

DEPARTMENT OF DANCE

PUBLICITY PROCESS FOR STUDENT PRODUCTIONS

SCHEDULE

College and department publicity deadlines run on a schedule of 6 weeks, 4 weeks, 2 weeks, and 1 week deadlines before a department performance. Please note these in your calendars in the weeks preceding your show. The timeline and process is similar to professional dance company practices and newspaper and advertising/publicity deadlines. This is what dance majors need to know after they graduate in order to present their own shows. Just like with classes and rehearsals in the studios, you are practicing the publicity and presentation process. In order to cultivate an audience, information must be distributed and advertised in a timely manner.

6 WEEKS BEFORE YOUR PERFORMANCE/PRESENTATION: **PRESS RELEASE FINAL DRAFT IS DUE TO THE COLLEGE**

Victoria Ellwood is the Communications Director for the College of the Arts and Sciences. She has examples of press releases for your reference, if needed. E-mail the final draft of the press release to Victoria and Melissa. Additionally, please attach at least one rehearsal or promotional photo so that we may use it for the home page rotor and have it on hand if requested by a media outlet. Victoria formats the final document and releases it to the press. Melissa disseminates the info through social media outlets and archives the information for any further reference. See right for wording sample.

Victoria Ellwood, Communications Specialist
College of Arts and Sciences
(614) 292-6299, ellwood.1@osu.edu

Melissa Bontempo, Program Coordinator (Media)
Department of Dance
(614) 688-0125, bontempo.9@osu.edu

4 WEEKS BEFORE YOUR PERFORMANCE/PRESENTATION: **POSTER CONTENT AND IMAGE IS DUE TO THE DEPARTMENT**

Submit the required content outlined on the following page. Melissa proofs the content and places it in a prepared template that includes information and identifying marks required by the university, college and department. After she has laid out the information and placed the images, she will send it back to you for approval. Once approved, 75 copies will be printed on the Department's color printer. Pick up the final copies when ready. Arrange with friends and other concert choreographers and dancers for posting them around town and on campus.

2 WEEKS BEFORE YOUR PERFORMANCE/PRESENTATION: **PROGRAM DRAFT IS DUE TO THE DEPARTMENT**

Please submit a program draft, with the required content outlined on the following page. Tech week is very busy, therefore a two week deadline was made for the program draft. Melissa proofs the program and makes any corrections or additions. The corrected copy is given back and the final version of the program is due one week before the presentation or performance. Submit the final draft of your program to Melissa by the deadline listed above. She will arrange the printing -- amount depends on the venue or location. You must make arrangements for pickup and distribution of the programs.

1 WEEK BEFORE YOUR PERFORMANCE/PRESENTATION: **FINAL PROGRAM IS DUE TO THE DEPARTMENT**

To allow enough time for office work-study to copy and fold programs, the final draft of the program must be turned in one week before the show. Any substantial delay will require the choreographer(s) or presenter(s) to be responsible for this portion of the preparation process.

With these deadlines you will be able to get the performance info released via the ASCOMM PR schedule, posters disseminated 2-4 weeks before the show, and programs printed in time for opening night.

PRESS RELEASE

SAMPLE TEXT

PRESS RELEASE

For Immediate Release

Contact:

PHONE: 614-292-7977

FAX: 614-292-0939

EMAIL: dance@osu.edu

WEBSITE: <http://dance.osu.edu>

THE OHIO STATE UNIVERSITY DEPARTMENT OF DANCE PRESENTS

[NAME OF CONCERT]

The Department of Dance at The Ohio State University presents [TITLE OF EVENT], featuring choreographers [NAMES], part of the [YEARS] season of [TYPE OF CONCERT – BFA/MFA/ETC] projects and performances.

