



UNIVERSITY OF NOTRE DAME

The Notre Dame Symphony Orchestra
The Notre Dame Glee Club
DeBartolo Center for the Performing Arts

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University of Notre Dame Glee Club Publicity Kit

University of Notre Dame Glee Club Tour Concert Sponsorship

If you have received this packet, it means that you have decided to host the Glee Club on one of their Fall or Spring Tours. Congratulations! The members of the Glee Club will work with you to make this the most well attended, and thus profitable, concert possible. This publicity packet will lead you step by step through the process of publicizing and organizing this musical event. This online packet includes:

- Press Release Template
- Public Service Announcement Template
- Flyer Template

These documents will provide the basis for your concert's publicity campaign. Please realize that these are generalized forms. In order to make the publicity truly effective, you will want to tailor the text in the above documents to cater to your local audience, as well as putting them on the letterhead of your organization.

Before you begin publicizing the concert, there are a few pieces of information that you must have available. Make sure that you know the date, time, location, and ticket price of the concert. If the proceeds from ticket sales are going to benefit a charity organization or scholarship fund, make sure that you know the name of that organization or fund. Also know the name and phone number of the concert venue and concert contact.

Tie in Local Events

One method of getting an audience for concerts that has proven effective time and time again is to tie in the concert with another event. Some past examples of this are high school choir performances and parish dinners. If you would like more examples of ways to bring in a crowd you may contact us and we will put you in touch with some of our more successful sponsors.

There are two main ways to generate free concert publicity: newspapers and radio stations. Begin by making a list of all of the local newspapers and radio stations. Call the stations to find out who their news and entertainment editors are, as well as their fax numbers. Then, fill out the information in the press release and fax this information to those stations. You should begin this process as far in advance of your concert as possible.

Newspaper Coverage

If your concert is a benefit, then make sure that the beneficiary of the proceeds is the focal point of your publicity campaign. For example, if the money made at the concert will benefit the United Way, then make sure that the title of your press release reads “Notre Dame Glee Club Concert to Benefit Local United Way.” Also, stress your group’s organization (e.g. Notre Dame Club of New Orleans, St. John’s Parish, etc...) as much as possible. This gives the concert much more of a news hook.

If you live in a large city, then the press releases provided by the Glee Club will be most effective if they are presented to the public through small suburban newspapers located in and around the community in which the concert is to be held. Publicity through large citywide newspapers is usually costly and relatively ineffective. Of course, if there are no such local papers, then the large publications can be utilized. For these larger papers, try to get a blurb printed in the “Society News.” An appropriate picture to accompany the blurb might show the planning committee for the concert. In addition, make sure to alert your area’s weekly entertainment listings of the concert.

Radio Coverage

Radio is proven to be an effective as well as inexpensive method of publicizing community events. There are two types of advertisements that are most often utilized. Local “Talk” and “Classical” radio stations (but rarely “pop” music stations) are usually happy to make Public Service Announcements (contained in the publicity packet). Also, you may want to request sound clips of cassette or compact disc from us to be played on the radio to promote the concert.

Each area has its own talk shows throughout the day. Contact some of these shows and find out if the Glee Club might be able to perform and/or be interviewed on their show prior to the concert. This is sure to generate free publicity.

As mentioned before, always be certain to include the involvement of your group in the publicity materials. This will give the stories a local “spin,” making your advertisements more attractive to listeners.

Television

Time may be purchased for a commercial on a local television station, but the benefit rarely offsets the cost. Instead, try contacting local talk shows and morning shows and ask them about having the Glee Club perform on their show to advertise the concert. This may be one of your most effective means of advertising the concert, so contact the Business Manager of the Glee Club if an appearance is possible in your area, and he will try to arrange our schedule accordingly.

Posters

Posters are always an effective means of advertising the concert. Posters should be at least 8.5” X 11”, but need not exceed 11” X 17”, and they need not be thicker than “cardstock” weight. The important thing is to be catchy- big print, short and sweet. Posters are placed in public places (stores, libraries, banks, and even some restaurants). Make sure that the poster has all the essential information about the concert on it.

Word of Mouth, Mailings, and Phone Calls

Probably the best way to publicize the concert is to write letters, make phone calls, and spread the word by mouth about the upcoming concert. Write to all of the Catholic Churches in the area and let them know that men from the University of Notre Dame will be performing in upcoming weeks. Write to your Diocese and request that they put an announcement about the concert in the bulletin. Make sure that all of the Catholic youth groups are aware that the Glee Club is coming. Call up every retirement home in the area and promote the concert as a wonderful outing for their residents. Often, retirement homes will take a vanload of

people to concerts. You may even want to offer a group rate to retirement homes if they bring more than 10 residents.

Get the community involved in the concert. Ask the youth from your parish to help by ushering or putting up signs. Make sure that announcements about ticket sales go into your church bulletin and announcements at least 2 Sundays before the date of the concert. Stress that this is a family show, to be attended by people of all ages. Offer businesses and organization "Sponsor Tickets" for \$20 or so.

Also, make sure that you notify all choral groups in the area. You can usually find out the contacts for these groups by talking to your parish's or local high school's choir director. In addition, you should make absolutely sure that you contact all of the barbershop choruses in the area. ***DO NOT UNDERESTIMATE THE VALUE OF THIS TARGET AUDIENCE*** Barbershoppers are always looking for a good a cappella concert to go to. You can find out what choruses are near you by searching on the World Wide Web at http://www.spebsqsa.org/cgi-bin/chapter_lookup_wizard.asp or by contacting the National Headquarters of the Society for the Preservation and Encouragement of Barbershop Quartet Singing in America, affectionately known as simply "The Society" by barbershoppers, at 1-800-876-SING. The chorus in your area may even be interested in co-sponsoring the event with your organization, so make sure you use this contact.

Additionally, we will be sending out postcards to all Notre Dame Glee Club alums in your area to further spread the word about our concert.

Programs

There are several ways to approach making a program. A program can be as simple as an 8.5" X 11" piece of paper, and as elaborate as an engraved booklet. You will probably want to consider the essential components and work from there. You must have a title page (Notre Dame Glee Club, sponsor, date, time...), a brief history of the group, and the names and bios of the members of the group (all of this will be sent to you when it has been finalized). If you wish to include a blurb about the cause that the concert is benefiting, then you should definitely do so. Program notes will be sent later if you need extra information to fill your program. If necessary, include translations or notes requested with the programs.

One way to cut down on the cost of printing a program is to contact a local printer and exchange advertising space in return for services. Often, a group will sell advertisements in the program – this is proven to be a means of cutting production costs.

A Few Things to Remember

The publicity items that we have provided are simply the basics for advertising. In order to make your publicity campaign as effective as possible, then you should include information about your group as well as the group benefiting from the concert. Also, always make sure to put all publicity materials on letterhead.

If you have any questions, concerns, or suggestions, please do not hesitate to contact me, or another Glee Club officer, at any time. We are truly looking forward to working with you in the coming weeks. With the above materials, you should have no problem producing a well-attended concert. Thank you so much for entering into this partnership with the Glee Club. We promise to make it worth your while.

Thank you,

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