



MARKETING AT-A-GLANCE

SHARING INFORMATION AND CALENDAR PROCESS IS KEY!

STUDENT/FACULTY SUCCESSES

Visit **RESOURCES** and submit the **ARTS NOTABLE NEWS**.

ALUMNI

Visit **RESOURCES** click and share the **ALUMNI NEWS** link (or fill it out for them yourself).

FUN, INTERESTING STUDENT/FACULTY HAPPENINGS (WEEKLY)

ART - Jennifer Courts

THEATRE - Caitlyn Herzinger

DANCE - Brianna Jahn

MUSIC

BAND - Dr. Travis Higa

CHOIR - Dr. Jonathan Kilgore

ORCHESTRA - Dr. Greg Wolynech

JAZZ - Mr. Larry Panella

MUSIC ED - Dr. Melody Causby

PIANO - Dr. Elizabeth Moak

GITAR - Dr. Nicholas Ciraldo

HISTORY/THEORY - Dr. Vanessa Tonelli

Have the following ready

All tiers required information

- Event Title
- Brief event description
- Event date(s) and Time(s)
- Event Venue/Location
- If ticketed, set up tickets FIRST as link will be required.
- Public Contact person, email, phone number (if not you)
- Program Highlights, Featured Performers/Speakers/Artists/Guests
- Notable awards/premieres/anniversaries/collaborations/special features

Tier 1 additional required information

- Why does this event matter?
- Who is the primary audience for this event?
- Upload a WORD document of Speaker/Performer/Exhibitor Biography
- Upload high resolution photos of presenters/performers with photo credits
- Upload video clips, links or trailers that you might already have
- Upload any graphics or logos that you have from previous events
- Are there other important dates associated with this event?

EVENTS

ART - Submitted by Gallery Director and/or Jennifer Courts

DANCE and THEATRE - Submitted by Producer

MUSIC - Submitted by Division Head

TIER 1

Visit **RESOURCES** submit Promotional Support Request

Minimum of 8 weeks prior to first event or launch date.

- season launches - ticketed series of events
- flagship productions/exhibition/series - a highly notable special event
- touring ensembles - top performing groups outside of city
- festivals/workshops - large-scale/scope collaborative areas
- international or national-level faculty/student honors
- philanthropic initiatives as requested by director

TIER 2

Visit **RESOURCES** submit Promotional Support Request

Minimum of 4 weeks prior to first event or launch date.

- faculty-level concerts
- faculty-level recitals
- faculty/guest artist events
- faculty-level shows
- faculty exhibits
- faculty/guest lectures
- festivals/workshops (single studio/topic)
- small-scale/scope events

TIER 3

Visit **RESOURCES** and use materials and instructions provided to create self-service promotions.

- internal concerts
- small/student recitals
- small/student shows
- small/student exhibits
- small/student lectures



THE UNIVERSITY OF
**SOUTHERN
MISSISSIPPI**

CONTACT
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