Academy of Sciences, Arts and Letters**  
Founded in 1870, the nonprofit Wisconsin Academy applies the sciences, arts, and letters to bring context, civilized discussion, and meaningful action to the most important issues and ideas of today. We create spaces—public forums, art galleries, publications—where citizens join together to examine the challenges of our times, suggest solutions, and look at the world in new ways. We celebrate and preserve Wisconsin’s human, cultural, and natural resources. In this way the Wisconsin Academy connects people and ideas for a *better* Wisconsin. For more information on our programs and events, or to become a member of the Wisconsin Academy, visit [link] [www.wisconsinacademy.org](http://www.wisconsinacademy.org).
- a. **Optional:** Wisconsin Academy programs include the James Watrous Gallery at the Overture Center for the Arts, a gallery by and for Wisconsin artists; *Wisconsin People & Ideas*, our quarterly magazine about Wisconsin thought and culture; Academy Evenings, our statewide series of talks; and the Wisconsin Idea, a public policy program—the most recent of which focuses on “The Future of Farming and Rural Life in Wisconsin.”

Academy Evenings require no small amount of planning and effort by Wisconsin Academy staff and community partners like you. In order for us to ensure that we can bring the best quality event to your community, we have a few communications questions:

6. **Who is your communications point person for this project and what is their contact information?** \_\_\_\_\_  
\_\_\_\_\_

7. **Is there anyone else that needs to sign off on Wisconsin Academy-related communications?** \_\_\_\_\_  
\_\_\_\_\_

8. **Will you be sending/arranging any of the following:**

Press release. When? \_\_\_\_\_

Other E-communications. When/what? \_\_\_\_\_  
\_\_\_\_\_

Event print advertising. When/where? \_\_\_\_\_

Event online advertising. List page URLs: 1. \_\_\_\_\_

2. \_\_\_\_\_ 3. \_\_\_\_\_

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REVISED 10/28/11 Questions? e-mail: [jsmith@wisconsinacademy.org](mailto:jsmith@wisconsinacademy.org)

Pre/post-event media coverage. When/where? \_\_\_\_\_

\_\_\_\_\_

Additional information: \_\_\_\_\_

\_\_\_\_\_

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