



School of Music
and Dance

A young man with dark hair and a mustache is performing a breakdancing move on a stage. He is wearing a green t-shirt with 'OREGON TRACK & FIELD' printed on it, blue jeans, and white sneakers with blue stripes. He is in a handstand-like position, balancing on one hand with his legs extended horizontally. The background shows a blurred audience of people watching the performance. The lighting is dramatic, with warm tones on the dancer and cooler tones on the audience.

Communications Guidebook

Revised September 2023



School of Music
and Dance

Communications Guidebook

The purpose of this guide is to streamline communications efforts, create standard practices, and clearly define the services provided to SOMD faculty, staff, and sanctioned student organizations by the Communications Team.

Inside this guide, you'll find...

SOMD Communications Services
How To Submit a Project

Guidelines for:
Design Projects
Event Setup, Calendaring, and Ticketing
SOMD Website & Social Media
PR & Storytelling

FAQs and Tips
SOMD Ticket Policy
Helpful Links



QUICK TIPS!

Throughout this guide,
watch out for this symbol.
It offers important tidbits
and advice!

If you have any questions about this guide or its contents, please contact us anytime.

Josh Gren
Director of Strategic Communications & Marketing
jgren@uoregon.edu

Alyssa Hinojosa
Communications Specialist
ahinojo5@uoregon.edu

Kristen Hudgins
Public Relations Specialist
khudgin2@uoregon.edu

Nick Van Ert
Graphic Design & Multimedia Specialist
nvanert@uoregon.edu



School of Music
and Dance

List of Services



Things We Do

✓ Graphic Design

Posters

Sizes: 8.5x11, 11x17, Larger by Request
Original Design: 4 Weeks Needed
Using SOMD Template: 2 Weeks Needed

Print Materials and Advertisements

Brochure, SWAG, Calendars, Postcards, etc.
1-3 Weeks Needed

Department Signage

Posters, QR Codes, Flyers, Info Sheets, etc.
1 Week Needed

Photo Editing

As Needed, Ask About Timing

✓ Concert Programs

Small-Sized Program (1-4 pages)

5 Business Days Needed, inclusive of printing

Medium-Sized Program (4-8 pages)

10 Business Days Needed, inclusive of printing

Large-Sized Program (8-12 pages)

15 Business Days Needed, inclusive of printing

Custom Programs (12+ pages and design)

Minimum Three Weeks Needed

✓ Digital Communication

Department TV Monitors

3 Days Needed to Design and Post

Social Media

2 Days Needed to Design and Post

Website Updates

Must Comply with UO Guidelines
1-3 Days Needed

Online Events Calendar

1 Day Needed

Internal SOMD Communications eBlast

Submitted no later than Thursday
preceding a Monday eblast.

Monthly Community eBlast Newsletter

Submitted no later than the 20th of the
preceding month.

✓ Ticket Sales

Most Public SOMD Concerts/Events Require Paid Tickets

2 Weeks *Before* Tickets Go On Sale
+ Recommended 4 Weeks of Sale
= 6 Weeks Needed

Setup Fee

SOMD Pays \$60 per concert. Please keep
that in mind as you schedule your event.

✓ PR and Storytelling

Press Release for Major Event

2 Weeks Needed

Website/Blog Story

1 Week Needed

'Around the O' Submissions

UO Requires 2 Weeks to Publish *After* a
Story is Written, and Does Not
Guarantee Placement

Spotlight Stories

Monthly Highlights of Students, F/S
4 Weeks Needed

✓ Miscellaneous

Simple Photography*

Studio Photos, Archival, etc

Publications

Ledger Lines, Viewbook, OBF Program

*Contact us for more information on what photo
we can do in-house.

Please note: This list is not comprehensive. We're
always willing to discuss your project with you.



School of Music
and Dance

List of Services

Hang/Remove Posters

Please plan to have a GE or student hang and remove your posters.

Contribute to Individual or Studio Websites/Blogs

SOMD studios, ensembles, and auxiliary programs account for dozens of secondary, non-departmental blogs and sites. For multiple reasons, we cannot contribute to these sites. This includes maintenance, structure, and content.

