

School of Music Publicity Guidelines

Faculty who wish to have an event promoted using the full extent of the PR office's capabilities must contact the PR office regarding promotion of that event **no later than one month prior to the event**. Events that the PR office is informed of prior to this point will receive a number of promotional actions, including but not limited to:

- Detailed news item on front page, news item shared on social media, news item sent to UGA News Service events listserv (disseminated to UGANS contacts), AMX monitor slide, news blurb in weekly email blast, inclusion in media briefing one month in advance, social media alert on day of

Faculty seeking publicity for an event should contact the PR office to begin developing materials when they initially schedule the event. The PR office also **STRONGLY** encourages that those scheduling events include program details with their event and/or send their program to Chris Gurtcheff as soon as it is available. This makes PR's job easier, Programs' job easier, and gives the interested public more information about a performance sooner.

Circumstances may dictate a late scheduling or late consultation with the PR office, and in that case certain PR actions will be undertaken, but in order to preserve a stable workflow and prioritize publicity efforts that have enough lead time to develop a fully-formed publicity plan, those actions will be limited to:

- basic news item on front page, news item shared on social media, inclusion in calendar listing in email blast, inclusion in media briefing sent one month in advance, social media alert day of if streaming

The PR office also encourages areas and studios to develop their own materials for publicity, when possible, with PR office oversight. Having faculty (or trusted students) develop promotional materials can establish an identity for a department and foster a feeling of ownership among those involved. It is necessary, however, that certain things remain consistent across all School of Music materials, and the PR office can provide those details when it is involved early in the process.

A great (and easy) example of this is in the creation of Facebook events for School of Music performances. This is a simple task, and as long as the PR office is made aware of the creation of these events, official school logos, imagery and language can be provided that, once implemented, will allow the official School of Music Facebook page to share the event, thereby increasing the reach of the event, giving faculty/students an even more personal stake in the performance, and easing the workload for the PR office. For these reasons, having those involved create Facebook events for performances (and advising the PR office of the creation of those events) is **STRONGLY** encouraged.

The sooner you contact the PR office (ccschwabe@uga.edu), the more the PR office can do for you. An initial contact is as simple as an email, phone call or office visit with the basics of the performance (the who, what, where, when and--most importantly--the why). From there, the PR office will work with you to the best of its abilities to craft a message that is informed by you and empowered by the tools available to the PR office.