



JENNI BRANDON
MUSIC

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

Presented by Jenni Brandon

www.jennibrandon.com

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

- [Heartland Marimba](http://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/HDjTfm17Pus?si=A-A6305TP1JYH4Zq> - interview with clarinetist Jeremy Reynolds on the creation of clarinet concerto *Fin de la Tierra: Land’s End*
- <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://podlink.to)

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.lindabethbinkley.com)
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 \(hornsociety.org\)](http://Home-IHSOnline(hornsociety.org))
International Trombone Association – www.trombone.net
Violin Society of America - [The Violin Society of America - Home \(vsaweb.org\)](http://TheViolinSocietyofAmerica-Home(vsaweb.org))
International Tuba Euphonium Society – iteaonline.org

International Trumpet Guild - [ITG - The International Trumpet Guild](#)
North American Saxophone Alliance - [NASA - Welcome! \(saxophonealliance.org\)](#)
American Harp Society – [www.harpsociety.org](#)
American Viola Society – [americanviolasociety.org](#)
Double Bass - [International Society of Bassists - Welcome \(isbworldoffice.com\)](#)
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](#)



An award-winning composer and conductor, Jenni Brandon’s music has been performed around the world, from the Kennedy Center to Taiwan. Her storytelling-style approach is a hallmark of her compositions, garnering her awards from the Sorel Organization, American Prize, Paderewski Cycle, Women Composers Festival of Hartford, and Bassoon Chamber Music Composition Competition. Several of her works are required repertoire for competitions such as the International Double Reed Society, International Clarinetist Corona Competition, and Meg Quigley Vivaldi Bassoon Competition. Her works appear on university audition repertoire lists for Julliard, Manhattan School of Music, Yale University, University of Texas at Austin, and

University of Arizona among others. As an entrepreneur she runs Jenni Brandon Music, overseeing publishing and worldwide distribution of over 70 of her works. Additional works are published by Boosey & Hawkes, Santa Barbara Music, Graphite, TrevCo, and Imagine Music. Jenni’s music appears on 24 recordings, labels including Delos, MSR Classics, Blue Griffin, New Focus, Summit, Albany, and Centaur. Jenni conducts her own works and works by living composers, including her one-act opera *3 Paderewskis*, with libretto by Oliver Mayer, at the Terrace Theater at the Kennedy Center, University of Southern California, Paderewski Festival, and Aula Nova Akademii Muzycznej in Poznan, Poland as part of NIEPODŁĘGA 2017-2022. Commissioned by the Adam Mickiewicz Institute and supported by the Ministry of Culture and National Heritage of the Republic of Poland, this work received the American Prize for Opera. Jenni believes in the power of collaboration, leading to the creation of online composition workshops to connect composers and performers. As Co-Artistic Director of Heartland Marimba she and Executive Director Matthew Coley created the Composer Lab and Festival, bringing performers and composers together to create and perform new works for keyboard percussion. When Jenni is not making music, she loves walking her two dogs and scuba diving with her husband. Visit [www.jennibrandon.com](#).