Non-SOMD Print Jobs

We cannot send non-departmental print jobs to the UO printshop. If you have a job that falls into this category, you can submit it on your own behalf at print.uoregon.edu, or consider local or online vendors.

Create Logos

UO aims to limit the design and use of unsanctioned logos. We have been asked not to do them.

Photo Printing

We do not have a photo printer or access to one. We recommend using Walmart or Walgreens to print your photos.

Marketing & Materials for Student Recitals

Students can access information on how to promote their recital events at somedresources.uoregon.edu.



Things We Don't Do... ...But We Can Help!

Solve Computer/Tech Issues, Offer Trainings

We appreciate that not everyone has the same experience or skill sets. And while we'd like to help or teach, when applicable, we usually don't have the availability. If you're experiencing technical issues, please visit service.uoregon.edu.

Complex Photo Shoots

While we have the skills and bandwidth to accomplish small photo tasks (e.g. studio photos, archival shots, etc), we're not professional photographers. We are, however, able to help facilitate with Central Communications or contractors.

Business Cards

Contact somdfontdesk@uoregon.edu

Videography

If you need video services, we are able to help facilitate with SOMD A.V., Central Communications, or contractors.

Please note: This list is not comprehensive. We're always willing to discuss your project with you.



School of Music
and Dance

How to Submit a Project

We know this guide is filled with a lot of information. Our hope is that the following pages make it easy for you to identify the steps toward completing your project. Start here!



Identify Your Project Type

Generally, projects fall into one of these categories:

- Design Only (no tickets or publicity needed)
- Concert, Event, or Lecture Promotion
- Website & Social Media
- PR & Storytelling

If you don't think any of these are right, we're still here to help!



Review the Process

Use the rest of this guidebook to get ready! Almost every project starts the same way: **Gather the text, logistical info, and images we'll need to make your project smooth and successful!**



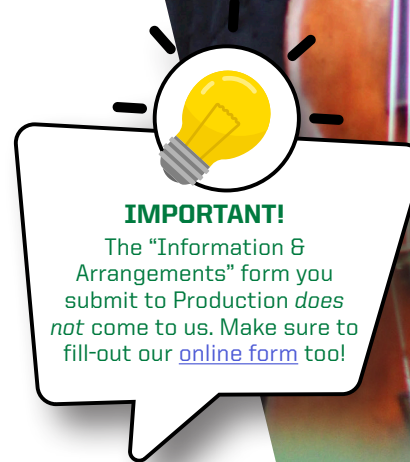
Submit Your Project to Us

- Use our [online form](#). It's the best way to get us started!
- Or you can email us.



Let's Get To Work!

A member of our team will respond within 1 business day. The timelines listed in the following pages require teamwork and efficient communication to be effective. **Please help us stay on track by being responsive** as we navigate your project (and several others, simultaneously).



IMPORTANT!

