

Dear Bienen School of Music Ensemble Directors,

With another academic year about to start, we'd like to take the opportunity to give you a reminder about the various marketing support Pick-Staiger provides for Bienen School of Music events. The full-time marketing department and our student staff will be helping to provide the following to any of the concert events listed in the quarterly *Concertline* brochure:

1. **Concertline:**
Quarterly publication listing all ticketed Pick-Staiger supported concerts. Distributed to approximately 15,000 patrons and community members.
2. **Daily Northwestern print ads:**
Two ads per week (appearing on Mondays and Thursdays) mentioning weekday and weekend events.
3. **Weekly event poster:**
Four-color, 11" x 17" poster distributed throughout campus, mentioning all *Concertline* events taking place that week.
4. **School of Music website:**
Lists all events presented by the School of Music.
5. **Chicago Tribune, Chicago Reader, Pioneer Press, and Time Out Chicago.**
Calendar listings of most *Concertline* events appear weekly in these publications; generated from a monthly press release that we send to media.
6. **Pick-Staiger website (www.pickstaiger.org):**
Lists all *Concertline* events as well as student recitals; online ticket sales available for all concerts.
7. **Plan-It-Purple:**
University-wide online calendar listing all *Concertline* events and student recitals.
8. **Monthly Pick-Staiger lobby calendars:**
Oversized calendar posters in the lobby listing all *Concertline* events for that month.
9. **NU Observer:**
Weekly university publication created by University Relations, delivered to all faculty and staff.
10. **Pick-Staiger public relations table:**
An ongoing supply of *Concertline*, series brochures, postcards, and fliers are available in the lobby of Pick.
11. **Monthly and standalone press releases:**
List of all concerts in the coming month; sent to Chicago media.
12. **Program ads:**
Depending on the space available in each individual program, Pick places ads announcing future *Concertline* events.

13. **Full-color, 8.5 x 11" poster for faculty recitals:**
Distributed to the performing faculty member(s) for distribution, as well as to relevant Bienen School groups and area music instructors, instrument societies, etc.
14. **Four-color, 8.5 x 11" poster for guest artist performances**
Distributed throughout campus within 10-14 days of the performance.
15. **Pick-Staiger hotline:**
Weekly telephone recording listing all *Concertline* events occurring at Bienen School of Music facilities.
16. **Pick-Staiger events e-newsletter:**
A monthly e-newsletter highlighting upcoming *Concertline* events sent to an e-list of about 7,000 patrons.