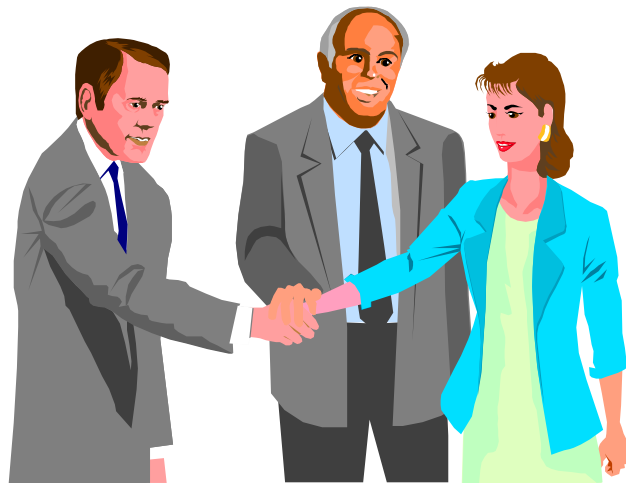




Music and the Media

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MARKETING COMMUNICATIONS PLAN

Architects wouldn't operate without a blueprint. Organizations should not operate without a marketing communications plan - strategic, thoughtfully conceived guidelines for promoting their work.

Marketing communications programs are activities designed to sell a product, service or idea. They include advertising, collateral materials, electronic media, publicity, promotion, direct mail, trade shows, special events and more.

Marketing communications planning consists of four key steps:

- **Research**
What is the challenge?
- **Planning**
What will you do about it?
- **Communication**
How will you tell the public? (i.e. press releases, advertising, direct mail, etc.)
- **Evaluation**
Was the audience reached and what was the effect?

MEDIA RELATIONS

Media relations is a low-cost, highly credible way to inform the community about who you are and what you do. There are numerous ways to get the news media's attention, including:

- news releases
- media alerts
- pitch letters
- news conferences
- letters to the editor
- guest columns

No matter what method you use to contact the media, always make sure the information you are presenting deserves the attention of reporters, editors and their readers, listeners and viewers.

Media relations requires that you think, write and speak like a journalist. You have to evaluate your story from a journalist's perspective and present a clear explanation of why a reporter or editor should consider it news.

Newspaper articles are simple and to the point, so anything you send to the media should be too. Don't use flowery language and don't disguise an advertising opportunity as a story. Reporters will know the difference and will dismiss your work.

Developing a positive relationship with the news media takes a lot of work, but you can turn a potential adversary into a powerful ally.

UNDERSTANDING THE MEDIA

Most people look to the news media for information, to help them make decisions regarding everyday life, to be entertained and to form opinions. That makes it a very powerful tool that can work for you or against you.

Reporters and editors take their work very seriously and pride themselves on providing objective accounts. To partner with, instead of against, the media you must understand their commitment as well as the pressures they face. The greatest pressures come from balancing tight deadlines with accurate, complete reporting. To respond to this appropriately:

- Prepare and deliver your messages in plenty of time to make both your desired timeframe and theirs.
- Learn how different media outlets prefer to receive information, such as by letter, phone, fax, videotape or e-mail.
- Familiarize yourself with the type of news that each media outlet presents.

Anything you do to save the news media time, while advancing their work to provide complete and accurate information, will strengthen your relationship with them. When you waste their time with unusable information, inaccuracies or unnecessary questions you weaken your relationship with them.

Creating a Media Database

A media database will be a crucial component of your overall media relations strategy. It will allow you to access members of your audience quickly and efficiently. It should contain a list of the newspapers, radio stations, television stations and other news outlets in your community. Your database of media outlets should include names of contact reporters and editors, addresses, phone numbers, fax numbers and e-mail addresses, web site addresses and deadlines for each outlet. Select only media outlets that attract the audiences you want to reach.

A telephone book is one place to begin your research. The Yellow Pages contains several listings that can build your database very quickly. The Internet is a great source of media information and can provide a greater depth of understanding of what a media outlet covers and who to contact. You can purchase directories (or find them at your local library) that list print and electronic media in your local area, such as the Southern Wisconsin Media Directory (see Resources, pg. 13).

