

Lewis & Clark Department of Music

Publicity Options

STANDARD EVENT LEVEL

- The Standard Event Level of publicity for music events includes the basic postings of on-campus awareness. Flat-screen monitors across the undergraduate campus will advertise the performance, and the event will be posted to the Lewis & Clark website - listed on both the Music Events Calendar, as well as the Main College Calendar.

CLASSIC EVENT LEVEL

- The Classic Event Level of event advertising includes all outreach listed in the Standard Event Level, as well as the addition to local online event calendars in the Portland area. By choosing the Classic level, a custom email blast about your event will be sent out, your event will be submitted to The Source, and mentioned on the Department social media pages.

PREMIER EVENT LEVEL

- This level of event publicity is subject to approval by the Music Department and/or Area Coordinator. A budget code will be required for some of the options included in the Premier Event Level publicity. This option includes internal, on-campus, extensive external publicity, and may include All Classical Portland radio spot mentions (pending their schedule availability). Paid social media advertising (via Facebook and Instagram) is also an option at this level of event promotion.