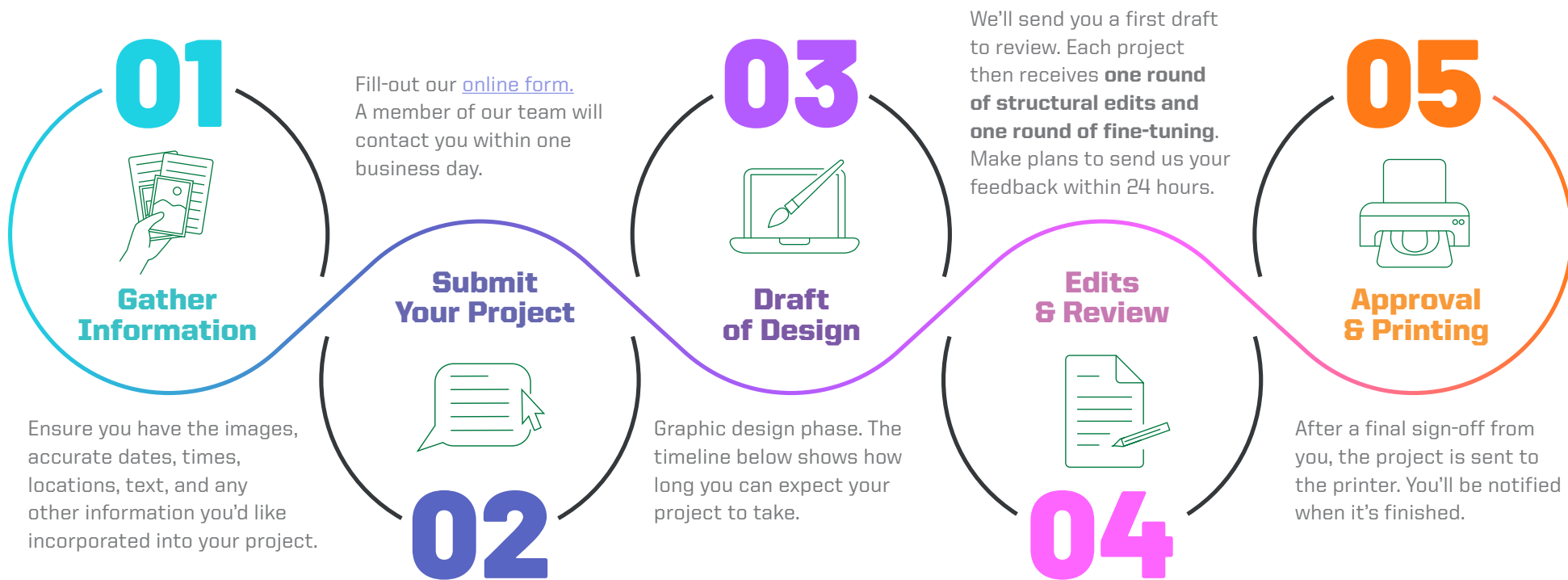
The "Information & Arrangements" form you submit to Production *does not* come to us. Make sure to fill-out our [online form](#) too!



O

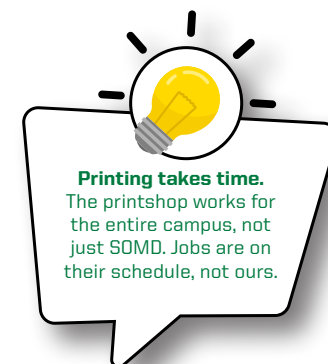
Design Projects

School of Music
and Dance



TIMELINES

TYPE OF PROJECT	DESIGN PROCESS	PRINTING	TOTAL TIME
MAJOR PROJECTS ex: viewbook, OBF program, annual reports	5-8 WEEKS	3 WEEKS	8-12 WEEKS
MID-SIZED PROJECTS ex: area brochure, complex poster	2 WEEKS	2 WEEKS	4 WEEKS
SMALL PROJECTS ex: recital program, simple poster	1 WEEK	1 WEEK	2 WEEKS



Please note: These timelines are an estimate. Projects require teamwork and efficient communication to be effective. **Please help us stay on track by being responsive** as we navigate your project.



School of Music and Dance

Event Setup, Calendaring, and Tickets

See page 11 for a list of items we create during an Event Setup



Gather Information

Ensure you have an image, accurate date, time, location, and short description for your project.



Submit Your Project

Fill-out our [online form](#). A member of our team will contact you within one business day.



Setup Complete

The timeline below shows how long you can expect your project to take. You'll be notified when it's finished.

TIMELINES

TYPE OF PROJECT	WHEN TO SUBMIT
TICKET SETUP	2 WEEKS BEFORE YOU WANT TICKETS TO GO ON SALE The Ticket Office requires a minimum of two weeks for setup
ONLINE CALENDAR	WE RECOMMEND AT LEAST 2 WEEKS BEFORE YOUR EVENT
MONTHLY COMMUNITY eBLAST NEWSLETTER	DUE THE 20TH DAY OF THE PRECEDING MONTH ex: a November event must be submitted by October 20
QUARTERLY HUMANITIES CALENDAR	DUE 3 WEEKS BEFORE END OF PRECEDING TERM ex: a Fall event is due September 7



Most SOMD events require paid tickets. **Ticket setup costs SOMD \$60 per event.** Please be sure your event will occur before submitting a ticket setup request.