Once you identify your key media contacts, make an effort to familiarize yourself with the publication or broadcast. As an arts professional, it is important for you to study the arts and leisure pages and television and radio segments. Take a close look at the interests or points of view of columnists, writers and on-air personalities. Match your needs with their interests. With this knowledge, you can create a win-win situation.

Media Database Worksheet

Here is a checklist of items to include when developing your database:

- | | |
|---------------------------------|--------------------------------------|
| _____ publication | _____ fax number |
| _____ e-mail & web site address | _____ contact name |
| _____ frequency of publication | _____ address, city, state, zip code |
| _____ deadlines | _____ phone number |
| _____ key contacts | |

Media Database Management Tips

Keep it current. Many media outlets have high employee turnover and are constantly shuffling reporters, editors and key contacts. Since it is very important to send information to the correct people, update your records every three or four months to avoid sending your message to incorrect names or addresses. A publication or broadcast station's web site is a good source of information for who to contact, as web sites are updated frequently.

Target your message. For instance, the entertainment section of a community newspaper will be more likely to include more information on a band concert than a calendar listing in a daily newspaper. Also, the format for sending TV and radio stations announcements is different than a newspaper (see Broadcast Media Relations, pg. 9). Sending specific messages to targeted media will help you receive better results.

Know your contacts by name. When sending correspondence to a media outlet, target someone specifically. An envelope addressed to "Arts Columnist" will not be as effective as one that specifies the exact name of the columnist on the envelope or fax. That shows you've done your homework.

WHAT IS NEWS?

News is...

- Timely
- New
- Informative
- Educational
- Significant
- Unique
- Interesting

Editors typically have a limited amount of airtime or print space to present an almost unlimited supply of information. They must select stories based on specific criteria:

1. Will this story be of interest to a large number of readers?
2. Does this story talk about a large number of people in the community?
3. Does this story speak of a special noteworthy event or something that would have special significance to the community?
4. Is this story out of the ordinary?

WAYS TO PRESENT NEWS

News Release

A news release is an announcement of an event, performance, or other newsworthy item written as a news story. It should be the start of your publicity efforts, like a "foot in the door" to the media.

Preparing and submitting a news release:

- **Content**
Start your story with the most basic information. Consider the 5 W's:
 - Who** are the people or organizations involved in the story?
 - What** will happen?
 - When** will the news take place?
 - Where** will the news take place?
 - Why** is this news?
- **Style**
Since you are writing for reporters, you should write like reporters. They often use an inverted pyramid to present information. With the inverted pyramid, the most basic and important facts are placed at the top of a story so someone who reads only the first few paragraphs will know the most important facts. More detailed information is presented as the reader progresses into the story. A good news release should use that style.
- **Keys to Effective Writing**
Be concise. Edit your copy to remove excess words and puff terminology. Try to keep your message on one page. Be absolutely certain that every fact and title in the release is correct and that every name is spelled properly. Check the copy closely for grammatical errors. Avoid jargon, clichés, hype words, euphemisms and flowery adjectives. Beware of negative connotations. Avoid discriminatory language. Never lie or stretch the truth.
- **Format for News Releases**
A news release should be typed or printed out on 8 1/2 x 11 paper. Double-space or 1 1/2 space the copy and leave generous margins. In the upper left corner of the first page list the name of your organization, address, telephone number with area code and the name of a contact person.

Below that, on the left margin, type the date the information may be released. **FOR IMMEDIATE RELEASE** is best. Editors prefer to not hold releases.

Begin your story about 1/3 down the first page. If the copy is more than one page long, type "-- more --" in the center at the bottom of the first and all subsequent pages. In the upper left corner of the second page, type the name of your organization and the name of your release, i.e. "May 23 concert." Continue your story one inch below that. Do not hyphenate words at the end of a line. Instead, put the entire word on the next line. Center these identifying symbols

"# # #" or "END" under the final paragraph to indicate the end of the story (see attached Press Release example).

Send only one copy of the news release to the appropriate outlet in time to meet their deadlines. Save a copy of the news release for your records.

- **Photo Coverage**

When you include a photograph with your news release, 5" x 7" or 8" x 10" black and white glossy photographs in sharp focus are preferred, but smaller sizes and color will work. Identify the photo or slide and the people or artwork in it on the back on a label. Do not use a felt tip pen because the ink may smear. On a separate sheet of paper (usually on the news release itself) again identify each person or work of art and attach it to the photograph or slide sheet with a paper clip.

