



JENNI BRANDON
— MUSIC —
presents

***Self-Promotion:
Creating who you are both
inside and outside the music***
Resource List

with Jenni Brandon
Composer, Conductor, Collaborator

University of Kentucky School of Music

When: Thursday October 13, 2022

Time: 12:30 pm

Where: SCFA Concert Hall

www.jennibrandon.com

Links and resources from the presentation “Self-Promotion: Creating who you are both inside and outside the music” presented by Jenni Brandon

Word Clouds

A great way to put all your interests into one space to get a picture of who you are as a **Hyphenate Musician**
www.wordclouds.com

Logos – places to design and create your logos:

- www.canva.com/create/logos
- www.wix.com/logo/makers
- www.99designs.com
- Work with a graphic designer on campus – a great collaborative project!

Websites

- Wordpress.com
- Weebly.com
- Squarespace.com (more e-commerce focused)
- 99designs.com (package with your logo)
- Work with a website designer

Website Examples

www.jennibrandon.com – E-commerce as well as upcoming events, new score releases, recordings, interviews, program notes, bio, contact information

Examples of composers with logos/brands

- <https://vinceho.com/>
- www.jennibrandon.com
- <http://www.brightsheng.com/index.html>
- <https://www.masonbates.com/>
- <http://www.tinadavidson.com/>
- <https://www.lapisisland.com/index.html>

Other music businesses/ensembles with logos

- www.heartlandmarimba.com
- <https://www.bethmorrisonprojects.org/>
- <https://www.americancomposers.org/>
- <https://graphitepublishing.com/>
- <https://www.yo-yoma.com/>

Newsletter

Mailchimp.com – integrates well with websites (including Wordpress based websites)

Examples of Promotional Video examples

- <https://www.youtube.com/watch?v=rL6FZ3LkuZY>
- <https://www.youtube.com/watch?v=ZsK-ogk2QOc>
- <https://www.youtube.com/watch?v= ZkfVVKEAPI>
- <https://youtu.be/U0A1UcwAMGk> - Kennedy Center Promo

Vlogs

Work in Progress – Jenni’s vlog on making music and working with collaborators

- <https://youtu.be/yO7taRXiBXI> - interview with oboist LindaBeth Binkley
- <https://youtu.be/qRu6VW3S79k> - interview with bassoonist Gina Cuffari and poet Karla Linn Merrifield on the creation of the new work *Sisters of the Covid Moon* for Soprano, Bassoon, and Piano by Jenni Brandon

Podcast

One Symphony hosted by Devin Patrick Hughes, director of the Arapahoe Philharmonic and the Boulder Symphony. [One Symphony with Devin Patrick Hughes \(podlink.to\)](https://www.podlink.to/one-symphony-with-devin-patrick-hughes)

Recording Music

Chris Mothersole – EP release “Feathers & Fables: The Music of Jenni Brandon”

www.youtube.com/c/StompboxClarinet
www.mothersoleclarinet.com

Lindbeth Binkley – Full length CD “From Earth and Sky: Music of Jenni Brandon”

[From Earth & Sky - LINDABETH BINKLEY OBOE](https://www.youtube.com/watch?v=FromEarthandSky)
www.bluegriffin.com

Instrument organizations

National Flute Association: <https://www.nfaonline.org/>

International Double Reed Society – www.idrs.org

International Clarinet Association – clarinet.org

International Horn Society - [Home - IHS Online \(horn society.org\)](http://Home-IHSOnline.com)

International Trombone Association – www.trombone.net

Violin Society of America - [The Violin Society of America - Home \(vsaweb.org\)](http://TheViolinSocietyofAmerica.com)

International Tuba Euphonium Society – iteaonline.org

International Trumpet Guild - [ITG - The International Trumpet Guild](http://ITG-TheInternationalTrumpetGuild.com)

North American Saxophone Alliance - [NASA - Welcome! \(saxophonealliance.org\)](http://NASA-Welcome.com)

American Harp Society – www.harpsociety.org

American Viola Society – americanviolasociety.org

Double Bass - [International Society of Bassists - Welcome \(isbworldoffice.com\)](http://InternationalSocietyofBassists.com)

Percussive Arts Society International Convention – pasic.org

Composer Organizations

Society of Composers, Inc. - <http://www.societyofcomposers.org/>

American Composers Forum – www.composersforum.org

National Association of Composers USA – nacusa.usa

New Music USA – newmusicusa.org



Jenni Brandon is a composer and conductor, creating music in collaboration with other musicians and artists. She writes music that is beautiful and lyrical, telling stories through memorable musical lines often influenced by the collaborator's story, nature, and poetry.

She has been commissioned to write music for soloists, chamber ensembles, concertos, opera and orchestra and her catalogue contains over 70 works. Her music appears on over 22 albums on labels such as

Delos, MSR Classics, Blue Griffin, New Focus Recordings, Summit Records, Albany, and Centaur. Her works have been awarded the Sorel Medallion, American Prize, Paderewski Cycle, Women Composers Festival of Hartford International Composition Competition, and Bassoon Chamber Music Composition Competition, and several of her works have been used as required repertoire for international competitions such as the International Double Reed Society Conference, the International Clarinetist Corona Competition, and the Meg Quigley Vivaldi Bassoon Competition. Her works appear on university audition repertoire lists including at schools like Julliard, Manhattan School of Music, Butler School of Music – The University of Texas at Austin, Fred Fox School of Music – The University of Arizona among others.

Her works are published and distributed by Boosey & Hawkes, Santa Barbara Music Publishing, Graphite Publishing, TrevCo Music Publishing, Imagine Music, J.W. Pepper, and June Emerson. She runs Jenni Brandon Music that publishes and distributes her works worldwide.

As a conductor she often conducts her own works and works by living composers. She has conducted community and church choirs throughout Southern California. Jenni conducted her one-act opera 3 PADEREWSKIS with libretto by Oliver Mayer in the Terrace Theater at the Kennedy Center in 2019 following performances of the work in California and Poland. She also presents workshops and talks on collaboration and the business of music at universities and festivals across America, striving to create a supportive environment where collaboration leads to an exploration of ideas.

She received her undergraduate degree in Music Composition at West Chester University in Pennsylvania and her master's degree in Music Composition from the University of Texas at Austin. She did doctoral work at the University of Southern California.

When she is not making music, Jenni is often on her yoga mat, either practicing or teaching yoga. Jenni enjoys spending time with her two dogs Harrison and Chianti and loves travelling with her husband to scuba dive in tropical waters. Visit jennibrandon.com.