



Public Relations & Music Education Work Hand in Hand

Midwest Band & Orchestra Clinic
Chicago, IL

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About Me

1992 Bachelor's Degree
Communication Arts, St. John's University

Experience in Corporate America
(Advertising, Public Relations, Journalism)

1999 Masters Degree
Music Education, Long Island University

2003 Masters Degree
School District Administration, SUNY Stony Brook

2007 Doctor of Education (Ed.D.)
School District Administration
Marketing and Promotion of School Music Programs

You are the Expert

The use of public relations techniques to garner public support of music education and a willingness to take advantage of every opportunity to advance support for music across various target audiences is important.

In reality, music educators and administrators should have a working knowledge of who their audiences are and have an effective knowledge and use of public relations and advocacy materials to reach those audiences.

Advocate vs. Lobbyist

To be an Advocate is to...

plead in favor of a cause or proposal (Morris, 1991); advocacy is a task that encompasses a wide range of activities, including building familiarity and trust between an individual and elected officials, and providing reliable information to them (Birch, 2006, p. 2).

In New York State, the term *Lobbyist* means:

Every person or organization retained, employed or designated by any client to engage in lobbying. The term "lobbyist" shall not include any officer, director, trustee, employee, counsel or agent of the state, or any municipality or subdivision thereof of New York when discharging their official duties; except those officers, directors, trustees, employees, counsels, or agents of colleges, as defined by section two of the education law. (New York State Government, 2007)

What is Public Relations?

A Free Tool that Uses the Media to Disseminate Information to:

Public & Community

“The proper term for the desired outcomes of public relations practice is public relationships.

An organization with effective public relations will attain positive public relationships”

Ledingham, J.A.; Bruning, S.D. (2000).

*Public Relations as Relationship Management:
A Relational Approach to the Study and Practice of Public Relations.*

Why do I need to be an Advocate?

- Threats of Cuts and Continuing Music in a Pandemic
- Music & Art Department Events
- All County/All State/All Eastern/All National Students
- Marching Band Championships
- Concerts
- Out-of-State Performances

“It can help make your job easier”

Neiman and Thoms give a description to the music educator on what public relations is and how it could be far-reaching in its efforts:

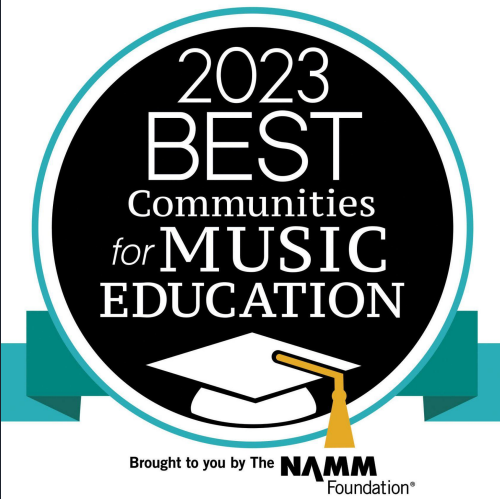
“Public relations involves more than publicizing one event; the latter is promotion. Instead, we must be concerned with an ongoing public relations effort. Our PR work must be continuous, and it must reach further than promotion for a single event.”

Neiman, M. & Thoms, P. E. (1992). *Countdown to Curtain: A marketing timetable*. Music Educators Journal, (78), 36-40.

What needs to be Publicized?



Promotional Programs



What Can We Do to Market our Programs?

Perform and Exhibit!

Days for Tuba, Percussion, Horn
Tuba Christmas
Senior Citizen Centers
Hospitals
Town Hall Arts Partnerships
Local Art Galleries



Media Relations

- Information is reported to the media as news and only used if they feel it is of importance to their audience.
- Effective use of the Media will Gain Coverage for Your Events and Ideas.

Media Relations

It shouldn't be "Us vs. Them"

Working with reporters has often been viewed negatively by school administrators.

They are careful not to give too much information to a reporter for fear of unfair or biased coverage of a story in the effort to build public attention to it, while media officials feel that public school officials often hide information to protect their reputation.

Effective media relations serves to satisfy the public's demands for accurate, complete, and timely information; permit administrators to introduce ideas for school improvement; and provide a mechanism for building public confidence and support.

