

## CMA Public Events Office Support Services

### Programs

- We create large ensemble, small ensemble, faculty, and guest artist programs, as well as other special programs. With few exceptions, programs will be digital.
- Deadlines for program material submission:
  - Large ensemble and special programs: **3 weeks** before date of event.
  - Small ensemble, FAS, guest artist programs: **2 weeks** before date of event.
- Student recital program templates are available here: <https://www.bgsu.edu/musical-arts/current-students/program-templates.html>.

### Digital Signage

- We create digital signs for special events, large ensembles, small ensembles, Faculty Artist Series, guest artists and “This Week at the CMA” listings. These signs run on the TV monitors for at least one week leading up to each performance.
- If you wish to create your own sign for an event, please let us know. It must adhere to BGSU branding standards:  
<https://www.canva.com/design/DAFF1Sn4aAk/Kh5RGYp9RejVf0ri0vPyOg/view>  
and be created in our BGSU Canva account. We will give you access to this account. Please reach out to us ([cmapub@bgsu.edu](mailto:cmapub@bgsu.edu)) **at least 2 weeks in advance**.
  - The PE Office reserves the right to choose what digital signs run in the building in accordance with campus branding standards and the arts marketing strategy.

### Posters/Flyers/Display Cases

- We will create 11x17 posters for special events and all large ensembles. We will also create 8½ x11 flyers for all small ensembles (and guest artists, if requested). If you desire to make your own, please let us know. As with the digital signs, you must adhere to BGSU branding and use the BGSU Canva account. We will give you access to this account. Please reach out to us ([cmapub@bgsu.edu](mailto:cmapub@bgsu.edu)) **at least 2 weeks in advance**.
- We maintain the 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 (X) and Instagram accounts.
- 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.

### CMA News

- There is a link (<https://www.bgsu.edu/musical-arts/college-information/news-form.html>) on the Faculty Resources webpage to submit news items 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.

### **Advertisements**

- The Arts Marketing Committee 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](mailto: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.