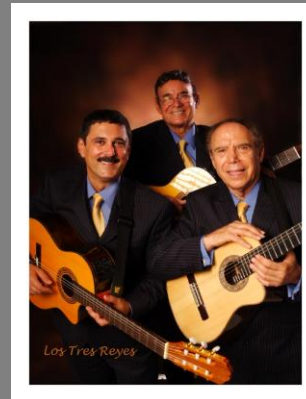




TRINITY
UNIVERSITY

AEP 2010 Cost Cutting & Planning on a Budget

Trinity University's Legends of Texas Border Music Series



Trinity University's Legends of Texas Border Music Series

- Research
- Series Inspiration
- Rationale/Purpose
- Goals

Trinity University's Legends of Texas Border Music Series

- Audience
- Fundraising
- Budget
- Timeline

Trinity University's Legends of Texas Border Music Series

Poster

Trinity University's *Legends of Texas Border Music Series* presents




TRINITY UNIVERSITY

Los Tres Reyes

LECTURE: "Latin American Bolero and the Music of Los Tres Reyes"
by LEÓN GARCÍA, guest scholar, Florida State University
3 pm, Friday, September 19, 2008, in the Art/Music Building, Room 347

CONCERT: Ballads, standards, and boleros in Spanish by LOS TRES REYES
7:30 pm, Friday, September 19, 2008, in Ruth Taylor Recital Hall

— FREE and OPEN TO THE PUBLIC. No Tickets Required. —



Trinity University's Legends of Texas Border Music Series

E-card



Trinity University's Legends of Texas Border Music Series presents

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Trinity University's Legends of Texas Border Music Series

E-newsletter



Trinity University's Legends of Texas Border Music Series

- Media Coverage
- Response
- Evaluation

Trinity University's Legends of Texas Border Music Series

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Trinity University's *Legends of Texas Border Music Series* presents



Trio San Antonio

LECTURE: "The Transnational History of the Bolero"
by ROBIN MOORE, ethnomusicologist, University of Texas at Austin
3 pm, Friday, January 30, 2009, in the ArtMusic Building, Room 347

CONCERT: Boleros, ballads, and standards in Spanish by TRIO SAN ANTONIO
7:30 pm, Friday, January 30, 2009, in Ruth Taylor Recital Hall

— FREE and OPEN TO THE PUBLIC. No Tickets Required. —

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Trinity University's Legends of Texas Border Music Series

Poster

Trinity University's *Legends of Texas Border Music Series* presents



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Rita Vidaurri

LECTURE: "Ranchera Songs Across the Continent: In Honor of Rita Vidaurri"
by YOLANDA BROYLES-GONZÁLEZ, University of Arizona
4 pm, Thursday, March 19, 2009, Ruth Taylor Recital Hall

CONCERT: RITA VIDAURRI with special guests Beatriz Llamas, Blanca Rosa,
and Perla Tapia, accompanied by the all-woman Mariachi Los Alamos
7:30 pm, Thursday, March 19, 2009, Laurie Auditorium

Co-sponsored by Esperanza Peace and Justice Center

— FREE and OPEN TO THE PUBLIC. No Tickets Required. —



Trinity University's Legends of Texas Border Music Series

Take Photos to Document Event



Lessons Learned

Use Social Media to
Promote Events