Also, some media outlets will accept photographs via email. However, be careful, as emailed photographs must be high quality, at least 300 dpi. Before sending, check with your contact at the media company.

Media Alerts

Are shorter and more concise than a news release, with bulleted facts to concisely present important information to the reporter. This appears more urgent than a typical news release. However, it is imperative not to cry wolf by using this format too often.

- **Preparing and Submitting a Media Alert**

A media alert is intended for more urgent matters. If there is an approaching deadline, such as an event canceled abruptly or scheduled to occur in three days, an alert would be the most appropriate communications tool. Media alerts should be used sparingly and only when something happens that cannot be controlled. They should not be a substitute for lack of planning.

- **Media Alert Guidelines**

- Keep them short - much shorter than regular releases.
- Avoid quotes, excessive taglines and other non-essential information.
- Clearly identify the newsworthy point and why it should be deemed news.
- Label your alert appropriately in large type of at least 24 points at the top of the page to distinguish it from the other releases a reporter may receive.
- Use media alerts sparingly. Frequent use of media alerts will tarnish your organization's reputation with a reporter - unless the media alert is truly newsworthy and the format is warranted. If reporters identify your organization as a repeat offender in sending inflated media alerts they are sure to dismiss any future media requests.

Pitch Letter

Is a persuasive letter that presents information encourage a reporter to write an article on a particular topic.

- **Preparing and Submitting a Pitch Letter**

A pitch letter is designed to interest reporters and editors in writing their own stories about a particular topic, rather than taking information from a news release. Use a pitch letter to encourage a media outlet to interview someone, focus on an issue or attend and cover an event. Pitch letters abandon standard journalism style, and can be much more editorial and descriptive.

Fact Sheets

Fact Sheets are short, one-page summaries of an event, organization or person. They can be used at news conferences, in a press packet, as a separate page on a web site or as a follow-up to telephone calls. Placing the information into this format helps reporters quickly recognize the key information and helps them accurately tell your story.

Press Packets

Press packets are folders or pamphlets of information that give more detail and background on an event, organization or person. Typically, they contain news releases, fact sheets, logos or photos or background / history. Press packets are used to hand out at news conferences or reporters for highly significant events, such as a national convention.

News Conference

Is a presentation to a gathering of reporters for new announcements considered to be very important and urgent. Sometimes the best way to tell your story is at a news conference, an announcement of something significant to interested members of the news media.

A news conference gets information to a large number of reporters and media representatives in a short time. This method is most appropriate for news that you consider very important and urgent. It allows reporters to ask in-depth questions, usually pertains to news that has recently or unexpectedly happened and applies to a variety of audiences. **News conferences should be saved for only the most important events - ones that usually make front page news.** Examples of topics for news conferences include an announcement of a death, a company's major acquisition or the completion of a unique event.

- News Conference Rules

- Appropriateness:**

- Consider your options carefully before you call a news conference. If you have any doubt, don't. If you have some news, you may be better off announcing it and having spokespeople available at a designated time and place to elaborate on it for those who are interested.

- Location:**

- Select a location for the event that will be convenient to all reporters. You may select a special site if your news announcement dictates going to the scene of the news.

- Time of Day:**

- Don't crowd deadlines. Early in the day is better for most news conferences.

- Notify Contacts in Advance:**

- Identify all of your key contacts and notify them about the event as soon as possible.

- Designate a Spokesperson:**

- Select one spokesperson - no more than two, if necessary - to make announcements, deliver statements and answer questions.

- Keep it Brief**

- State your information briefly, concisely and from a prepared document. Everything you say may end up in the paper or on the air, so choose your words wisely. Don't get in-depth with the initial announcement of your news. That's what reporters' questions are for. Remember the five "W's" of news: **who, what, when, where and why.**

- Practice**

- Read your statement out loud. Anticipate questions that might be asked and prepare answers.

- Questions and Answers**

- When answering questions, allow reporters to ask just one at a time. Call them by name, if you can, or point to them and ask for the name of their news outlet. Answer all questions politely and confidently. Never lie. If you don't know the answer, tell the reporters you will research the question and get back to them.