Please note: These timelines are an estimate. Projects require teamwork and efficient communication to be effective. **Please help us stay on track by being responsive** as we navigate your project.



Website & Social Media

School of Music and Dance

01

Gather Information



Ensure you have an image and/or text for your update.

02

Submit Your Project



Fill-out our [online form](#). A member of our team will contact you within one business day.

03

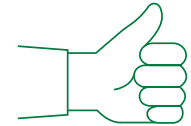
Editing



We'll adjust your content to fit UO standards and guidelines.

04

Update Complete



The timeline below shows how long you can expect your update to take. You'll be notified when it's finished.

TIMELINES

TYPE OF PROJECT

WHEN TO SUBMIT

WEBSITE (EDIT)

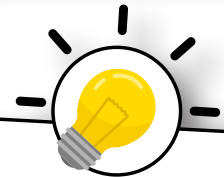
3 DAYS BEFORE YOU NEED IT LIVE

WEBSITE (NEW CONTENT)

1-2 WEEKS BEFORE YOU NEED IT LIVE

SOCIAL MEDIA POSTING

1-3 DAYS BEFORE POSTING DATE



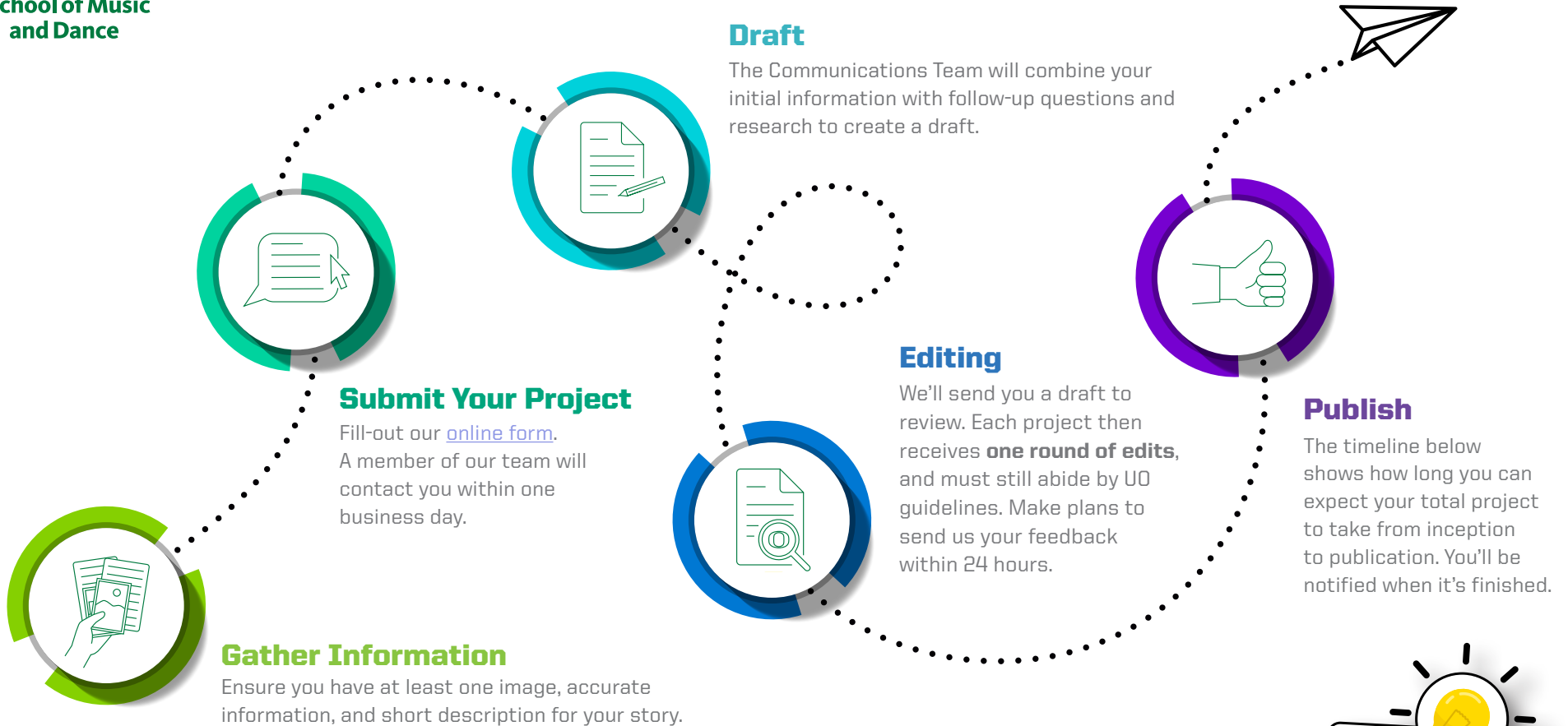
When thinking about how to write a social media or blog post, consider your audience and be sure to help us answer: Who? What? Where? When? Why? How?