[LINE OR PARAGRAPH DESCRIBING FIRST PIECE, BACKGROUND OF CHOREOGRAPHER, ETC – REPEAT FOR EACH WORK AS NECESSARY]

The show runs [DAYS OF THE WEEK, MONTH, DAYS] at [TIME] in the [LOCATION], [ADDRESS] at the corner of [CROSS STREET]. Tickets are [PRICE].

More information on the performance can be found at [PROJECT WEBSITE] or [FACEBOOK PAGE]. Reservations can be made by visiting [RESERVATION PAGE], e.g. <https://dance.osu.edu/rsvp>.

The [YEARS] Ohio State Department of Dance [TYPE OF CONCERT – BFA/MFA/ETC] is a series of performances and presentations created by the members of the [YEAR] class of [BFA/MFA] students in Dance as the culminating projects of their [GRADUATE/UNDERGRADUATE] studies.

POSTERS

Department of Dance production posters are typically 11"x17". The following information is required for all department event posters. The information will be organized on an existing template with a high resolution image you provide. Paste your content in the designated brackets below and submit to the Program Coordinator (Media) by the deadline date.

REQUIRED CONTENT: General Events

The Ohio State University Department of Dance presents

[TITLE OF THE CONCERT]

[LOCATION]

[ADDRESS], [CITY, STATE], at the corner of [CROSSTREET]

[DAYS OF THE WEEK], [MONTH, DATE, YEAR]

[TIME OF THE PERFORMANCE]

[TAGLINE or DESCRIPTION]

[PROJECT WEBPAGE or FACEBOOK EVENT PAGE]

REQUIRED CONTENT: EMMA Lab at ACCAD Events

The EMMA Lab presents

[TITLE OF THE CONCERT]

The Experimental Movement and Media Arts Lab at the Advanced Computing Center for Art & Design, 1224 Kinnear Road

[DAYS OF THE WEEK], [MONTH, DATE, YEAR]

[TIME OF THE PERFORMANCE]

Free Admission. Reservations Recommended. Seating is limited.

[RESERVATION REQUEST DETAILS, EMAIL, or WEBPAGE]

[TAGLINE or DESCRIPTION]

[PROJECT WEBPAGE or FACEBOOK EVENT PAGE]

The Experimental Media and Movement Arts lab (EMMA) is a joint creative research project of the Department of Dance and the Advanced Computing Center for the Arts and Design (ACCAD).

The following elements are already included on the template:

WEBSITE: dance.osu.edu

PHONE: (614) 292-7977

[UNIVERSAL HANDICAP SYMBOL]

[OSU LOGO]

[COLLEGE OF ARTS AND SCIENCES LOGO]

[DEPARTMENT OF DANCE LOGO]

IMAGE REQUIREMENTS

10"x11" JPG at 240-300 dpi

PROGRAMS

In the *Production Resources > Publicity Packet* section of the website, there are templates of different types of program layouts – portrait, landscape, and tri-fold. Since the printing margins are set for these documents, it may be useful to start with one of them. To conserve paper, please keep program size limited to one page, front and back. The following information is required on all department event programs.

FRONT COVER: Event information

The Ohio State University Department of Dance presents

[TITLE OF THE CONCERT]

[LOCATION]

[ADDRESS], [CITY, STATE], at the corner of [CROSSSTREET]

[DAYS OF THE WEEK], [MONTH, DATE, YEAR]

[TIME OF THE PERFORMANCE]

INSIDE PAGES: Program details in performance order, repeat as necessary

[TITLE OF THE PIECE]

Choreography:

Music:

Dancers:

Lighting:

Video/Other media:

Other collaborators or notes on the piece (if space permits)

– INTERMISSION –

(Set wording to stand out – more spacing than between dances)

BACK COVER:

PRODUCTION STAFF

Production Manager:

Production Graduate Associate(s):

Stage Manager:

Technical Crew:

House Manager:

Box Office:

Program Design:

Poster Design:

Video Director: (if applicable)

Videographers: (if applicable)