-Know When to Stop

End the news conference within 30 minutes or as soon as questions start to drag.

-Follow Up

Offer to remain to talk to reporters who want more. Have announcements and background information delivered to all who attend and to news organizations that expressed interest but did not show up.

-Put Your Statement in Writing

This reduces the potential for misunderstandings or reporting errors.

OTHER WAYS TO GAIN MEDIA EXPOSURE

Guest Articles

A guest article can position the author as an expert on the subject being discussed. It can be a how-to article, a position paper on an issue of concern to readers or a response to other written material. Check with an editor before writing the article to gauge interest.

Letters to the Editor

These can offer your opinion on an issue or a response to previous editorial coverage that supports or offers a different point of view. Letters should be short, normally two or three paragraphs long, using statistics, reasoning and substantiated claims rather than impassioned statements. Letters to the editor should be directed to the editorial department.

Event Listings

Most newspapers have a section that lists coming events in the community. Use them for special events, lectures, exhibitions, grand openings and more.

People Highlights

Business sections of newspapers often devote space to area businesses and people.

Whether you are announcing a recent promotion or a company award, business sections are a good place to gain exposure for your organization.

Guest Lectures

Volunteering to speak for area organizations, such as civic and service clubs, chambers of commerce, schools and social organizations, can lead to media exposure. After you secure a speaking engagement, alert the media by news release or media alert depending on the timeframe. Make sure you include why the lecture may interest the public, when, where and for whom it is intended and your level of expertise on the subject. Choose speaking engagements wisely. Nothing destroys credibility faster than speaking on a topic you are not qualified to discuss.

Talk Shows

Hundreds of hours of free time on television and radio public affairs programs and cable systems can be used to educate the public, raise money, alter attitudes and make a name for an organization. The key to successfully pitching a talk show producer or guest coordinator is to mix timeliness with consumer interest.

Publicize Yourself

A smart strategic move is to publicize yourself while establishing relationships with the media. Send a letter to reporters and editors in your area once a year listing your name and address with a short description of your services, including daytime and evening contacts and phone numbers. You might enclose a printed Rolodex card with your letter. Make yourself an expert resource that reporters turn to for information.

Celebrities

Well-known people can spread the word in public service announcements, publications and personal appearances. They are instantly recognizable, newsworthy and frequently will donate time if they believe in the cause being promoted. Target celebrities who are scheduled to perform at coming events. Request a personal appearance on your organization's behalf or ask for participation in a public service announcement.

A Few Other Ideas:

- Tie in with news events of the day.
- Tie in with a newspaper or other medium on a mutual project, such as a seminar or awards program.
- Conduct a poll or survey.
- Issue a report.
- Take part in a controversy.
- Arrange for a testimonial.
- Arrange for a speech.
- Make an analysis or prediction.
- Form and announce names for committees.
- Announce an appointment.
- Celebrate an anniversary.
- Issue a summary of facts.
- Tie in with a holiday.
- Announce an award.
- Hold a contest.
- Pass a resolution.
- Appear before public bodies.
- Stage a special event.
- Release a letter you have received.
- Adapt national reports and surveys for local use.
- Stage a debate.
- Tie into a well-known week or day.
- Honor an institution.
- Organize a tour.
- Inspect a project.
- Issue a commendation.
- Issue a protest.

PREPARING FOR AN INTERVIEW

Interviewing is the basic tool of newsgathering. Reporters use interviews to gather information from subject-matter experts, spectators, participants, victims, honorees and more. It is not a casual conversation and should not be approached that way.

