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

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

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List of Services

✅ 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.

✅ 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

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.

*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.
List of Services

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

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 somdresources.uoregon.edu.

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 somdfrontdesk@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.
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!
Design Projects

**Gather Information**
Ensure you have the images, accurate dates, times, locations, text, and any other information you’d like incorporated into your project.

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

**Draft of Design**
Graphic design phase. The timeline below shows how long you can expect your project to take.

**Edits & Review**
We’ll send you a first draft to review. Each project then receives one round of structural edits and one round of fine-tuning. Make plans to send us your feedback within 24 hours.

**Approval & Printing**
After a final sign-off from you, the project is sent to the printer. You’ll be notified when it’s finished.

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**TIMELINES**

<table>
<thead>
<tr>
<th>TYPE OF PROJECT</th>
<th>DESIGN PROCESS</th>
<th>PRINTING</th>
<th>TOTAL TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAJOR PROJECTS (ex: viewbook, OBF program, annual reports)</td>
<td>5-8 WEEKS</td>
<td>3 WEEKS</td>
<td>8-12 WEEKS</td>
</tr>
<tr>
<td>MID-SIZED PROJECTS (ex: area brochure, complex poster)</td>
<td>2 WEEKS</td>
<td>2 WEEKS</td>
<td>4 WEEKS</td>
</tr>
<tr>
<td>SMALL PROJECTS (ex: recital program, simple poster)</td>
<td>1 WEEK</td>
<td>1 WEEK</td>
<td>2 WEEKS</td>
</tr>
</tbody>
</table>

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.
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.

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

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**

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

**Submit Your Project**
Fill-out our online form. A member of our team will contact you within one business day.

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

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

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**TYPE OF PROJECT**

<table>
<thead>
<tr>
<th>Website (Edit)</th>
<th>When to Submit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website (New Content)</td>
<td>1-2 weeks before you need it live</td>
</tr>
<tr>
<td>Social Media Posting</td>
<td>1-3 days before posting date</td>
</tr>
</tbody>
</table>

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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.

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PR & Storytelling

Submit Your Project
Fill-out our online form. A member of our team will contact you within one business day.

Gather Information
Ensure you have at least one image, accurate information, and short description for your story.

Draft
The Communications Team will combine your initial information with follow-up questions and research to create a draft.

Editing
We'll send you a draft to review. Each project then receives one round of edits, and must still abide by UO guidelines. Make plans to send us your feedback within 24 hours.

Publish
The timeline below shows how long you can expect your total project to take from inception to publication. You’ll be notified when it’s finished.

<table>
<thead>
<tr>
<th>TYPE OF PROJECT</th>
<th>WRITING PROCESS</th>
<th>SUBMISSION/POSTING TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOMD WEBSITE NEWS OR STORY</td>
<td>1-2 WEEKS</td>
<td>1-3 DAYS</td>
</tr>
<tr>
<td>PRESS RELEASE</td>
<td>1-2 WEEKS</td>
<td>1-2 WEEKS</td>
</tr>
<tr>
<td>‘AROUND THE O’ SUBMISSION</td>
<td>1-2 WEEKS</td>
<td>MIN. 2 WEEKS</td>
</tr>
</tbody>
</table>

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.
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 (Kaleidescope, 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 Calendars 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 Calendars
- Marketing Collateral
- Press Release
- eBlast Newsletter Inclusion

Don’t fall into one of these categories? Ask us about your options!
Tips & Tricks

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!
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.
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

Kaleidescope
Musicking
Oregon Composers Forum

Pop Voice
Studio Recitals
World Music Series
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:

<table>
<thead>
<tr>
<th>Audience Comps</th>
<th>Participant Comps</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>UO Students (with ID)</strong></td>
<td>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 may be combined with UO ID comp, not to exceed two (2) comps per performance.</td>
</tr>
<tr>
<td>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:</td>
<td>As of April 1, 2023, green vouchers are retired and will no longer be accepted.</td>
</tr>
<tr>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Large UO Ensembles</td>
<td></td>
</tr>
<tr>
<td>UO Choirs</td>
<td></td>
</tr>
<tr>
<td>Faculty Artist Series</td>
<td></td>
</tr>
<tr>
<td>SOMD-Sponsored Guest Artists</td>
<td></td>
</tr>
<tr>
<td>World Music Series</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td></td>
</tr>
<tr>
<td>ChamberMusic@Beall</td>
<td></td>
</tr>
<tr>
<td>Oregon Bach Festival</td>
<td></td>
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<tr>
<td>Guest Rentals (ex. Oregon Mozart Players)</td>
<td></td>
</tr>
<tr>
<td><strong>SOMD Faculty and Staff (with ID)</strong></td>
<td></td>
</tr>
<tr>
<td>Faculty/Staff may show their UO ID card at the EMU or Beall Ticket office to receive one (1) comp, based on the following:</td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td></td>
</tr>
<tr>
<td>Large UO Ensembles</td>
<td></td>
</tr>
<tr>
<td>UO Choirs</td>
<td></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>
<tr>
<td>No</td>
<td></td>
</tr>
<tr>
<td>Guest Rentals (ex. Oregon Mozart Players)</td>
<td></td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td></td>
</tr>
<tr>
<td>Donors, Sponsors, Education Groups, General Public, Misc. Cultivation</td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
</tbody>
</table>
Helpful Links

- SOMD Communications
- Project Submission Form
- UO IT Services
- UO Printshop
- SOMD Events Calendar
- UO Ticket Office
- Adobe Stock