

A CONCERT PROMOTION PRIMER
A SURE-FIRE METHOD TO PACK THE HOUSE FOR AN EVENT

FORMING THE CONCERT COMMITTEE

1. Use the Church's Organ/publicity/evangelism Committee.
Create excitement about the new instrument/event/musicians/.
2. The Committee should meet about six weeks or more depending on the nature and scope of the event, before the event under your close direction.
3. Do a follow-up meeting twice before the concert to make sure that everyone is on target and motivated. Remember, you are in the driver's seat, and this follow-up is vital to success!

CREATING THE EVENT/CONCERT CONCEPT

1. This concert/event could be any type from choral/orchestra/instrumental/organ et al.
2. The goal is to excite the congregation and the community.

PROMOTING THE CONCERT/EVENT

1. Each committee member sends out ten postcards to people who are *not* in their immediate friendship circle. They do the work of publicity under your direction.
2. Deliver a Press Release on church stationary to the entertainment and/or arts editor of local newspapers between two and three weeks before the concert.
3. Prepare a community calendar announcement for **every** radio station.
4. Contact Public TV/cable and radio stations. Give them CDs. Offer up-front 'down-the-line' interview with musicians, directors, organizers who can speak well about the merits of the event.
Prepare and rehearse this information..
5. Send bulletin announcements to every church in the community, stressing the salient and entertaining points of the event and that it is not a church service *per se*. A prominent 'countdown' notice is to be included in the weekly host's church's bulletin. Good 'plugs' from the pulpit are wonderful publicity!
6. Send a more detailed letter to every church organist and choir director in your area. Letters should also go to AGO members and members of the ATOS, as well as any other organ/music clubs. Suggest they visit the event information web site which should be constructed and available several months before the event.
7. Ask local school music teachers to encourage students to bring their parents to the concert.
8. Send a letter of invitation to every private music teacher in the community.
9. Work with national or international artists to set up a 'meet the artist' gathering for organists and organ students on the day of the concert (if his schedule allows).
10. Invite other church committee prospects, and have the artist/director/musicians speak briefly with the committee members either before or following the program. This works!

USE THIS OUTLINE!

1. Add your own updates to this list and review it constantly and be creative.
2. Motivate the Concert Committee! They'll feel good about sponsoring a successful concert in the community. But remember. *You must guide their every step!* Committee members must provide regular progress reports to you, and you must insist that all of the above steps are necessary for the event to be a success

GET OFF TO A GOOD START!

It's all a matter of perfect timing. Don't start your publicity campaign *too* soon! Some advance promo placements may be necessary to meet schedules, especially radio and TV.

NOT LESS THAN ONE MONTH BEFORE THE CONCERT:

Notify all area newspapers and magazines in order that the concert can be listed in every "Calendar Listing". Notify all AGO and ATOS (at home-organ/music clubs) Theater Organ Societies newsletter editors - - these free listings are very helpful.

Notify your local Cable TV companies. Most cable networks have a community announcement channel and are happy to list concerts at no charge. **Warner Cable does not have a community channel.**

Contact local radio and TV stations. Public Service Announcements (PSA) are usually available. TV news-desks are happy to send out a crew but first you as the sponsor must sell the idea to them as a splendid topic of general every-person interest. If organ, The advanced technology of the Allen Organ will help to convince TV and radio stations *to* give coverage. Mention the marriage of computers and music. If the program is on 100% pipe organ or pipe digital, emphasize the unique elements of the particular instrument. Play on this and you'll be pleased with the results. Mention any TV work, CD and video efforts artist or group may have to their credit. Sell the artist/group/orchestra to these stations as a performer/or group who is happy *to* work with all media. (Supply full biography, press quotes, etc.) Your local stations welcome good topical news materials.

Release the press releases (with photograph) to your print media (newspapers, magazines, etc.). Send cover-letter on church stationary to entertainment and music editors and critics. Don't forget to follow up this initial contact with a 'phone call or visit.

Pass the news to the Music Director and Organist at all area churches. Many will be happy to announce the concert to their congregations in their newsletters and bulletins.

Notify the Music Directors of all public and private schools in your territory and ask that they post a flyer on their notice board. They are all possible prospects.

INVITE ALL OF YOUR PROSPECTS, ACTIVE AND OTHERWISE.

If possible, secure mailing lists from local music clubs, symphony associations, Community Concert Associations, and organ clubs. These are very useful in your direct-mail campaign if your budget allows.

Make sure the console is visible to the audience. If not, please exert every good effort to either lengthen the cables or organize a video set-up whereby the audience can view the artist directly. In the case of audio for other events pre-check for problems.

Put up programs/flyers at the venue and, possibly local libraries, music stores, et cetera.

Print a program on good quality paper which includes full biography and detailed information about the Artist/Group/Organ/or Event Background..

