***How to Publicize Yourself***

***as an***

***MTNA Competition***

***National Finalist***

Distributing a press release to your local news media about your status as a National Finalist is a great way to spread the word about your accomplishments to the community. The following are steps you can take to publicize yourself:

1) Create a press release by following the sample release.

2) Contact local media to find the best person to receive this information—it will vary from one news outlet to another.

3) If you have a nice headshot photo, send it with the release or make a note that a photo is available.

4) Send the release as quickly as possible (preferably within a few days) after the competition.

5) If a reporter calls you, promptly return the phone call. All forms of the media work on strict deadlines and your promptness may determine whether the story is used!

If you have further questions about sending your press release, contact the public relations coordinator at MTNA national headquarters at (888) 512-5278 or mtnanet@mtna.org.



FOR IMMEDIATE RELEASE For More Information Contact:

Insert your name

Phone Number

E-mail Address

Local Music Student/Chamber Group is a National Finalist in the [full title of the competition e.g. MTNA Senior Voice Competition].

[YOUR CITY, STATE] (DATE)—[Your name], a/n [city, state] native, will compete as a National Finalist in the [full title of your competition].

[Your last name], the [son/daughter] of [your parents’ names], earned this opportunity after winning the first round of the competition. A [your year in school] at [your school], [your last name] has been studying [instrument] for [#] years and is currently a student of [your teacher’s full name].

[You may wish to include an additional biographical paragraph.]

The national winner of this competition receives a cash prize and will perform in a Winners Concert during the MTNA National Conference.

The two-tiered MTNA competitions begin with video-only nation-wide competitions. Seven finalists then proceed to the in-person National Competition Finals.

To receive more information about the MTNA National Competitions, including competition rules and applications please contact MTNA national headquarters at (888) 512-5278, mtnanet@mtna.org or visit the website at www.mtna.org.

Music Teachers National Association is a nonprofit organization comprised of 15,000 independent and collegiate music teachers committed to advancing the value of music study and music making to society and to supporting the professionalism of music teachers. Founded in 1876, Music Teachers National Association is the oldest professional music association in the United States.

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