

CMA Public Events Office Services*

*subject to change!

cmapub@bgsu.edu

Programs

- We create large ensemble, small ensemble, faculty, and guest artist programs, as well as other special programs (opera, Hansen series, Guitar Festival, etc.).
- Deadlines for program material submission:
 - o Large ensemble and special programs: **3 weeks** before date of event.
 - o 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 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.
 - o The public events 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 a campus graphic designer to make posters for premiere 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 Public Events office runs the College 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 on the website to submit news stories about faculty, alumni, students, donors, etc. Please fill this form out with as much information as possible, including: link to a website or article 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, instead.
- Press releases are distributed to the campus media team and local news contacts regarding upcoming events at the college.

Advertisements

- The College, along with the rest of the arts units on campus, have purchased radio advertisements on WGTE public media, to promote the premier campus arts events (about 10 events a year). Monies are not available to place further radio advertisements. However, at times, WGTE is interested in recording on-air interviews/performances for unique events. If you are interested in being considered for air time, please contact the public events office and we can put you in touch with WGTE.
- A small amount of funding is available to place advertisements in local papers, online sources, local programs, journals, etc. If you are aware of an advertisement opportunity that the college should pursue, please share that with the public events office.

Web Updates

- We maintain the CMA website and assist faculty, staff, and students that have web editing access with issues that may arise.
- Please submit requests for web edits to cmapub@bgsu.edu

Please contact cmapub@bgsu.edu or ljgross@bgsu.edu with any additional questions or concerns.