

CCM PUBLIC INFORMATION OFFICE

Promotional Guidelines for Ticketed and Non-Ticketed Performances

TICKETED CCM PERFORMANCES (PAID ADMISSION)

With the introduction of CCM's new flex concert packages and the launch of a new Season Brochure (featuring both Mainstage and Concert series performances), all performances **ticketed by the CCM Box Office** will receive placement in the following print collateral materials:

- Season Announcement/Subscription Renewal Materials
(pub. second half of spring term)
- UC Campus Calendar (published by UC Student Affairs)
(pub. second half of spring term)
- UC Student Planner (published by UCiT)
(pub. second half of spring term)
- Season Brochure/Subscription Acquisition Materials
(pub. mid-summer)
- Fall Calendar Booklet
(pub. late summer)
- Fall Calendar Posters
(pub. every-other month)
- Spring Calendar Booklet
(pub. early December)
- Spring Calendar Posters
(pub. every-other month)

Provided program information and creative assets are provided in a timely manner, the Public Information Office will also support all ticketed CCM performances with the following:

- Presence on CCM homepage
- Weekly display advertising in Cincinnati *CityBeat* (and other publications as budget permits)
- Radio and/or television advertising as budget permits
- Performance-specific news release, distributed to CCM's media list
- Performance-specific stories posted to the CCM blog
- UC E-Currents news items (when space allows, as determined by Greg Hand's staff)
- *Marquee* listings on UC's R25 calendar system (which show up on the event feed on UC's homepage)
- Facebook Event Listings

- Performance-specific stories and updates on CCM's various social media platforms, including but not limited to: Facebook, Twitter, Pinterest, and Flickr.
- Online calendar listings at:
 - Cincinnati.com
 - CinStages
 - CityBeat.com
 - Ohio Arts Finder (www.artsinohio.com)
 - Greater Cincinnati Master Calendar
 - Cincinnati Magazine
 - Cincy Magazine
 - Ohio Magazine
 - Local 12
 - WCPO.com
 - ZipScene
 - Ohio Event Finder
 - Other event databases, as needed.
- When possible, the Public Information Office will also produce performance-specific posters and flyers. Due to the ever-increasing number of performances ticketed by the CCM Box Office, and due to the inadequate availability of creative assets, this is not possible for every ticketed event.

TICKETED CCM PERFORMANCES (FREE ADMISSION)

Performances that do not require paid admission, but that do require a reservation through the CCM Box Office, will receive placement in the following print collateral materials:

- Fall Calendar Booklet
(pub. late summer)
- Fall Calendar Posters
(pub. every-other month)
- Spring Calendar Booklet
(pub. early December)
- Spring Calendar Posters
(pub. every-other month)

These events will also be supported by the Public Information Office in the following ways:

- Presence on CCM homepage (as space allows)

- Weekly display advertising in Cincinnati *CityBeat* (and other publications as budget permits)
- Performance-specific news release, distributed to CCM's media list
- Performance-specific stories posted to the CCM blog
- UC E-Currents news items (when space allows, as determined by Greg Hand's staff)
- Facebook Event Listings
- Performance-specific stories and updates on Facebook, Twitter, Pinterest, Flickr, etc.
- Online calendar listings at:
 - Cincinnati.com
 - CinStages
 - CityBeat.com
 - Ohio Arts Finder (www.artsinohio.com)
 - Greater Cincinnati Master Calendar
 - Cincinnati Magazine
 - Cincy Magazine
 - Ohio Magazine
 - Local 12
 - WCPO.com
 - ZipScene
 - Ohio Event Finder
 - Other event databases, as needed.
- When possible, the Public Information Office will also produce performance-specific posters and flyers. Due to the ever-increasing number of performances ticketed by the CCM Box Office, and due to the inadequate availability of creative assets, this is not possible for every ticketed event.

NON-TICKETED CCM PERFORMANCES

All FREE CCM performances, along with all performances **ticketed by departments other than the CCM Box Office**, will receive placement in the following print collateral materials:

- Fall Calendar Booklet
(pub. late summer)
- Fall Calendar Posters
(pub. every-other month)
- Spring Calendar Booklet
(pub. early December)
- Spring Calendar Posters
(pub. every-other month)

Due to the extremely large number of non-ticketed events produced by CCM, and due to the regular frequency of their cancellation, the Public Information Office will also support FREE CCM performances with the following:

- Standard listings on UC's R25 calendar system
- Facebook Event Listings

UNSCHEDULED, ADDITIONAL REQUESTS BEYOND THE ABOVE MENTIONED

The CCM Public Information Office is excited to have the opportunity to promote CCM's major events and activities to the local and regional (and, where appropriate, national and international) communities. Because the office has limited staff and resources and there are close to 1000 events produced by CCM each year, it is important to note that promotional needs can best be met when the Public Information Office, faculty and students work together to plan in advance.

The Public Information Office greatly values each academic area of CCM. As much as we would like to assist with every request, it is simply not possible based upon the size of the college, our overall goals/objectives, available resources and production schedule. We will evaluate additional and unscheduled requests on a case-by-case basis. If we cannot assist at a particular time, we will always try to provide you with options or ideas to help you achieve your goals.

Unscheduled ads, press releases, page layout, direct mail, flyers, radio spot purchases and posters will all require a minimum **four to six week lead time**. The Public Information Office does NOT have an additional budget to support these efforts, but will be happy to help you identify, coordinate and best utilize dollars you have set aside for publicity. Level of support may depend upon time of the academic year, current initiatives, departmental workload, etc.

Please, as a final reminder, notify us as soon as possible if you have any changes in your events that could affect promotion. Also, we cannot promote something about which we do not know; feel free to stop by or send us an email to discuss any stories you feel are worth telling.