Yale INSTITUTE OF SACRED MUSIC

Publicity Guidelines for ISM Degree Recitals

The ISM does not publicize individual student recitals. The ISM calendar does include student recitals if information is submitted before press time. The ISM Publicity Office delivers recital information to some online arts calendars.

Students may want to prepare their own publicity materials:

- **Posters**—These should mention that the recital is presented by Yale Institute of Sacred Music and Yale School of Music
- **Press releases**—The format of a press release is given below, and
  - it should mention the ISM and YSM as sponsoring entities
  - Melissa Maier must approve your release before you send it, since it is an ISM-sponsored event and Yale is particular about the use of its name
  - Melissa can give you e-mail addresses of some local news outlets
- **Logo**—The ISM logo is downloadable in print and web format at [http://www.yale.edu/schola/press.htm](http://www.yale.edu/schola/press.htm)
- **Facebook**—As well as pushing your recital out through your own Facebook page, become a fan of the ISM and post your recital at [http://tinyurl.com/ISMFacebook](http://tinyurl.com/ISMFacebook)

Use this format for press release on your own stationery, not ISM stationery:

**Contact:**

Your name
Your e-mail address
Your phone number

FOR IMMEDIATE RELEASE – photo available [only if it’s true]

Headline goes here

More descriptive text goes here . . . Be sure to include the date, time, and place!

On the program will be works of X, Y, and Z.

The recital, presented by Yale Institute of Sacred Music {and others if applicable} {with support from other sponsors if applicable}, is free and open to the public; no tickets are required. For more information call {insert your phone number here – NOT the ISM number!}