Kowalski, T.J. (2000). *Public Relations In Schools*

Media Relations

“I Don’t Know How...”

If there is a general weakness in the use of public relations in school music programs, it lies in actual relationships with the media. Because communication between the schools and the media is often viewed negatively – due to the occurrence of problems or conflict – a double-edged sword exists.

“A perceived negative reputation of public relations lies with the influences of journalists’ bias against practitioners, resulting in pejorative press coverage, and a few, unethical, unprofessional practitioners who usurp the term *public relations*”.

Sallot, L. M. (1993). *The effects of motive, communication style, and licensing on the reputation of public relations: An impression management perspective.* (p. vi).

Media Relations

Having a meeting?

Need an Idea for Professional Development?

Contact a local reporter to present a session to your group on dealing directly with them, their deadlines, etc.

He/She will tell you exactly what they need and when their deadlines are. This will enhance *your* relationship with *them*.

Target Audiences

- A group of individuals with common interests in an activity.
 - Students
 - Administrators
 - Community Representatives
 - Legislators
 - Parents

Target Audiences

- How do you communicate your vision?
- Do you prepare/present your message differently?
- Do you have strong Interpersonal Skills?
 - Students
 - Administrators
 - Community Representatives
 - Legislators
 - Parents

Students can Help!

- Students involved in a school's fine & performing arts program are the "front line ambassadors".
- Representation occurs through branding, customer service skills and a POSITIVE ATTITUDE!
- Public Relations and Public Speaking skills are put to use at every concert, stage production, art show.
- Acting as a representative of the school's arts program demonstrates to the public how important it is to them.
- Work with music educators to help promote the program.

Who Are My Media Contacts?

- Assignment Editors
- Education Editors
- Social Media Editors
- Podcasters
- Reporters
- Talk Show Producers

Writing a News Release

- Write it as you want to Read it
- Keep it Student-Centered
- Be Precise
- Use Present Tense
- Editors Cut from Bottom Up

Writing a News Release

- Use Short Quotes to Add Impact
- Double, Triple, Quadruple Check Spelling
- Get Permission from Subject before Quoting
- Send One Month before Event

We've Done Some of the Work!

- NYSSMA Press Room
 - “Swiss Cheese” News Releases
 - Under *Information* tab on website

Social Media



Official NYSSMA
General and Members Only Pages



@Official NYSSMA

ADJUST MARGINS FOR LETTERHEAD

FOR IMMEDIATE RELEASE

CONTACT:

(Your Name/Title)
631-555-1212

**(Number of students) from (Name of District) Selected to Perform at
2023 Midwest Clinic**

Student(s) selected to represent District's Music Program in Chicago, IL

(Date, Location) – (Name of School District) is proud to announce the selection of (number of students) from its music program that will perform at the 2023 Midwest Band and Orchestra Clinic held in Chicago, IL from (insert dates).

(He/She/They) will be among hundreds of students performing for thousands of attendees from around the world. The students are the only ones selected from (name of state).

Theirs will be among a variety of musical groups from around the world, including: string orchestras, concert bands, wind ensembles, jazz ensembles or combos, and a variety of chamber groups. Musicians in these ensembles range from elementary, middle, and high school students, college and university students, adult community organizations, professional musicians, and the premiere performers of The United States Military.

"This is a wonderful opportunity for our students," said (Superintendent, Principal, Arts Administrator, Teacher). "We are very proud of these students who have learned to work collaboratively with each other in an ensemble setting. Being able to showcase our music program and students on a national level is a great opportunity."

District's Boilerplate Statement

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News Tip Idea Sheet

Who is Involved

Students, teachers, administrators, parents, Board of Education

Who is the Contact Person?

Include e-mail and cell phone number for on-site contact

What is the Event?

Where will the Event be Located

School Building, District Office, Community Library?

When will the Event take place

During the school day, After School, Weekend?

News Tip Idea Sheet

Why are you holding the Event?

Is it related to the Curriculum? Are you hosting an out-of-district artist or performer?

Have approvals been obtained by Superintendent, Principal, Director?

Have legal releases been obtained for use of minors in the media?

Will you supply digital photographs?

Will supplementary materials be distributed at the Event?



Contact Me

John J. Gallagher, Ed.D.