

American Guild of Organists

NATIONAL HEADQUARTERS AND THE AMERICAN ORGANIST MAGAZINE
475 RIVERSIDE DRIVE • SUITE 1260 • NEW YORK, NY 10115-1260

Publicity Strategies for AGO Regional Conventions

Newspapers and Magazines

Send announcements and press releases. Follow-up by contacting music critics and arts editors: emphasize community resources, featured artists, and identify any events that will be open to the public. How can you identify the editors and critics? *Musical America* maintains and listing of these online at www.musicalamerica.com. Be prepared to provide photographs. A picture is worth a thousand words. How can people attend? Include registration fees and contact information.

Neighborhood-Specific Publications

People take pride in their communities. Contact the editor or publisher and share your excitement about the organs and/or venues that will be featured at your convention. Note: These publications usually appear with less frequency. Make your contacts and get the information to them early.

Religious Publications

Don't limit yourself to the secular world. Many religious organizations publish newspapers and newsletters. Advertise! There are many religious-minded individuals who would enjoy visiting interesting buildings and hearing fine organs and choirs outside the context of a worship service.

Radio, Television, Cable Systems, and the Internet

Use the broadcast media to your advantage: classical, religious, and news and information broadcasters will be interested in your information. But don't stop there. Popular stations also provide public service announcements.

Build a Web site. Anticipate the questions people are going to ask and the information they are going to seek. Keep this information current and complete on the Web. Maintain contact with those who request information. Take advantage of Facebook and other social networking tools.

Bibliography

- Maggio, Rosalie. *How to Say It*. Paramus, NJ: Prentice Hall, 1990.
- Marconi, Joe. *The Complete Guide to Publicity: Maximize Visibility for Your Product, Service, or Organization*. Chicago: NTC Business Books, 1999.
- O-Keefe, Steve. *Publicity on the Internet*. New York: John Wiley & Sons, 1997.
- Pettigrew, Jim. *The Billboard Guide to Music Publicity*. New York: Watson-Guptill, 1997.
- Salzman, Jason. *Making the News: A Guide for Nonprofits and Activists*. Boulder: Westview Press, 1998.

F. Anthony Thurman, DMA
Director of Development and Communications
F.Anthony.Thurman@agohq.org

10/01/2012