

The Power of Publicity: Promote Your Chapter's Events through Media Relations

J.W. Arnold, APR, Fellow PRSA
Principal, PRDC Public Relations
Director, AGO Marketing Committee

Monday, April 25, 4 p.m. EDT



My Professional Journey

- Degrees in Music Education and Organ/Harpsichord
- Studied in New Zealand as a Rotary Scholar
- Regional Newspaper Reporter
- Congressional Press Secretary
- Public Affairs Specialist, “The President’s Own” U.S. Marine Band
- Founded PR Firm in 1999 – Specialize in Arts & Entertainment
- Continue as Part-Time Musician and Freelance Arts Writer
“I’ve Seen it All!”



Challenges AGO Chapters Face

- Few / No Live Events for Two Years
- Members “Out of Habit” of Attending Meetings (Church, too)
- Zoom Fatigue
- Difficult to Reach Prospective Members, Organ Fans



“The Good Old Days”

- Daily Newspapers Ruled
- Calendar Listings and Weekend Section
- Music / Arts Reporters and Critics
- All it Took was ONE Mention



The New Media Landscape

- Daily Newspapers Struggling, New Business Models
- NPR and Television Stations Understaffed
- Most People Get News from Social Media
- Community and Nonprofit News Websites, Specialty Sites



The Reporter's Life

- Tenuous Job Security
- Much Broader Beats
- Do More with Less – Social Media, Blog Posts, Video
- 200, 300 or 400 Emails a Day
- Rarely in a Newsroom or at Desk
- Live and Die by Clicks – Similar to “Publish or Perish”



Target the “Right” Media

- NPR - Organs are all about music, aren't they?
- Local Television Affiliates – Organs, performers are visual!
- Do Your Research – Reporters, Anchors
- Don't Neglect Newspapers, Specialty Websites



The Pitch – What is Your Hook?

- New or Historical Instruments
- Young Artists on Historical Instruments
- Challenges of Playing with Two Hands and Feet
- Special Anniversaries or Retirements
- Holidays – Halloween, “Silent Night” Tale, Easter



What Makes a Good Pitch?

- Concise and Gets Attention – < 5 seconds
- What, Who, When, Where, Why – The 5 Ws
- Your Contact Information
- Highlight any A/V Assets Available – Especially Video
- Allow Plenty of Notice and Follow-Up



Example 1 – New Instrument

The Holy of Holiest Church in Our Town will dedicate a **new \$1 million** pipe organ on **Sunday, May 15, 2022**. The organ took more than **three years to construct** and includes more than **1000 pipes**. **Internationally-acclaimed concert artist** Oscar Organist will perform an eclectic program of classical and contemporary works.

We'd love to invite you for a **tour inside the organ**. We have some video, but you're also welcome to **film inside the instrument, record demonstrations** and interview the builders. **Can we schedule an appointment in the next week? Contact me at...**

More info at www.AGOChapter.org.





Sections

showmeindc

D.C., MD. & VA. • Perspective

Two years in the making, a new pipe organ makes its debut this weekend in an Arlington church



By [John Kelly](#)

Columnist

February 7, 2022 | Updated February 7, 2022 at 4:55 p.m. EST



ADVANCED RECYCLING

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Example 2 – Guest Performer

Olivia Organist, **one of the youngest concert organists in the world**, will perform a recital on **Sunday, May 15, 2022** at **Holy of Holiest Church in Our Town**. She has gained international acclaim on one of the oldest musical instruments still in use today – the pipe organ.

We think your listeners would enjoy learning what attracted a 22-year-old to such an ancient art form. We have **videos** of Olivia's performances and would like to invite you to **interview her live** for an upcoming newscast. **Can we set something up next week? Contact me at...**

More info at www.AGOChapter.org.



ENTERTAINMENT

Young organist Nick Capozzoli at recital, workshop

Valerie Zehl vzehl@pressconnects.com | [@PSBValerieZehl](https://twitter.com/PSBValerieZehl)

Published 7:02 p.m. ET Sept. 9, 2015 | Updated 7:03 p.m. ET Sept. 9, 2015

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On Friday, the Binghamton Chapter of the American Guild of Organists will present the third recital in its annual Young Artist Series with guest organist Nick Capozzoli. It will be held at 7:30 p.m. at United Presbyterian Church, 42 Chenango St. in Binghamton.

