

HEAR YE! HEAR YE!

PUBLICIZING YOUR CHILDREN'S CHOIR EVENTS

Think ahead and allow plenty of time for publicity. Many of us err on the side of “too little too late.” We assume that everyone knows what we know. In reality, no one knows anything, except us.

If possible, line up an individual to assist you with publicity on a volunteer basis. Find out if your church has someone who is in touch with the local newspapers and radio stations.

Email Distribution List. Construct an email distribution list and save it in your computer. Include as many email addresses of churches, choir directors and friends as you want. That way, you will have it to send quick email flyers, announcements and reminders.

Graphic Designer. Securing a graphic designer to create eye-catching flyers for you online does not have to be an expensive venture. Some churches have a computer expert who can serve in this capacity. Sometimes a friend can tackle this project for you.

Long-Term Publicity. If possible, plan your entire year in the summer or before. Include:

Who—The Junior Choir, Name of Church

What—The name and type of each event.

Where—The location of each event.

When—The date and time of each event.

How much—The cost of each event (or a notation that an event is free and open to the public).

For More Information—include name, phone number, email address.

Send this info to the local AGO, ACDA and CG chapters. Contact the heads of these organizations to secure their email addresses, providing them with a downloadable poster that they may run off and display.

Short-Term Publicity. Send the same info to local churches and colleagues in the music ministry. Secure church email addresses through your pastor or priest.

Write a Press Release. This should go out to newspapers and radio stations. Don't rely on a paid ad...they are frightfully expensive. (See next page)

FOR IMMEDIATE RELEASE
February 20, 2010

The Junior Choir of First Church, 1234 Church Street, will present *100% Chance of Rain* by Walter S. Horsley on Sunday afternoon, February 28 at 5:00 p.m. in the Fellowship Hall. The audience is invited to a potluck dinner immediately following the show.

Directed by _____ and accompanied on the piano by _____, this musical focuses on the story of Noah and features a number of tunes in a jazz style.

Assisting the director and accompanist will be _____ on flute, _____ on bass, and _____ on percussion. Special features of the show will be the actual construction of an ark right in front of the audience, and the use of rainsticks during one of the songs.

The musical is free and open to the public. For more information, please call the church office at 123-4567.

Other Ideas and Comments from Workshop Participants