Make reservations for artist(s) at a first-class hotel/ motel located nearby the venue, if at all possible. Payment for his accommodation should be arranged in advance.

The week before the concert make yourself available to speak to the congregation at the Sunday service(s) about Artist/Event the forthcoming performance. Sell it to them as follows: They are fortunate to have such a fine organ / a world-class concert organist(s) / an entertaining and varied offering of music Support the music ministry and attend! (This personal touch will help to fill the building to capacity.)

Paid ads in newspapers, in our experience DO NOT motivate people to attend. Radio ads, on the other hand have proved hugely successful but, of course are expensive.

Some promotional contacts:

Webmaster American Guild of Organists, Houston Chapter

KUHF- FM

KRTS-FM

Lutheran Church E-mail addresses

General Church E-mail lists

Direct Mail to AGO members (Most are organist/music directors at Houston Churches

Local Area Newspapers: **Houston Lutheran, Village Southwest, Chronicle, Clear Lake Citizen, Houston Press**

City events websites.

ALL TV STATION on-line events calendars.

Private and public school Band/Choral Directors

All Universities/colleges – Music bulletin boards/relevant department heads/instructors.

VARIOUS LISTS FOLLOW:

Ago Member E-mail list:

"Flusche, AM" <amflusche@yahoo.com>,
"Frohbieter, Ann" <annfro@alumni.rice.edu>,
"Lynn, Robert" <rblynn@houston.rr.com>,
"Hearn, Jackson" <pauljacksonhearn@aol.com>,
"Martinez, Bobby" <nmartinez@UH.EDU>,
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"Shaddock, Dorry" <shaddock@sbcglobal.net>,
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"Vaught, Chelsea" <crcvaught@mainstaycomm.net>,
"Connors, Jim" <jconnors@forsheypiano.com>,
"Rodgers, Michael" <mdrogers@prodigy.net>,
"Hathaway, Christopher(C)" <music@stchristophers-houston.org>,
"Marsh , John(C)" <jmarsh@kinsmen.lutheran.org>,
"Hurst, Charles" <cmh@netropolis.net>,
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"Jordan, Charles" <c.jordanjr@att.net>,
"Carty, Rob" <beaconmusic@aol.com>,
"Gossett, Jon Kevin" <jgossett@houston.rr.com>,
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"West, William" <wcwan@aol.com>,
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"Weiss, Jeffrey" <jeff@clearlakemethodist.org>,
"Wehr, David" <dwconducts@aol.com>,
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"Noteware, Sylvia" <sylviamaud@aol.com>,
"Norris, Tony" <stmusic@ghg.net>,
"Niermann, Priscilla" <priscillan@mymailstation.com>,

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"Nave, Carol" <banave@aol.com>,
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Church Mailing List:

**FOLLOWING 10 CHURCHES ARE
MUSEUM DIST CHURCHES**

Sacred Heart Co-Cathedral
Music Director
1111 Pierce
Houston, TX 77

St. John's United Methodist
Music Director
2019 Crawford
Houston, TX 77

Trinity Episcopal Church
Music Director
1015 Holman @ Main
Houston, TX 77

South Main Baptist Church
Music Director/Organist
4100 Main
Houston, TX 77

Covenant Church
Music Director
4949 Caroline
Houston, Tx 77

First Unitarian Univ. Church
Music Director/Organist
5200 Fannin
Houston, TX 77

St. Paul's United Methodist
Music Director
5501 Main
Houston, TX 77

Congregation Emanu El
Music Director
1500 Sunset
Houston, TX 77

Palmer Memorial Episcopal
Music Director/Organist
6221 Main
Houston, TX 77

Christ Church Cathedral
Music Director
1117 Texas Avenue
Houston, TX 77

**FOLLOWING CHURCHES ARE
LCMS/ELCA IN HOUSTON
& SURROUNDS + Others**

AGO Member Mailing List:

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HOUSTON, TX 77079**

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13826 KINGSRIDE
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BEN HARRIS
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Your church office may have additional mailing lists which may duplicate some of my church mail lists.
PROMO LISTS for events at SMLC

1. Email: AGO Members
2. Email: Lutheran Churches
3. Email lists: Audience response lists, Museum District 12
4. Newspapers: Houston Lutheran, Village, Citizen
5. Websites: 24, 2, 11, 13, TV, AGO, SMLC,
6. Community bulletin boards
7. Regular Mail: Flyer- AGO List (Excel)
8. Regular Mail: Flyer- Churches: Lutheran,
Museum District (12)
9. Regular Mail: Flyer- UH, St.Thom, Rice, HBC
10. PSA: FM, TV
11. Organ/Music Depts.: UH, ST.Thom, Rice, HBC,
11. Posters at SMLC
12. Newsletter SMLC