Please note: These timelines are an estimate. Projects require teamwork and efficient communication to be effective. **Please help us stay on track by being responsive** as we navigate your project.



School of Music and Dance

PR & Storytelling



TIMELINES

TYPE OF PROJECT	WRITING PROCESS	SUBMISSION/POSTING TIME
SOMD WEBSITE NEWS OR STORY	1-2 WEEKS	1-3 DAYS
PRESS RELEASE <small>A press release is a high-visibility, news-worthy item. These are rare and must meet a UO threshold. Please consider a short-form story that highlights your unique or enterprising content instead.</small>	1-2 WEEKS	1-2 WEEKS
'AROUND THE O' SUBMISSION	1-2 WEEKS	MIN. 2 WEEKS

Please note: These timelines are an estimate. Projects require teamwork and efficient communication to be effective. **Please help us stay on track by being responsive** as we navigate your project.



School of Music
and Dance

Frequently Asked Questions Part I

? Can you print this document/poster for me or my student?

Generally, we do not use Communications funds for faculty/staff personal projects, conference needs, or on behalf of students at any level. Self-printing can be done with a UO index code through UO Printing at print.uoregon.edu.

? Will you pay for my project?

The Communications budget is meant to serve the entire School of Music and Dance. Projects that benefit the unit, large portions of SOMD students, or aid in recruitment and audience development will be funded. Marketing materials for non-SOMD, personal, or off-site projects will require funds from a different source.

? I forgot to tell you about my concert. It's in a few days. Is it too late for a poster and program?

Generally, yes. Our to-do list is very long and a minimum of two weeks lead time is requested for your project – especially if it requires multiple design pieces or ticketing. If you're in a bind, please let us know and we'll try to help.

? Will you issue a press release about my concert or event?

Press releases are high-visibility, news-worthy items and must meet a high UO threshold. What you're probably looking for is a short-form story that highlights the unique or enterprising content of your project.

? I submitted an "Information and Arrangements" form. Do I still need to tell you about my event?

Yes! IA forms are for the Production Team. The form does not come to us and does not include marketing information. Please use the Communications [online form](#) for your marketing requests.



Frequently Asked Questions Part II



What materials are standard for my concert/event?

We always want to do as much as possible to promote your event. Here is a list of standard items that we create for various projects. **Please make your requests using the timelines and instructions in this guide.**

Student Ensembles (OWE, Symphony, Dance, UOCC, etc)

- Custom Poster (on request)
- SOMD TV Screens
- Social Media
- Program
- Ticketing Setup
- SOMD Online Calendar
- Community Calendar Listings
- eBlast Newsletter Inclusion

Faculty Artist Series

- Template Poster (on request)
- SOMD TV Screens
- Social Media
- Program
- Ticketing Setup
- SOMD Online Calendar
- Community Calendar Listings
- eBlast Newsletter Inclusion

Special Events (Kaleidoscope, Pop Voice, etc)

- Custom Poster (on request)
- SOMD TV Screens
- Social Media
- Storytelling (if needed)
- Program (if needed)
- Ticketing Setup (if needed)
- SOMD Online Calendar
- Community Calendar Listings (if needed)
- eBlast Newsletter Inclusion