- **Interview Tips**

- Prepare key messages in clear, concise statements. They make good soundbites for radio and TV and usually are the first information a reporter will note.
- Return to key points as often as possible.
- Be on time.
- Take charge of your nerves. Being nervous is normal, but don't let your body language send messages of fear or doubt.
- Use visuals if possible or necessary.
- Minimize distractions. Turn off your beeper and cell phone or give them to someone else.
- Look at the reporter. If the reporter is present, do not look at the camera. Look up because it appears to be thoughtful. Looking down makes you seem uncooperative, while looking from side to side makes you look shifty.
- Do not chew gum.
- Frame answers in a positive way.
- Avoid jargon, industry language and acronyms. Reporters are communicating the information you give them to the general public. It is important to speak in terms everyone can understand.
- Use discretion. If you don't want to see it, hear it or read it, don't say it.
- Rephrase when necessary. Restate questions containing leading, speculative or incorrect information before you answer. However, do not deny the original question.
- Be prepared for anything. Anticipate and prepare for questions but know that the unexpected will happen.
- Tell the truth. But don't feel compelled to provide information that has not been requested.
- Never say "no comment." Reporters see that as a dead giveaway that you are hiding something. If there is something you are not at liberty to discuss, just say so.
- Be in control of the interview. Be direct, positive and pleasant in every interview. If a question contains false or misleading information, politely rephrase it and then give an answer.
- Know that you have rights. Don't be afraid to object if an interview turns in an unnecessary direction.

- **ALWAYS**

- Answer questions directly and briefly.
- Return phone calls quickly.
- Be quick, accurate and helpful, even when the news is bad.
- Be clear about what you are doing to respond to bad news.

- Remain accessible to reporters.
- Give exclusive interviews to discuss feature information - but never for hard news.
- Provide fact sheets with adequate background information.
- Give names and numbers of contacts.
- Cultivate relationships.

- **NEVER**

- Never say "no comment."
- Never mislead or lie.
- Never assume the reporter is an expert.
- Never try to fake it.
- Never argue with reporters.
- Never play favorites with competing reporters.
- Never make off-the-record comments.

BROADCAST MEDIA RELATIONS

Broadcast media include radio, television and, to a growing degree, the Internet. Broadcast media can get news out faster, so it is becoming the media of choice for a majority of American families. While print traditionally has been the place to go for in-depth analytical news and human interest stories, the advent of specialty cable television shows and informational web sites have evened the playing field.

Your event or interview may be broadcast live, or a reporter and camera crew may tape your event to be shown on a news program later in the day. Television stations broadcast live events most often on their afternoon and early evening shows. In any case, follow the guidelines listed below and be ready at the appointed time and place. Identify yourself to the reporter or cameraman, then allow the crew to do its work.

Remember that radio and television stations present a variety of talk shows that welcome interesting and unusual subjects and interviews.

Broadcast Media Guidelines

- **Preparing and Planning with Broadcast Media**

- Determine the audience and show that might be interested in your story.
- Contact a station three to six weeks before your activity for talk or feature show formats and one to two weeks in advance for news shows.
- Let the station know why your event is newsworthy.
- Select an enthusiastic representative with a pleasant voice. The speaker should be well informed on the subject to be discussed and not camera shy.
- Provide the interviewer with written background on your group and its activities, as well as a biographical sketch of any person to be interviewed.

- **Tips for Dealing with Broadcast Media**

- You can be seen and heard by everyone. Newspapers quote; broadcast outlets record. Everything you say will be heard as you said it. All of your mannerisms will be picked up by everyone who views the program. Let these thoughts dictate your dress, behavior and words:
- Speak clearly and concisely. Pronounce every word fully and speak every statement as fact. Don't add more words than necessary. Shorter, more concise statements generally end up as sound bites.
- Look at the reporter. If the reporter is present, do not look at the camera.
- Minimize distractions. Turn off all electronic devices and focus on the interview.
- Remain calm. Being nervous is normal, but should not dictate your behavior. Don't drink water while answering a question. Wear cool and comfortable professional clothing. Don't chew gum.

-Choose your clothing carefully. Wear soft medium colors or pastels. Avoid sharply contrasting patterns and colors. Keep your jewelry simple and uncluttered. Women should avoid heavy makeup.

- **Etiquette for Stand-Up Interviews**

- Keep your hands at your sides, not crossed or in your pockets.
- Keep your feet next to each other, firmly on the ground.
- Don't shift around.

- **Etiquette for Sitting Interviews**

- Avoid swivel chairs. If no other chair is available, don't swivel because the movement will distract viewers from your message.
- Men cross their legs at the knee. Women cross their legs at the ankles with knees together. If the reporter stands, you stand. If the reporter sits, you can sit or stand. Try to stay on the same level as the camera so it neither towers over you nor looks up at you.

