Promotional Deadlines

Spring Quarter 2025

NOTICES

Due to the financial strain felt by the entire UC system, we will not be printing programs anytime in the near future. The only exception would be if you (your event) have your own funding that you would like to put toward printed materials.

Due to the high volume of concerts this spring, promotional deadlines are crucial (however, this should be a general rule of thumb). Failure to provide promotional assets by the deadline will affect the marketing/publishing of your event. I cannot guarantee that you will have all marketing expectations met if the deadline has passed.

I will do my best to send you a friendly-reminder-email in advance; however, the expected deadline is still your responsibility.

I appreciate your patience during this time.

Program & Materials Policy

General Information:

- No given event is required to present a program (printed or pdf) for their concert; however if an audio recording is made for the Department, a list of detailed repertoire information including the title of the piece, composer name, and performer names, is required for archives.

- All programs can be submitted through the [department form](#) or emailed to n1calderon@ucsd.edu.

- All posters and imaging can be submitted through the [Digital Signage Submission Form](#) (for CPMC Monitors) or the [Concert Calendar Submission](#) form (for event listings and social media).

- Program templates can be found [here](#).

DEPARTMENT EVENTS:

The Department of Music will generate program materials (default is digital pdf delivery, printed for audience only by faculty request **AND** requires funding) and digital posters for all ticketed department events. The faculty lead for each event will liaise with Natalie Calderon-Hansen to coordinate program content, layout, and proof.

COURSE CONCERTS:

The generation of programs and publicity materials for course concerts that are non-ticketed, will be the responsibility of, or assigned by, the instructor. Any printing costs for course-related contracts will come from course materials funds if requested.

GRADUATE AND UG HONORS RECITALS:

Graduate students presenting recitals in the season are responsible for generating their programs and digital signage.

SELF SUPPORTED EVENTS:

Are self-sustained and must provide their own materials and support for program, print, and imaging services.

Deadlines

ASSET	SUBMIT	DEADLINE	INFO
1080x1080 Poster/Image	[Concert Calendar Submission Form](#)	AT LEAST 3 weeks before your event	If you want your [event listing](#) to have a specific graphic, you should really submit it before the start of the quarter. Otherwise, your event will either have no imagery, or will be replaced by one made by Jessica or Natalie until you submit yours.
1920x1080 Poster/Image	[Digital Signage Submission Form](#)	AT LEAST 3 weeks before your event	This image is also used for CPMC signage, local calendars, flyers and newsletters. IMPORTANT: If your event is classified as a "[department event](#)," it can be promoted in the Price Center. In order to do this, you need to submit this image **AT LEAST 4 weeks before your event.**
Event Description	[Concert Calendar Submission Form](#) OR email Natalie Cald…	AT LEAST 3 weeks before your event	This information is important. I'd love to know what I'm promoting! I only know what you give me, and the more you give me, the more I can do for you!
Digital Program	[Concert Program Submission](#) OR email Natalie Cald…	AT LEAST 1 week before your event	I need a draft of your program at least a week before so that I have time to edit/reformat. Sometimes this requires some going-back-and-forth to make sure you are satisfied with the end result! FOR "[DEPARTMENT EVENTS](#)": You are not required to make your own program if you would like me to make one for you. I just need all the program info AT LEAST one week before.
Printed Program	[Concert Program Submission](#) OR email Natalie Cald…	AT LEAST 2 weeks before your event	TritonPrint tells you to expect your print job to be completed in 1 week. That means we need 1 week to edit/reformat and one week for TritonPrint to finish the job.

Spring Quarter "Department Events"

- 4/16 WEDS7 Susan Narucki and Kirsten Ashley Wiest NauðaR Níu [The Nine Needs]
- 4/23 red fish blue fish percussion
- 4/26 ACTOR Project with Talea Ensemble
- 4/26 Pandit Kartik Seshadri, sitar
- 5/7 & 5/9 WEDS7 Chamber Opera
- 5/11 Takae Ohnishi, harpsichord
- 5/14 Bridge Music Series presents
- 5/18 The Arcades
- 5/28 WEDS7 Mark Dresser

FAQ's

What other promotional opportunities are available?

Good question! Here is a general overview of the promotional items I usually offer and complete based on each event. This is not an exhaustive list. I'm always happy to help with any other external promotional outlets you'd like to try.

Can I put something in the "In the News" Newsletter?

Absolutely! If you want to submit something for the monthly "In the News" newsletter, you have to fill out the form. This is the form for April. The form changes monthly, so make sure you're using the right one. I always include the link in the previous month's newsletter AND I send a reminder email each month. **PLEASE DO NOT EMAIL ME YOUR SUBMISSION** - please fill out the form!

If you have any questions or requests, please don't hesitate to reach out to Natalie Calderon -Hansen, Marketing & Promotions Coordinator.

Email: n1calderon@ucsd.edu
Phone: 858-822-6780
Office: CPMC 187 (In office, Mon-Fri 7:00am - 3:30pm, schedule is subject to change)