

# 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, your event will also be mentioned in The Source, and 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 includes a press release shared with local news outlet contacts, nearby schools, and other organizations.