



## **Academic Event Professional 2010 Conference Cost Cutting and Planning on a Budget presentation**

Trinity University's Legends of Texas Border Music Series was established in 2008 to celebrate local musicians, blend scholarship with musicianship, and bring a new audience to the University. The series is funded through a partnership with the business community and non-profit organizations in collaboration with University departments and offices. The inaugural event was recognized with a 2009 Proliner Award from San Antonio Chapter of the Association for Women in Communications.

### **Ways to Stretch Event Dollars**

- Research and seek community sponsorship from local businesses, foundations, or non-profits
- Collaborate with several University departments and offices
- Include event information/news release on University Web site and publications
- Take advantage of free, local media calendar listings opportunities; check lead times, submit early
- Use in-house graphic artist (or student) to develop collateral materials
- Instead of mailing a postcard, develop and use an e-card
- Use Social Media to promote event such as Twitter and Facebook
- Write and distribute post-event story
- Recognize sponsors

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## **Communications Plan -- Trinity University's Legends of Texas Border Music Series**

### **Applicable Research**

Los Tres Reyes is the last of the Greatest Trios – one of the most significant musical movements of Latin America of the middle of the 20<sup>th</sup> century. Formed in 1957 by Gilberto Puente, the trio's musical director, Los Tres Reyes has recorded more than 160 *boleros, pasillos ecuatorianos, guarachas, vals peruanos* and even *rancheras*, all with original arrangements done in single and double “requintos”; a style that is until today solely characteristic of Los Tres Reyes and gained them world fame back in the late 1950's. Today, Gilberto Puente, Raul Puente, and Bebo Cardenas continue to delight audiences all around Europe and Latin America with this timeless musical genre and the hits that remain favorites of the eternal romantics.

Ethnomusicologist León García, from Florida State University, grew up enjoying the music of Los Tres Reyes and is studying the history of trio music. His paper is titled, “The Mexican Bolero: A Case Study of Los Tres Reyes.”

### **Series Inspiration**

Carl Leafstedt, professor and chair of Trinity University's music department, meets Mr. García at the February 2008 Society for American Music Annual Conference. The trio also performs at the conference. Dr. Leafstedt is inspired to bring trio music to the Trinity University campus and introduce this repertory to the students. Although trio music is very popular in San Antonio, it had never been performed at Trinity University so the concert should bring a new audience to the campus.

### **Rationale/Purpose**

- To introduce trio music to Trinity University students while blending scholarship and musicianship at a high level
- To make a connection with San Antonio's Latino community and to celebrate the accomplishments of local musicians

### **Goals**

- Establish a new music series
- Obtain visibility and media coverage for the inaugural event
- Bring a new audience to Trinity University

### **Audience**

- Trinity University community (students, faculty, and staff)
- San Antonio community
- Los Tres Reyes fans

## Fundraising

Dr. Leafstedt discusses his idea with colleagues and the concept of doing a music series is launched. He gets monetary support from several academic departments, the Lectures and Visiting Scholars committee, and the San Antonio business community, including the Cortez family, owners of Mi Tierra Café y Panaderia, who agree to support the series. All events will be free and open to the public. With funding secured, Dr. Leafstedt meets with Mary Anthony, from University Communications, to seek publicity, promotion, and event planning advice. The lecture is scheduled in Art Music Building Room 347 and concert is booked in the Ruth Taylor Recital Hall, a 320-seat facility. The trio will also visit music classes.

## Budget

Note: The figures below are for items that are not covered in the regular operating budgets for the Department of Music or the Office of University Communications.

Item	Budgeted	Expense
Printing Costs -- 235 Posters	\$300	\$309.65 - \$275 (55 posters were sold @ \$5/poster for autographs after concert) = \$34.65 final cost
Musicians' Fee	\$3,000	\$3,000
Scholar's travel expenses	\$1,200	\$1,200
Pre-event dinner	\$700	*
Post-event reception	\$400	*
Hotel for scholar	\$1,000	*
Skirting for 5 tables used for CD/DVD sales & autographs	\$100	**

\*Underwritten by Cortez Family of Mi Tierra Café y Panaderia

\*\*Donated by Aramark Dining Services, Trinity University contract caterer

## Timeline

February 2008

- Dr. Leafstedt meets Los Tres Reyes and León García at 34<sup>th</sup> Annual Society for American Music Conference held in San Antonio and invites them to Trinity University.

