***How to Publicize Yourself***

 ***as an MTNA***

***Student Competition***

***National Finalist***

Distributing a press release to local newspapers 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 newspaper to another; the assignment editor usually is the best person to receive press releases at a television station and the news editor is best at radio stations.

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

4) Send the release as quickly as possible (preferably within a few days) after the competition via e-mail, U.S. mail or fax. The media does not like to use “old news.”

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

[Your State] [instrument] Player [your name] is a Division Winner in the [full title of the competition e.g. MTNA Junior Piano Competition].

[YOUR CITY, STATE] (DATE)—[Your name], a/n [city, state] native, 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 [your division] Division of the [title 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 three-tiered MTNA competitions begin at the state level. Winners of each State Competition advance to the video-only division competition. Division winners then proceed to the 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 17,000 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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