Susan Petry

Mark Shanda

David C. Manderscheid

Chair, Department of Dance

Dean, Division of Arts and Humanities

Executive Dean and Vice Provost,
College of Arts and Sciences

The following paragraph requirement has been temporarily removed for the 2012-2013 school year: The OSU Department of Dance is an accredited member of the National Association of Schools in Dance (NASD). The department also maintains annual membership with the following national and international organizations: Dance/USA, American College Dance Festival Association (ACDFA), Body/Mind Centering Association (BMCA), Council of Dance Administrators (CODA), Association of Performing Arts Presenters (APAP), National Dance Education Organization (NDEO), OhioDance, and Ohio Alliance for Arts Education (OAAE). The department is proud to annually send students to the International Association of Blacks in Dance (IABD) Conference and to a regional American College Dance Festival (ACDF).



dance.osu.edu

(614) 292-7977

dance@osu.edu

We appreciate your attention and action to these items for the safety and consideration of the performers and other audience members: Please turn off all cell phones and electronic devices. No flash photography or unauthorized use of recording devices allowed. No smoking in the building. Please keep talking and rustling of papers to a minimum.

For performances in the EMMA Lab at ACCAD:

The Experimental Media and Movement Arts lab (EMMA) is a joint creative research project of the Department of Dance and the Advanced Computing Center for the Arts and Design (ACCAD).

Music Crediting Requirements

FORMATTING

In our department programs, we have adopted a few choices about italics (instead of underlining or capital letters.) You may choose whatever you like normally, as long as you are consistent. We have chosen the following format and order.

Music: [FULL NAME OF COMPOSER/SOUND DESIGNER], [COMPLETE TITLE OF COMPOSITION] from the album [TITLE OF ALBUM], performed by: [PERFORMER or ENSEMBLE NAME].

Examples:

Music: Ludwig van Beethoven, *Sonata No. 3 in C minor for Piano, 1st movement: Allegro con brio*, performed by Misha Dichter, piano

Music: The Beatles, *Oh! Darling* from the album *Abbey Road*.

CREDIT: Popular music

For popular music, include the name of the album the cut is from:

Music: Mark O'Connor, *Spring* from the album *The American Seasons*

Sometimes you can list information such as the recording company or the composer's website address (this can be a footnote format.) We usually do not give this information unless the recording company or artist has requested it as part of giving you permission to use the music.

CREDIT: Sound Design/Mixing

If you do not use the entire piece of music, you must list the name of the movement you are using or include the word "excerpt" in parentheses.

Music: Ludwig van Beethoven: *Sonata #3 in C minor for Piano, 1st movement: allegro* performed by Misha Dichter, piano (excerpt)

If your music is a collage or you had it mixed in some way, you must give credit to the sound designer, even if it was yourself.

Music: Ed Luna (DJ) with excerpts from Pierre Henry, *Variations pour une porte et un soupir*; Lou Harrison, *Prelude and Allegro* from the album *Rhymes with Silver*; Chris Peck, *Holding Pattern*

OR

Music: Joe Smith (sound designer) with excerpts from Gavin Bryars *1st movement from Cello Concerto* from the album *Farewell to Philosophy*; and Benjamin Britten, *Presto* from *Cello Suite No.1*

Different styles of music and different sound situations call for different formats, but here are a few simple rules:

1. Always include the composer's full name: e.g. *Ludwig van Beethoven*, not *Beethoven*.
2. If performed by a soloist or ensemble (e.g. Cleveland Symphony, Yo Yo Ma, Kronos Quartet, etc.), be sure to include their name.
3. Do not put the word MUSIC followed by one or two words, e.g. Music: The Beatles.

ACCESSIBILITY SYMBOL AND WORDING



Symbol required on all materials.

INVITE PARTICIPATION

As one of the University's many diversity efforts, colleges, departments, programs, and student organizations are being encouraged to include statements about the availability of accommodations on their materials.