March – May 2008

- Trinity University's Legends of Texas Border Music series is created
- Fundraising begins

June 2008

- Book Los Tres Reyes to perform in concert
- Secure commitment from Mr. García to present lecture
- Reserve Ruth Taylor Recital Hall and AMB 347 for events
- Determine itinerary

July 2008

- Add events to 2008 Fall Calendar of Events brochure
- Add events to University Calendar (T-SPACE)

## August 2008

- Design poster
- Write and distribute news release
- Announce series on University Web site
- Include event details in 2008 Fall Calendar of Events brochure

## September 2008

- Print and distribute poster
- Run radio spots on KRTU 91.7 FM (University radio station)
- Local media coverage
- Move concert to Laurie Auditorium to accommodate a larger audience
- Approximately 300 people were initially expected to attend the concert; more than 1,000 attended

## Marketing Materials

- *News Release*  
Ms. Anthony writes and distributes to local media
- *Trinity University Web site*  
News release posted
- *Poster*  
Vee DuBose, University Communications staff graphic artist, designs poster  
Dr. Leafstedt distributes poster on campus/off campus  
Poster is sold/used for autographs during post concert reception
- *Brochure*  
2008 Fall Calendar of Events mailed to approximately 4,500 people
- *Radio Announcements*  
Ms. Anthony writes copy and record spots for KRTU 91.7 FM
- *LeeRoy Daily News & Events e-newsletter*  
Ms. Anthony writes copy for announcement featured in five editions
- *E-card*  
Dr. Leafstedt and Ms. Anthony send e-card
- *E-mail communication*  
Dr. Leafstedt lets campus community know the concert has been moved to Laurie Auditorium to accommodate a larger audience.

## Response/Evaluation

- Calls from the general public asking for information about the concert began immediately after the event is announced. The callers are amazed it would be a free concert. Many stated this would be their first visit to Trinity University.
- Due to overwhelming response and interest in the concert, Dr. Leafstedt and Ms. Anthony decide to move the concert from the 320-seat Ruth Taylor Recital Hall to Laurie Auditorium (seating capacity: 2,479) the day before the event. Signs were posted around campus to announce the new location. On the evening of the event, music students were available to direct the audience to the new venue. Over 1,000 people attend the concert. This was an amazing feat considering the new event was competing with several community events: a Santana concert; a

Jazz'SAlive Festival (25<sup>th</sup> anniversary), and Friday night high school football games. A short clip from the concert can be found on this link, [http://www.youtube.com/watch?v=Kx2l-KBmU8c&feature=channel\\_page](http://www.youtube.com/watch?v=Kx2l-KBmU8c&feature=channel_page).)

- Los Tres Reyes perform two encores and then autograph CDs, DVDs, and posters for more than an hour after the concert. Many attendees ask to be added to the calendar mailing list and said they will return for future events. Audience e-mail comments included, “You are to be commended for the outstanding lecture and concert...” Dr. Leafstedt and “the Trinity Music Department are to be applauded for planning a series of events that were outstanding and provided an afternoon and evening my wife and I will always cherish.” “It was great judgment on your part to bring that caliber of talent to campus. Congratulations on a terrific event.” “My husband and I attended the concert at the University and can’t thank you enough for doing it.”
- Based on the success of the lecture and concert, organizers and sponsors decide to continue Trinity University’s Legends of Texas Border Music series during the spring 2009 semester. Trio San Antonio and Dr. Robin Moore, ethnomusicologist from the University of Texas, visited on Jan. 30. Rita Vidaurri and Dr. Yolanda Broyles Gonzalez, ethnomusicologist from the University of Arizona, were scheduled for March 19.
- Print media coverage included calendar listings in the *San Antonio Express-News*, *Conexión*, *North San Antonio Times*, and *Trinitonian*. Articles appeared in the *San Antonio Express-News*, [www.mysa.com](http://www.mysa.com), and *Trinity* magazine.
- The musicians were extremely happy with the response and are approaching other universities about hosting similar events.

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