- **Your Interview Rights**

You Have the Right To:

- Decline a requested interview.
- Ask the gist of the interview and how it will be used.
- Ask what kind of questions will be asked of you.
- Request the interview location and time.
- Know who will be interviewing you.
- Have legal and PR counsel present during the interview.
- Be treated with respect, dignity, honesty and fairness.
- Answer or not answer any given question.
- Ask for the question to be repeated or explained.
- Clarify an incorrect assumption or statement.
- Terminate the interview at any time.
- Not speculate, even under pressure.
- Say you don't know the answer and ask for time to research it.
- Review a document or complaint about your organization before answering questions about it.
- Follow up regarding questions or disagreements on coverage.

You Don't Have the Right To:

- Expect to see an exact list of questions in advance.
- Comment on an organization you are not affiliated with.
- Be dishonest.
- Review the article or segment before publication or air time.

Public Service Announcements

Public service announcements are an excellent way to reach target audiences cost-effectively. PSAs are short messages of community interest for non-profit organizations that are aired during the broadcast day. Commercials tell you about a product, then try to get you to buy it. PSAs tell you about a cause or event with the goal of raising community awareness.

PSAs are inexpensive to produce and free to air. However, stations are under no obligation to grant specific air times to any group or organization. Stations have varying requirements for how they want PSAs delivered. Some accept produced audio or videotapes, while others want only typed copy. Check with your broadcast stations for their requirements.

PSAs should be submitted in 10, 20 and 30-second lengths; 60-second PSAs are rarely used. Write your PSAs with this word count in mind:

10 seconds = 25 words

20 seconds = 40 words

30 seconds = 60 words

Keep the language short, to the point and understandable by everyone.

- **Format**

PSAs should be typed or printed out on 8 1/2" x 11" paper. Double space the copy and leave ample margins on either side of the page. In the upper left corner, list the name of your organization, appropriate address, telephone number with area code and the name of a contact person.

In the upper right corner type the release dates. "Start" with the date to begin airing, and "Kill" with the date to stop. Do not hyphenate words at the end of a line. Instead, put the entire word on the next line. Copy for a PSA usually is more informal than copy for a news release.

At the bottom of each PSA, the word count should appear at the left margin, with the time in seconds. For example: 45 words - 20 seconds. If the station accepts PSAs produced in advance, check to see what format they require.

OTHER MARKETING TOOLS

Advertising

Advertising is the controlled delivery of information, through paid space or time. Your message will be delivered exactly as you want in the media outlet that you designate. Your only limitation is your budget. Advertising space or time can be purchased from newspapers, magazines, television and radio stations, billboards, bus signs, web sites and more. Don't forget the Yellow Pages.

Direct Mail

If you can identify a target audience by name and address you might consider a direct mail campaign. It can be cost-effective because it allows you to deliver the message only to those you choose. A direct mail piece can be almost anything, from a gift to a postcard.

Newsletters

Consider a newsletter as your own private newspaper conveying specific information to a specific audience. Newsletters can be mailed, e-mailed or posted on a web site. Many newsletters are printed on four 8 1/2" x 11" pages, but don't let that restrict your creativity. A newsletter can be any size. It contains numerous articles that tend to be educational. Newsletters are published on a regular schedule.

Special Events

Think about grand openings, anniversary celebrations, annual meetings, customer appreciation receptions and sales events. These are just a few of the special events that deserve consideration in your planning.

Web Sites

It is rare to find an organization that doesn't use a web site to deliver basic information and special messages about its operations and services. A well designed web site should be part of your outreach efforts.

Speakers Bureau

Offer yourself as a speaker to area organizations as a way to introduce individuals and organizations to your special skills. Develop a program that is educational, entertaining and not self-serving. Support that with interesting materials such as handouts, a PowerPoint show, slides or overheads. Send a direct mailing to appropriate organizations in your area. You'll be surprised by the response. Organizations are always looking for interesting programs.

CRISIS MEDIA RELATIONS PLANNING

A crisis can happen anytime, anywhere to anyone. When it does, the news media will learn about it. When they do, the way you respond to them will dictate how the public responds to you. Because a crisis will never happen when you think it will, it is imperative that you have a crisis communications plan that you can apply immediately.