Guest Artists/Visiting Professors/Lectures

- Custom Poster (on request)
- SOMD TV Screens
- Social Media
- Storytelling (if needed)
- Program (if needed)
- Ticketing Setup (if needed)
- SOMD Online Calendar
- Community Calendar Listings (if needed)
- eBlast Newsletter Inclusion

Studio Recitals

- Template Poster (on request)
- SOMD Online Calendar

Large Events (Musicking, OBF, CM@B, etc)

- Custom Poster
- SOMD TV Screens
- Social Media
- Storytelling
- Program
- Ticketing Setup
- SOMD Online Calendar
- Community Calendar Listings
- Marketing Collateral
- Press Release
- eBlast Newsletter Inclusion

Don't fall into one of these categories? Ask us about your options!





Tips & Tricks

School of Music
and Dance

Help us by...

- ✓ **Assigning one point of contact for your project.** Receiving information from a faculty member *and* their GE/student can lead to crossed-wires. Please consider one person to be our direct contact.
- ✓ **Ensuring accuracy of your materials and sending them in a copy-and-paste-ready format.** For example, if you'd like to list the personnel in your instrumental ensemble, send us a Word document with a list organized by instrument, alphabetical, etc. Create your content exactly how you'd like us to input it into our template.
- ✓ **Granting access to your shared materials.** If you're using third party sources (e.g. Dropbox, Google Photos, OneDrive) to share images or video, double-check that the SOMD Communications Team has access to your folders.
- ✓ **Submitting your project through our [online form](#) or by email.** We love to see your faces and talk to you in person! However, details from drop-by conversations or hallway chats can get lost. Written submissions help us keep track of everyone's projects.
- ✓ **Embracing the design process.** Much like composing or choreographing, the graphic design process is never truly finished. It's easy and natural to change and adjust in perpetuity. However, in the interest of meeting deadlines for everyone, each design project will receive one structural change and one fine-tuning change. If additional adjustments are requested, it may cause delays in the printing and marketing of the project.

Help us by NOT...

- ✗ **"Stealing" images from the Internet.** We *cannot* use images that do not belong to us. All SOMD faculty and staff have access to the [Adobe Stock Library](#). If you can't find an image on your own, we're happy to help!
- ✗ **Misusing the UO Brand.** We understand the desire to use components of the UO or SOMD brand. However, it is the job of the Communications Team to protect that brand on behalf of the University. If you want or need a UO or SOMD logo, Duck image, or other UO content, please check with us.
- ✗ **Skipping over us.** If you submit content (or a request) for an event or story directly to a UO resource, they will automatically send it back to the SOMD Communications offices. If you start with us, we can get you moving down the right path faster.
- ✗ **Waiting until the last minute.** We know it's mentioned a lot in this guide, but there's no greater hurdle than a short timeline. The sooner you get us started, the more successful we'll all be!





Ticket Policy

School of Music
and Dance

Most SOMD concerts and events are ticketed and require paid admission for entry. Exceptions are given to student recitals, highly academic or curricular presentations, and programs designed to engage or enrich the UO community at-large. These exceptions are made at the discretion of the Dean, the Associate Dean of Finance and Operations, and the Director of Communications. See the next page for a current list of exceptions. **If you have an upcoming event, please assume it will be ticketed - even if that has not been the case in the past.**

Purchasing Tickets

UO Students with ID

All current UO students may **receive one (1) comp** to most concerts, regardless of their affiliation with SOMD. Additional tickets may be purchased at the student price listed on each concert through the [UO Ticket Office](#) or the [Hult Center Ticket Office](#), depending on the event. Subject to availability.

SOMD Faculty and Staff

SOMD faculty and staff **receive one (1) comp** to most concerts. Additional tickets may be purchased at the full price listed on each concert through the [UO Ticket Office](#) or the [Hult Center Ticket Office](#), depending on the event.

Non-UO Students with ID

Students with valid credentials, regardless of age, may purchase discounted tickets at the student price listed on each concert through the [UO Ticket Office](#) or the [Hult Center Ticket Office](#), depending on the event.

General Public

The general public is welcome at all ticketed SOMD events, as well as some non-ticketed events. Tickets may be purchased through the [UO Ticket Office](#) or the [Hult Center Ticket Office](#), depending on the event. Visit the [SOMD online calendar](#) for details.

