



Music Ed Insights



Eight Insights to take with you from...
**Public Relations for Your Music Program
with John Gallagher**

- 1. Publicize the achievements and accomplishments of your students and staff to build pride and support.**
- 2. Maintain relationships with your target audiences like administrators, local officials, parents by keeping them informed about your program's activities.**
- 3. Use various media outlets like social media, newspapers, radio to get your program's message out in a free, effective way.**
- 4. Write press releases to promote events, following best practices like including key details in the first paragraph.**
- 5. Get approval before sharing any information publicly and ensure proper permissions for student images/names.**
- 6. Tailor your messaging for different audiences in how you communicate and what terminology you use.**
- 7. Provide educational opportunities to perform for community groups to gain exposure and understanding.**
- 8. Leverage relationships with people in positions of influence, like building principals, to gain support and opportunities.**

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