

WAME Newsletter

The Wisconsin Advocates for Music Education will email timely and important music education information on a monthly basis to keep you informed and involved. If you have ideas to contribute, please email Rich Mannisto, WAME Chair: rmannisto@aol.com.

“Personable PR” – It’s Great for Supporting *the Cause*

Sure there are people trained in public relations that do it for a living, but you don’t need to be a professional to do a little “Personable PR” in support of music in our schools.

Here are some quick tips for making it happen:

- **Thank your school board members, principals and administrators for supporting music programs.** After the next concert or other music program event, send them a quick email or letter of “thanks” for helping enable students to learn and grow through the music program.
- **Thank music teachers.** They work hard to make every educational opportunity count for their students. A simple “thanks” is often forgotten, but when remembered, it becomes a vote of encouragement/support. Every vote counts with the challenges facing music education.
- **Thank all above with a letter to the editor.** It’s one thing to be told “thanks” on a personal level – which goes a long way, but have you ever been thanked by someone in front of other people? Not only does it feel good...it makes a statement of support to those who witness it. So why not thank a music teacher or school board member in front of their entire community for something so positive? A letter to the editor would do it.
- **Participate and volunteer.** Whether you’re attending a performance or contributing to a fundraiser, you are ultimately participating in the music education experience through your support. Actions can speak louder than words, even when *words* really matter. Volunteer to help get the word out about music program news and events. It can be as simple as notifying the newspaper to place listings on the community calendar or taking photos of the band/choir in absence of a newspaper photographer. This is great “PR” at a grassroots level.
- **Become a word-of-mouth advertiser.** It sounds a little commercialized, but it’s as easy as inviting a few friends to the spring concert, which can be a refreshing “touch” to your usual get-togethers. Best of all, it supports music education.

So, if you struggle with the thought of “public relations” and “music advocacy” in spite of your support of the cause, just remember that you can make a difference in your everyday life just by being a little personable. Going back to the basics can be the best PR of all.

-- Contributed by Kevin Thays, WMEA