

Undergraduate/Graduate Student Recital Marketing & Promotion

I. Overview

The marketing and communications (M/C) office is responsible for all marketing, communications and public relations for the School of Music. This document has been designed to assist students and faculty in understanding the types of resources available through the School of Music for the marketing and promotion of all School of Music student recitals to the campus and greater Pittsburgh community. Only recitals that have a confirmed date, time and location will be accepted for promotion.

II. Required Information - 4 weeks prior to the recital date:

- Student Name and instrument
- Studio faculty name(s)
- Degree/Certificate that is being sought
- Recital date, time and location
- Accompanist's name – if applicable
- Guest artists names and instrument(s) – if applicable
- Repertoire to be performed
- Short biography & headshot - if available
 - Headshot = Jpeg files only. Needs to be at least 72 DPI (dots per inch) and 446 pixels wide x 370 pixels tall
- Anecdotal information about the recital (Are new works being performed? Are there special collaborations involved in the recital?)

Note: the M/C office is not responsible for promoting student recitals if all required information has not been sent to music-communications@andrew.cmu.edu by the deadline. A confirmation of receipt email will be sent back to students. The use of student submitted headshots or images by the School of Music are at the sole discretion of the M/C office.

III. Processes, Policies, and Procedures

The following marketing tactics are available through the School of Music to promote undergraduate and graduate student recitals:

1. **School of Music Website Calendar Listing** – All School of Music student recitals will be listed on the School of Music's website calendar. Along with date/time/location and your name/instrument, all recital listings will include:
WITH:
ACCOMPANIST NAME, piano – if applicable
GUEST ARTIST NAME(S), instrument(s) – if applicable

COST:
Free

DETAILS:
STUDENT NAME will perform the works of COMPOSER(s). This recital is given in partial fulfillment of the requirements for the DEGREE in MAJOR and is a student of STUDIO FACULTY NAME(s).
2. **Event Programs** - The M/C office will promote as many School of Music student recitals as possible in the week and days leading up to the recital on the back of School of Music event programs.
3. **Social Media** - If a student wishes to cross promote via their social media network, please make sure that your Facebook Page/Personal Page has "liked" the School of Music's Facebook Page (also tagging the School's Page) and that you include the School's Twitter handle in tweets. The School of Music can be found at <https://www.facebook.com/CarnegieMellonMusic> and @CMUmusic (<http://twitter.com/CMUmusic>). The M/C office will repost as many posts & tweets as possible in the weeks and days leading up to a recital.

*All required information should be submitted via email to music-communications@andrew.cmu.edu.
A confirmation of receipt email will be sent back to all students who submit their information.*