Acquiring Complimentary Tickets

UO Students with ID

Current UO students may **receive one (1) comp** to select concerts by showing their ID at the EMU Ticket Office or at the door before an event. Subject to availability. Please see page 15 for details.

SOMD Faculty and Staff

SOMD faculty and staff may **receive one (1) comp** to select concerts by showing their ID at the EMU Ticket Office or at the door before an event. Note: Full time and seasonal staff members of Oregon Bach Festival and ChamberMusic@Beall may request comps by directly contacting the Director of Communications. Subject to availability. Please see page 15 for details.

Performers and Participants

In addition to their ID card comp, students performing on stage may receive a code from their instructor to redeem online for **(1) additional comp** per performance. This code changes every academic term. Please see page 15 for details.

Cultivation and Stewardship

Tickets used for cultivation or stewardship may be requested by directly contacting the Director of Communications or a member of the SOMD Development/Advancement team.

Education Groups and Social Services

Occasionally, SOMD provides complimentary tickets to education groups and social service organizations. These can be requested through appropriate faculty members, the Director of Communications, or a member of the SOMD Development/Advancement team.



Ticket Policy

School of Music
and Dance

Most SOMD concerts and events are ticketed and require paid admission for entry. Exceptions are given to student recitals, highly academic or curricular presentations, and programs designed to engage or enrich the UO community at-large. These exceptions are made at the discretion of the Dean, the Associate Dean of Finance and Operations, and the Director of Communications. **As of September 1, 2023, the following projects and events are exempt from the ticket policy and are presented free-of-charge to the public.** This list will be updated, as needed. If you believe your project should be on this list, please contact us.

Campus Band
Duck Jam
Gr*mmy Show

Kaleidoscope
Musicking
Oregon Composers Forum

Pop Voice
Studio Recitals
World Music Series





Ticket Policy

School of Music and Dance

Complimentary Tickets

Complimentary tickets are always subject to availability and may be suspended at any time. They are granted at the discretion of the Dean, the Associate Dean of Finance and Operations, the Director of Communications, and the Producing Technical Director. The following matrix is a general guide:

	Audience Comps	Participant Comps																
UO Students (with ID)	<p>Current UO students may show their UO ID card at the EMU or Beall Ticket office to receive one (1) comp, based on the following:</p> <table border="0"> <tr> <td>Yes</td> <td>No</td> </tr> <tr> <td>Large UO Ensembles</td> <td>ChamberMusic@Beall</td> </tr> <tr> <td>UO Choirs</td> <td>Oregon Bach Festival</td> </tr> <tr> <td>Faculty Artist Series</td> <td>Guest Rentals</td> </tr> <tr> <td>SOMD-Sponsored Guest Artists</td> <td>(ex. Oregon Mozart Players)</td> </tr> <tr> <td>World Music Series</td> <td></td> </tr> </table>	Yes	No	Large UO Ensembles	ChamberMusic@Beall	UO Choirs	Oregon Bach Festival	Faculty Artist Series	Guest Rentals	SOMD-Sponsored Guest Artists	(ex. Oregon Mozart Players)	World Music Series		<p>Students participating on stage will be given a code by their instructor to redeem online or in person for one (1) comp per performance. Codes <i>may be</i> combined with UO ID comps, not to exceed two (2) comps per performance.</p> <p>As of April 1, 2023, green vouchers are retired and will no longer be accepted.</p>				
Yes	No																	
Large UO Ensembles	ChamberMusic@Beall																	
UO Choirs	Oregon Bach Festival																	
Faculty Artist Series	Guest Rentals																	
SOMD-Sponsored Guest Artists	(ex. Oregon Mozart Players)																	
World Music Series																		
SOMD Faculty and Staff (with ID)	<p>Faculty/Staff may show their UO ID card at the EMU or Beall Ticket office to receive one (1) comp, based on the following:</p> <table border="0"> <tr> <td>Yes</td> <td>No</td> </tr> <tr> <td>Large UO Ensembles</td> <td>Guest Rentals</td> </tr> <tr> <td>UO Choirs</td> <td>(ex. Oregon Mozart Players)</td> </tr> <tr> <td>Faculty Artist Series</td> <td></td> </tr> <tr> <td>SOMD-Sponsored Guest Artists</td> <td></td> </tr> <tr> <td>ChamberMusic@Beall (2 tickets)</td> <td></td> </tr> <tr> <td>World Music Series</td> <td></td> </tr> <tr> <td>Oregon Bach Festival (Up to 4 tickets per Festival)</td> <td></td> </tr> </table>	Yes	No	Large UO Ensembles	Guest Rentals	UO Choirs	(ex. Oregon Mozart Players)	Faculty Artist Series		SOMD-Sponsored Guest Artists		ChamberMusic@Beall (2 tickets)		World Music Series		Oregon Bach Festival (Up to 4 tickets per Festival)		<p>Faculty and Staff members performing at an event receive two (2) comps to that event.</p> <p>Oregon Bach Festival and CM@B Staff Exceptions</p> <p>Full time and seasonal staff members of Oregon Bach Festival and ChamberMusic@Beall receive two (2) comps to each concert in the OBF and CM@B season.</p>
Yes	No																	
Large UO Ensembles	Guest Rentals																	
UO Choirs	(ex. Oregon Mozart Players)																	
Faculty Artist Series																		
SOMD-Sponsored Guest Artists																		
ChamberMusic@Beall (2 tickets)																		
World Music Series																		
Oregon Bach Festival (Up to 4 tickets per Festival)																		
Other	<p>Donors, Sponsors, Education Groups, General Public, Misc. Cultivation</p> <p>Comp tickets may be offered for strategic purposes at the discretion of the Dean, the Associate Dean of Finance and Operations, the Director of Communications, the Producing Technical Director, or a member of the SOMD Development/Advancement team.</p>																	



