Marketing and Publicity Procedures

- All requests for concert posters, radio spots, specialty programs (color, large format)*, postcards, ads, brochures, social media design needs*, and slides for lobby TVs should be made by completing the form at music.missouri.edu > Current Students/Faculty > Faculty Resources > Marketing Request Procedures.

- These requests will be sent to Brooke Danielsen (danielsenb@missouri.edu) who will then distribute each project to our designers based on type of project and designer work load.

- Because Brooke’s position is part-time and we will be working with off-site designers, it is very important that deadlines are carefully monitored. Turn-around times will be longer than experienced in prior years. Therefore, all requests should be made 4-6 weeks prior to the date the project is to be completed. Large projects (specialty programs or requests with detailed design needs) will require 6 weeks. Late requests may not be able to be accommodated.

- Slides for the lobby TVs will automatically be created and circulated for SoM ensemble concerts and faculty recitals. Slides will be updated each Tuesday by 10 AM. Design requests for other slides should be made 2 weeks prior to desired circulation date. Slides designed by faculty or students should be sent to Brooke by Monday at 10 AM in order to begin circulation on the following Wednesday.

- Brooke will work to monitor and remind faculty of deadlines of upcoming events and ads that have been placed in previous years. However, please be proactive and do not assume that she knows what has been done in the past.

- Please provide accurate information and specific instructions when submitting a marketing request. Each email exchange and additional edit between Brooke and the designers will affect the total project budget!

- Brooke’s Office Hours (135 FAB): Monday-Thursday 8:30 AM-10:40 AM (following the Columbia Public School calendar)

*Please note that standard concert programs and social media posts will be handled by Ben Harting.