Statements about the availability of accommodations are a way of inviting individuals with disabilities to participate in creating a more accessible campus. By encouraging advance inquires, you can identify any needed accommodations early so that they can be implemented in a seamless fashion that normalizes rather than draws attention to access.

When you receive questions about accessibility or an accommodation request you may not always be sure how to respond. When that happens get the individuals contact information, make sure you understand their question or request, and let them know you will get back to them shortly. If you need assistance in responding you can contact the ADA Coordinator, L. Scott Lissner at ada-osu@osu.edu, (614) 292-6207 (V) or (614) 688-8604 (TTY).

On the next page there are four model statements. You should be able to adapt one of them for almost any situation. However if you have any questions feel free to consult with Scott Lissner. If you wish to include one of the symbols for accessibility with your statement they can be down loaded from graphicartistsguild.org/resources

RESOURCES AT OSU

ADA Coordinator's Office:	ada.osu.edu
Office for Disability Services:	ods.osu.edu
Faculty Partnership Grant:	ada.osu.edu/resources/fastfacts
Web Accessibility Center:	wac.osu.edu

MODEL STATEMENTS

- **For Events:** (To appear on calendars, posters, flyers and other announcements or advertising for the event.) If you have questions concerning access, wish to request a sign language interpreter or accommodations for a disability please contact {insert name and contact information including an e-mail or TTY number}. Early requests are encouraged. A week will generally allow us to provide seamless access.
- **On Web Pages:** (To appear as text on pages if you are not sure of usability). If you have difficulty accessing any portions of this page with adaptive technology, please contact {insert page owner/web master name, e-mail, phone, and TTY if available}.
- **On Publications:** (To appear on catalogs, brochures, and other University publications) If you need to request this information in an accessible format (Braille, digital, tape or large print) please contact {insert name and contact information including an e-mail or TTY number}.
- **On Syllabi:** (To appear on all syllabi) If you need an accommodation based on the impact of a disability, you should contact me to arrange an appointment as soon as possible. At the appointment we can discuss the course format, anticipate your needs and explore potential accommodations. I rely on the Office For Disability Services for assistance in verifying the need for accommodations and developing accommodation strategies. If you have not previously contacted the Office for Disability Services, I encourage you to do so.

SUGGESTED WORDING from Scott Lissner, ADA Coordinator

Our facility is fully accessible. If you wish to request accommodations for a disability, please contact the Department of Dance at (614) 292-7977.

SYMBOLS



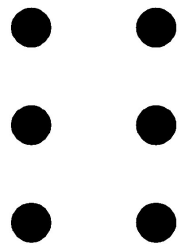
Assistive Listening Systems

These systems transmit sound via hearing aids or headsets. They include infrared, loop and FM systems. Portable systems may be available from the same audiovisual equipment suppliers that service conferences and meetings.



Sign Language Interpretation

The symbol indicates that Sign Language Interpretation is provided for a lecture, tour, performance, conference or other program.



Braille Symbol

This symbol indicates that printed matter is available in Braille, including exhibition labeling, publications and signage.

Braille

Publicity Process. Updated AU 2012 by M Bontempo



Telephone Typewriter (TTY)

Also known as text telephone (TT), or telecommunications device for the deaf (TDD), TTY indicates a telephone device used with the telephone (and the phone number) for communication between deaf, hard of hearing, speech-impaired and/or hearing persons.



Access to Low Vision

This symbol may be used to indicate access for people who are blind or have low vision, including: a guided tour, a path to a nature trail or a scent garden in a park; and a tactile tour or a museum exhibition that may be touched.



Accessibility Symbol

The wheelchair symbol should only be used to indicate access for individuals with limited mobility, including wheelchair users. For example, the symbol is used to indicate an accessible entrance, bathroom or that a phone is lowered for wheelchair users. Remember that a ramped entrance is not completely accessible if there are no curb cuts, and an elevator is not accessible if it can only be reached via steps.