

## Memorandum

DATE: October 1, 2024  
TO: All Music Faculty  
FROM: Philip Edelman  
SUBJECT: Publicity Timeline for Concerts and Events

Dear Faculty,

Publicity is essential for attendance at our and our students' events. To ensure that Allen can create engaging publicity materials for SPA events, we will require program and publicity information to be shared with him on a predictable schedule. The following is the schedule that we will use for the 24-25 academic year (**faculty action items are in yellow type**):

4

Weeks  
Before the  
Event

### Email Allen:

- Title of the Event or Concert
- Aesthetic Requests for Publicity Materials
- Ensemble Name(s)
- Director Name(s)

3

Weeks  
Before the  
Event

Allen will email you proof of the publicity materials (Posters and Online Event Info), which will be printed for distribution as soon as practical **after you approve them**.

### Email Allen the program information, including:

- Composition list/ composer information
- Personnel Information
- Program Notes (If Applicable)

2

Weeks  
Before the  
Event

Allen will email you a proof of the event program, which will be printed and given to you as soon as practical **after you approve it**.

### Email Allen:

- Approval of the printed materials.
- The total number of programs you need for the event.

Thank you for your attention to this matter.