Here are a few points to follow when developing your plan:

- **Before a Crisis Happens**

Create a crisis team - Now. Don't wait until there's a crisis to determine who needs to be involved.

Establish a crisis center - Now. Don't wait until there's a crisis to make a decision on where the crisis team should gather.

Develop crisis materials. Have important information prepared. That includes a roster of the crisis team, a current media list, fact sheets about your operation, positive statistics and anything you think would be helpful during a crisis. All members of the crisis team should have this information at home, at the office and in their cars.

Appoint a spokesperson. This person should be prepared to respond to all media questions and requests. That will streamline your communications and limit the possibility of erroneous information being given to the news media.

- **During a Crisis**

Call your crisis team into action. Develop action steps and craft a message.

Don't lie. Many people want to stretch the truth or lie when asked tough questions during an emergency. Never lie. Any lie you tell will make matters worse. If a situation is negative, accentuate the positives. If you're asked a question but don't know the answer, say you'll research it and get back to the person who asked the question.

Stay calm. Depending on the severity of the situation, the news media may start firing questions at you. By keeping cool you focus on your message and reduce the risk of becoming rattled.

Be responsive. It's OK to say "I don't know." Always follow that with "But, I will find out and let you know."

RESOURCES

www.wi-broadcasters.org – Wisconsin Broadcasters Association: has station finder available online.

www.wnanews.com – Wisconsin Newspaper Association: Offers press release service and newspaper industry resource guide

www.jsonline.com – Milwaukee Journal Sentinel: reporters and their contact information available online.

www.madison.com – Wisconsin State Journal and The Capital Times newspapers. Reporter contact info available online.

www.abyznewslinks.com/unitewi.htm – Abyz News Links: Wisconsin news sources and newspaper links

www.wsmamusic.org– Wisconsin School Music Association: advocacy info, musical events, festivals and links

www.wmea.com – Wisconsin Music Educators Association – advocacy info, links

www.take-art.com/visitor/media.htm – Links to Milwaukee newspapers and media

http://newslink.org – AJR (American Journalism Review) newslink: guide and links to Wisconsin newspapers

www.publicityhound.com – Tips and ideas for developing and maintaining good media relations. Sign-up available for a free, weekly e-zine.

www.fedstats.gov – The gateway to statistics from over 100 U.S. Federal agencies. Includes links to statistics and links to statistical agencies. Some statistical information is used in press releases to add more concrete data or spice up the release.

Information for this packet compiled by:

Jennifer Moreau, Marketing Communications Specialist

Texts used:

<http://www.oac.state.oh.us> - *Ohio State Arts Council Web Site*

Principles of Marketing: A Global Perspective. Semenik and Bamossy 2nd edition. 1995

FOR IMMEDIATE RELEASE

Contact: Jennifer Moreau, Public Relations
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Music in the Park Concert Held Saturday, July 21, Humboldt Park

Milwaukee, Wis. (July 2, 2003) – The Milwaukee Metropolitan Community Concert Band will hold its ninth annual Humboldt Park Concert "Music in the Park" Saturday, July 21, 8 pm, at the Humboldt Park Bandshell (corner of South Howell and East Oklahoma Avenues), Humboldt Park, 3000 South Howell Ave., Milwaukee. The concert will highlight march, patriotic and other musical selections.

"Our Humboldt Park Concert is our largest concert of the year," says Richard Mannisto, conductor. "The concert offers something for everyone."

Musical selections will include "The Patriot" by John Williams, "Elton John Classics," arranged by John Ford; "Benny Goodman in Concert," by Wayne Scott; "Fiddler on the Roof," by Jerry Bock and much more.

"This concert also wraps up our band's summer season," said Mannisto. "And we are pleased to return to the Humboldt Park bandshell for our ninth year in a row."

The concert is free to the public. General admission seating is available and facilities are accessible to the physically challenged.

The Milwaukee Metropolitan Community Concert Band, established in 1994, provides quality concert music to the Milwaukee community. By combining talents from all ages, the band helps community musicians continue and improve their musical gifts.

For more information, contact:

- The MMCCB hotline at 414-483-6853
- Or email Richard Mannisto, MMCCB conductor, at rmannisto@aol.com

-END-