

UC SAN DIEGO DEPARTMENT OF MUSIC
Publicity/Promotions Procedures for Graduate and Honors Recitals

Please refer to this guide to maximize publicity and promotions for your upcoming event:

- Use the correct **verbiage**- PLEASE follow these rules as they come from the University and Conrad Prebys' Foundation
 - **UC San Diego** (NOT UCSD)
 - **Department of Music** (NOT Music Department)
 - **Conrad Prebys Music Center** (NEVER CPMC)
 - **Conrad Prebys Concert Hall**
 - **Conrad Prebys Music Center, Experimental Theater**
 - **Conrad Prebys Music Center, Recital Hall**

- **Digital Slides**
 - Title should stand out; make people turn their heads
 - Information on digital slides should include: event date, time, and specific venue.
 - Please add the UC San Diego Music logo to your digital slide
 - You may download it off the Intranet> Publicity and Promotions
 - Conrad Prebys Music Center
 - Must be **1520 pixels wide x 864 pixels high** - 72 dpi / RGB
 - Can be posted on screens as early as **2 weeks** before your event; send to mus-publicity@cloud.ucsd.edu in .jpg form
 - Price Center
 - Must be 1555 pixels wide x 900 pixels high - 72 dpi
 - Submit here:
http://universitycenters.ucsd.edu/services_marketing_services.php

- **Photos**
 - Please send a square shaped photo to mus-publicity@cloud.ucsd.edu to go along with Music website your event calendar listing
 - Images must be, or will be resized to: 400 x 400 pixels, 72 dpi, RGB

- **Make a Facebook Event**
 - Create it early- 1 month in advance
 - Share it with the UC San Diego Music Facebook page

- **Blurbs**
 - Imperative to have a blurb of your performance as early as possible
 - Try to have 3 different lengths
 - Short 100-200 words
 - Medium 300-400
 - Long 500-600

- Hook
 - What's the hook?
 - What's so interesting about you and your upcoming performance? Why should people come to watch?
 - Recent album/record release
 - ex. "George will be featuring pieces from her album, *Don't Get in Treble*, which is currently available on iTunes" (lol)
 - Inspiration of the performance
 - ex. "This performance is especially dear to Melanie as it is in memoriam of her late grandfather, who was also her music teacher."
 - Collaboration with UC San Diego Department of Music faculty, composer, or performers of name.
 - If you have a Youtube channel or specific videos featuring your work, include it in your blurb.
 - Share your videos on your Facebook event too!
- **Program**
 - You are responsible for creating your own program
 - You may send the file to mus-publicity@cloud.ucsd.edu to have it printed (at least one week prior to your recital), or you may print it yourself and the department will reimburse you for up to \$25
 - Please add the UC San Diego Music logo to the bottom of your program
 - You can download the logo off the Intranet> Publicity and Promotions
- **E-mail UCSD Music list serves**
 - You may email these list serves only once (1) about your upcoming event. More than once is too much. Send invitation messages 1-5 days before your event.
 - Music Faculty [faculty@music.ucsd.edu]
 - Music Lecturers [faculty_2_lecturers@music.ucsd.edu]
 - Music Staff [staff@music.ucsd.edu]
 - Music Grads [grads@music.ucsd.edu]
 - Emeritus Music Faculty [emeritus@music.ucsd.edu]
- **Post to Campus Events Calendars**
 - UC San Diego Events Calendar
 - <https://calendar.ucsd.edu/calendar/default.asp>
 - If you do not have an account, register for one here: <https://calendar.ucsd.edu/RegisterUser1.asp>
 - Mail code: **0099**
 - Department: **Music**
 - Location:
 - CPMC is not in the location drop down list so you'll have to enter it manually.
 - Put only "**Conrad Prebys Music Center**"
 - Sponsor Organization: **Department of Music**
 - Short marketing blurb is only 250 words

- If you only have 1 long blurb, take a piece from there and put it into the short marketing blurb section
 - Enter the entire blurb into Event Description
 - Add location info as well (ex. CPMC Experimental Theater)
 - Student group event? **No**
 - Graphic Available? **Yes**
 - Photos MUST be 138 x 103 pixels as a .jpg or .gif
 - Email photo to Aaron- aborovoy@ucsd.edu with Subject Line “Photo for [Your Performance Title] Event Listing”
 - Related website: **music.ucsd.edu/concerts**
 - Public Event? **Yes**
 - Add your contact information
 - Require admission? **No** (unless there’s an admission cost)
 - **Important-** After you press “Submit Event”, you’ll have to press another button to finally submit on the next page- “Post it to the database”
- **Outside Events Calendars**
 - You may submit your event to an outside event calendar for more publicity. You will have to sign up for an account(s)
 - San Diego Reader
 - <http://www.sandiegoreader.com/events/bestbets/>
 - Click on “Submit an event” above the Staff Reviews Bar
 - UT San Diego
 - <https://www.spingo.com/submit>
 - San Diego City Beat
 - <http://www.sdcitybeat.com/sandiego/my.events.php>
 - La Jolla Light
 - E-mail information to: ashleym@lajollalight.com
 - The deadline is noon, Thursday for publication in the following Thursday edition. Questions? Call Ashley Mackin at (858) 875-5957
 - Ex. of community calendar listing: <http://www.lajollalight.com/2014/03/19/la-jolla-community-calendar-march-20-27/>
- Student Events Insider -- <http://studentevents.ucsd.edu/>
 - **Purpose:** Student Events Insider provides UC San Diego students with weekly updates about on campus upcoming events, programs, and opportunities. The listserv messages are sent to all enrolled undergraduate and graduate students, and serve as a newsletter to the campus population.
 - **Process:** The Student Events Insider website is updated Thursday afternoons each week and is sent out via email during the academic year, not including breaks. It covers the coming weekend (including Friday), the following week and beyond.

- **Deadline:** Announcements must be submitted by 12:00pm on Wednesday to be included in the next day's Student Events Insider newsletter email.
- **Message Criteria:**
 - Only events and information sponsored by UC San Diego and open to UC San Diego community members will be considered.
 - Should be for a specific event or program.
 - Must contain date(s) or deadline(s) and the sponsoring department/student org
 - Student Events Insider is not able to post announcements of general body meetings.
 - Priority is with UC San Diego departments and organizations. External sources will be reviewed on a case-by-case basis.
 - Student Events Insider reserves the right to not post any material that it deems to be inappropriate and will notify the submitter that they may change and resubmit the request.
- **Submission Format**
 - Do not use all caps in the title or the description text.
 - Limit the use of quotation marks and other special characters.
 - At the discretion of the Student Events Insider staff, announcements will may be edited and included in the “Featured Events” section.
- **Ads should not contain...**
 - False or misleading statements or exaggerations, visual or verbal.
 - Claims insufficiently supported or that distort the true meaning or practicable application of statements made by professional or scientific authority.
 - Statements, suggestions, or pictures to public decency or minority segments of the population.
 - Any inappropriate material or promotion of alcohol and tobacco.
 - Reflect a criminal act.
 - Disgrace, defame or libel others.
- **Image (required)**
 - You must have an image with your announcement.
 - Please upload an appropriate image no larger than 220x124 pixels and 750x422 pixels for Featured events.
 - If you do not upload an image, one will be selected at the discretion of Student Events Insider staff.