PROMOTION / PROGRAMS / LIVESTREAM GUIDELINES — 2021–2022

EVENT SPONSOR TASKS:

- **6+ weeks** — **Hosting a guest artist?** Give guests plenty of notice to submit their bio (<200 words), program, image, etc. If this is a major guest event, begin planning several months in advance for proper promotion.

- **4+ weeks — Submit an event blurb.** Provide a brief description about the event (and image if you have something specific). Not all musical selections/details need to be known. Consider a "Selections will be chosen from..." list, or provide a description/intent/theme/educational value. We don't need all musical selections for an event description which is different from your actual program. **A timely description is necessary for advertising/promotion, as well as for the YouTube livestream page.**

- **3+ weeks — Submit program content**. Gather and submit all known program content according to the samples below. It is helpful to submit content as it becomes available. There is no need to hold all until the collection is complete. Adjustments can be made as selections and details are finalized.

    - Submit as an unformatted WORD doc/docx — no columns, single tabs only to **allison.4@osu.edu**
    - Please do not put your program in the body of an email

COMMUNICATIONS OFFICE TASKS:

- **6+ weeks — Promotion.** Once an event has sufficient details, promotion can include any combination of the following, and more:
    - Website(s) — SOM / ASC
    - Newsletter(s) — SOM / ASC
    - Social Media — SOM / ASC
    - Targeted Email campaign
    - Ohio State *OnCampus*
    - Alumni Assoc. Advertising
    - OSU/ASC Undergraduate/Graduate Newsletters
    - Partner collaboration: WOSU, etc.
    - News item / Press release

- **1-2 weeks — Program Draft.** The finalized program will be provided for edits if time permits.

    - A link to the digital program will be posted on the web event page and on the YouTube channel (if livestreaming.) When using a print program, it will be provided to the house management staff for distribution to guests.

YOUTUBE LIVESTREAM

Most student ensemble performances in **Hughes Auditorium** are automatically livestreamed.

- ❑ 3+ weeks ahead, contact Tim **donel.1@osu.edu** if:
    - You prefer a concert NOT be streamed or recorded
    - you wish to have a faculty/guest recital livestreamed/recorded

Large events in **Mershon Auditorium** can be livestreamed, but it is a limited, one camera angle experience. This serves families (*e.g.,* HS Honor Band) but is not best for broader public display or archive.

Livestream links are posted on the event web event page at least one (1) week in advance.

PROGRAMS FOR STANDARD PERFORMANCES (**student ensembles, faculty/guest recitals**) *

NOTE: For the 2021–2022 academic year, performance programs will be DIGITAL ONLY. Skip to the DIGITAL PROGRAM steps below.

- We may return to print programs in Spring semester, if circumstances allow.

 2 weeks. Submit all program content as an unformatted WORD doc/docx — no columns, single tabs only to **allison.4@osu.edu**

- Gather and submit all known program content according to the samples below. It is helpful to submit content as it becomes available. There is no need to hold all until the collection is complete. Adjustments can be made as selections and details are finalized.
- **Please do not submit content in the body of an email.**

PRINT PROGRAM content, subject to review for length and content **(not offered AU 2021)**

- Program title
- Personnel, as appropriate
- Repertoire / composers' and arrangers' full names / dates
- Faculty/guest/soloist/conductor bios (under 200 words), if program and bios are brief
- Upcoming Events list — provided by Communications
- SAMPLE: **Wind Symphony one page program**

DIGITAL PROGRAM content, subject to review for length and content

- **No images, at this time**.
- Bios from music.osu.edu will be linked for School of Music personnel (directors, GTAs).
- Ensemble rosters
    - Rosters should be submitted in either chair order or alphabetical order by LAST name (per directors' preference), in plain text: Firstname Lastname. Do not submit rosters in tables or spreadsheets.
- Faculty/guest/soloist/conductor bios (Short media-sized bios. Include links to professional websites, if appropriate. Bios are subject to review)
- Conductor notes
- Translations
- Acknowledgements, if appropriate
- Upcoming Events list — provided by Communications
- SAMPLE: **Symphonic Band online**

* Note that special events, such as the annual Music Celebration Concert, festivals, etc. May have custom programs which will follow different guidelines and timelines.