

PR leaflet for the publication of Academy-relevant events

Dear colleagues!

We try very hard to promote and announce the lectures, events, exhibitions and symposia of all institutes and departments in the best possible way. We publish these on the Academy's homepage at <https://www.akbild.ac.at/Portal/akademie/aktuelles/veranstaltungen> and link the entries with the starting page so that they appear there. We also announce the events on the info screen in the entrance area at Schillerplatz and send an internal and external newsletter every 2 weeks. We are also happy to communicate the events on our social media channels Facebook (Academy of Fine Arts Vienna) and Instagram (@akbild), but only with the corresponding visuals. There may be press releases on events of great relevance - dates that are known to us are also communicated to the media's event calendars.

It is important that we receive your information in good time, that means at least 2 weeks before the appointment takes place!

For the publication we need:

1. *Title of the event*

- date and time; for exhibitions: date and time of the opening and the duration of the exhibition
- location, space/room
- lecturers and/or participants (Instagram-profiles, Facebook-profiles)
- organizers (Instagram-profiles, Facebook-profiles)
- cooperation partners (including logos and Social Media channels of the partners)

We publish all events at which the Academy of Fine Arts appears at least as a cooperation partner. However, this must be shown. We publish external events only if they are related to teaching at the house. We understand „organizers“ as the organizational units (institutes and professorships) that finance the project.

2. *Texts*

We need a short text (max. 200 characters) that outlines the most important facts (e.g. lecture as part of the lecture series ... organized by the department ... in cooperation with ...) and a text on the content of the event and, if applicable, the program in a Word document. We absolutely need the text both in German and English, at least in the form of a short translated version; mixed-language texts cannot be taken into account. For social media we also need a short text in German and English.

3. *Visuals*

Website: Jpgs in the format of at least 2048 px (only including caption - author, title, year, copyright) The alternative texts for accessibility in German and English must be provided for each image (simple description of the image content, please do not repeat the caption or the Text).

Social media: images or, if applicable, video material. Image material in the resolution 300 dpi at 10x15 cm. Please also note the formats for the respective channels! For information on the video, please contact us.

A...kademie der bildenden Künste Wien

Notice:

The Rights of Use of the authors must be clarified for each image. This means that it is not sufficient to simply name the authors, the authors must also give their consent (possibly for a fee) for publication. In our case, authors are usually the respective artists and photographers; in principle, these are all authors, such as graphic artists, co-authors, etc. However, copyrights can also have been transferred to third parties (collecting societies, estate administrators, etc.). In these cases, the usage permits must be obtained there. In the case of works of art, the copyrights expire 70 years after the death of the author. Museums and other owners of works of art rely on their property rights when marketing images and reproductions of their property, even if the protection under copyright law has expired. The correct designation of the work shown and the authors must also be clarified with them or their representatives. Texts are also subject to copyright.

4. *Contact Information*

Contact address, links, possibly logos of cooperation partners and their links are required. Brochures and flyers can be made available for download, provided they are accessible.

All printed matter (invitations, posters, information, etc.) that you create yourself for the promotion of an event must be sent to the public relations office for review at least 2 weeks before the start of the event. The correct designation of the rooms, institute buildings and ordinariates must be ensured on all printed matter. The Academy's original logo must be used for all of these types of printing. You can download the logo after logging in in the employee area at https://www.akbild.ac.at/Portal/universitaet/mitarbeiterinnen/CI_Vorlagen

Social media

Instagram: If the Academy is tagged on Instagram in posts, stories or reels (@akbild, #akbild), and there is a content-related relationship to the Academy, the post / story / reel can be shared in the story of the Academy's account.

Facebook: We gladly create an „event“ for the house's events on Facebook. If you have already created an event on Facebook, you have the option of adding the Academy as "co-organizer".

Thank you for your cooperation!

Büro für Öffentlichkeitsarbeit / Public Relations Office