Admission is a free-will offering at the door.

Then, at 10 a.m. Saturday, Capozzoli will lead a workshop titled "The North German Baroque: Breathing Life into Old Music" in Room 21 of the Fine Arts Building at Binghamton University, which houses a Baroque-style organ built by Hellmuth Wolff. Capozzoli will use it to play examples of North German compositions.

A native of Pittsburgh, Capozzoli is a rising young concert artist, performing as a solo organist, harpsichordist and continuo player throughout the eastern United States. He has won top prizes at national competitions, receiving first prize in the 2015 Taylor Organ Competition, 2013 Region III AGO/Quimby Competition, Pittsburgh Concert Society Audition for Young Organists and Carol Tetti Memorial Organ Competition. He was also nominated as a member of The Diapason's "20 under 30 Class of 2015," which recognizes individuals under age 30 who have made significant contributions to the fields of organ performance, harpsichord and church music.



More Stories



Binghamton NY police investigating fatal shooting of 12-year-old girl
NEWS



Chenango Forks United

You have limited articles remaining.



Example 3 – Halloween Concert

“The Phantom of the Opera” will make a special appearance at **7 p.m. on Halloween at Holy of Holiest Church in Our Town**. Organists from area churches will present an unforgettable **free concert of spooky and silly holiday music** on the church’s pipe organ. The **concert is suited for families with children** and audiences are **encouraged to arrive in costume**. Trick-or-Treating will follow in the sanctuary.

We have **video from last year’s concert** or several members would be happy to **dress up for interviews** in advance for interviews. **This is a community tradition**. We can even teach you to play a few notes of Bach’s famous **“Toccatina and Fugue in d minor”** on camera.

Contact me at...

More info at www.AGOChapter.org





LOCAL NEWS

Halloween organ concert planned at Riverside's First United Methodist Church



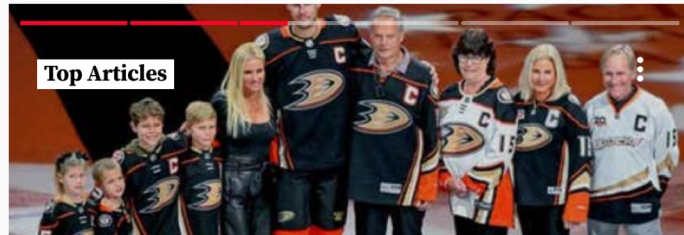
By **STAFF REPORT** | The Press-Enterprise
PUBLISHED: October 28, 2021 at 6:00 p.m. | UPDATED: October 28, 2021 at 6:00 p.m.

On the night before Halloween, First United Methodist Church of Riverside invites the community to "Keys to the Crypt: A Halloween Organ Concert" 7 p.m. Saturday, Oct. 30.

Organist Robert Phillips will play some "ghoultime carols," themes from spooky movies and the "Tocatta and Fugue in D minor" by Johann Sebastian Bach, which was used in the 1925 film "Phantom of the Opera."

A freewill offering will be taken and funds will go the repair fund for the church's organ, an Aeolian-Skinner with nearly 3,000 pipes that was installed in 1958 and has been upgraded at least twice since then.

"Costumes are welcome and candy will be passed around to our youngest audience members especially," Phillips said in a news release.



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Don't Forget

- Allow Plenty of Time – At least 2 Weeks
- Follow-Up – The Squeaky Wheel Gets the Grease
- Nobody Checks Voicemail - Use E-mail, Facebook Messenger, Twitter
- Don't Get Frustrated!
- Invite a Media Personality to Host
- Keep In Touch



Leverage Your Coverage

- Share Links and Videos!
- Post Comments on Media Sites
- Thank the Reporters – Tag Them



How We Can Help

- Access to Media Databases
- Strategize with Chapters
- Review Pitches and Media Releases
- Help Leverage Your Efforts and Coverage



Contact Me

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