Helpful Links

School of Music
and Dance



[SOMD Communications
Project Submission Form](#)



[UO IT Services](#)



[UO Printshop](#)



[SOMD Events Calendar](#)

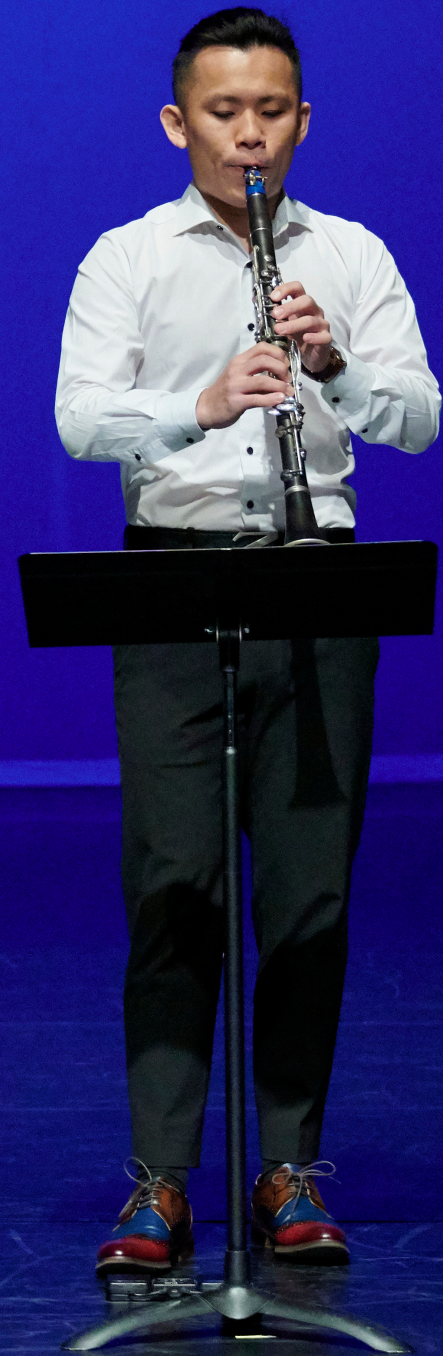


[UO Ticket Office](#)



[Adobe Stock](#)





O

School of Music
and Dance