Public Information Requirements
for MFA Upstarts Series Concerts
Produced at UCLA by the
Department of World Arts and Cultures

Following is a list of information required to be included on all Public Information for productions associated with MFA Upstarts Series Concerts produced by the UCLA Department of World Arts and Cultures.

Common forms of Public Information include:
- Post Cards
- Flyers
- Programs and Program Copy
- Press Releases
- Websites
- Facebook and other social networking sites
- E-Mail Blasts
- And other forms of print and digital communication such as Public Service Announcements, billboards, posters, YouTube clips, etc.

For Upstarts MFA Concerts held in Kaufman Hall, all forms of Public Information listed above must include the following:
- “UCLA Department of World Arts and Cultures MFA Upstarts Series Presents”
  This is the Upstarts Tagline, and must be prominently displayed on all forms of public information.
  - Guide for display of Upstarts Tagline:
    - Must be at the top of all covers and/or web pages
    - Must be clearly visible
    - Generally displayed at the center of cover/home pages, but location can be modified for aesthetic reasons
- Performance, Venue, Ticketing, and Funding Requirements. Please include:
  - Title and Creator of Performance
  - Date, Year and Time of Performance
  - Venue Name, Location, and Phone
    - Glorya Kaufman Hall, UCLA
    - Name and Room Number of Performance Venue
    - 120 Westwood Plaza
    - Los Angeles, CA 90095
    - 310-825-3951
  - Ticket Prices (which are set due to UCLA Regulations, no variability)
    - General Admission - $15.00; Students with ID - $8.00
  - Ticket Purchase Information through Central Ticket Office
    - 310-825-2101
    - www.tickets.ucla.edu.
Parking Information
- Parking is available in UCLA Lot 4. Enter campus from Sunset Blvd, at Westwood Plaza.

WAC Website
- www.wac.ucla.edu

UCLA Arts Logo (required; do not modify)
- Logo can be found at https://intranet.arts.ucla.edu/identity/

Photographer or design credit

Funding Recognition
- If you have obtained additional funding outside WAC. Funding sources sometimes provide wording on how they prefer to be acknowledged. If not, please use one of the following:
  - “Additional funding provided by” followed by the name of the funding source(s), or
  - “Supported in part by” followed by the name of the funding source(s).

In addition to this required fields, it is common to provide additional information about the performance, creator, and contributing artists. Common fields include:
- A branding line about the performance
- Compelling quotes, sometimes from reviews, about the piece, creator, contributing artists, etc.
- Provocative images that convey the “feel” of the performance.
- Contributing artists names, including performers, designers, and/or sources of inspiration.

Thank you.

WAC Productions