

CMA Public Events Office Services

Programs

- We create large ensemble, small ensemble, faculty, and guest artist programs, as well as other special programs.
- Deadlines for program material submission:
 - Large ensemble and special programs: **3 weeks** before date of event.
 - Small ensemble, faculty, guest artist programs: **2 weeks** before date of event.
- Student recital program templates are available on the CMA website.

Digital Signage

- We create signs for special events, large ensemble, small ensemble, faculty artist series concerts and “This Week at the CMA” event listings. These signs run on the TV monitors for one full week leading up to each performance.
- If you wish to create your own sign for an event, please size it accordingly (1920 x 1080 pixels in .jpeg format), or reach out to the Public Events office for assistance at least 3 weeks in advance.
 - The PE office reserves the right to choose what digital signs are run in the building in accordance with campus branding standards and the arts marketing strategy.

Posters/Display Cases

- We do not have the resources to create a unique poster for every large ensemble event in the college. We work with Marketing & Branding Services (MBS) to make posters for Premier Events in the college, such as the opera, residencies, guitar festival, etc.
- We maintain display cases within the College with department assistance. If you wish to add materials to a display case, please contact our office.

Social Media

- The PE Office runs the CMA Facebook, Twitter and Instagram accounts, and can also make posts on the dean’s Twitter account.
- We encourage submission of materials (photos, videos, short blurbs, etc.) for recruitment, event promotion, informative articles, community engagement, etc. to our office for sharing across our platforms.

News Stories

- There is a link (<https://www.bgsu.edu/musical-arts/college-information/news-form.html>) on the Faculty Resources webpage to submit news stories about faculty, alumni, students, donors, etc. Please fill out this form with as much information as possible, including links to websites or articles with further information, photos/videos, contact information.
 - Please keep in mind, if there is not enough information provided to write a news article, we may share your information on social media only.
- Press releases may be distributed to the campus media team and local news contacts regarding upcoming events at the college.

Advertisements

- The Arts units on campus will purchase ads in newspapers (Sentinel-Tribune, BG Independent, City Paper, Perrysburg Messenger) and area high school theatre/music programs. If you are aware of an advertisement opportunity that the college should pursue, please share that with the PE office.

Web Updates

- We maintain the CMA website and assist faculty, staff, and students that have web editing access with issues that may arise.
- Web content and accessibility training is provided to those who wish to update their own webpages on a regular basis at <https://www.bgsu.edu/cms-training.html>.
 - Please submit requests for web edits to cmapub@bgsu.edu

Please contact [**cmapub@bgsu.edu**](mailto:cmapub@bgsu.edu) or [**tlclick@bgsu.edu**](mailto:tlclick@bgsu.edu) with any questions or concerns.