



2021 WSMTA Conference

Virtually Legato: Community and Collaboration

Publicity Plan

Publicity Goals

- Increase awareness of WSMTA as an organization
- Demonstrate the pedagogical and social value of the virtual conference to Washington members
- Maintain normal or increase registration numbers compared to in-person conferences
- Increase awareness of the virtual conference among partner MTAs in Alaska, Oregon, Idaho, and Montana and increase registrations from those regions

Components

- Social Media: Create short blurbs accompanied by a photo or graphic to post to our Facebook and Instagram pages, about 2-3 per month for Jan-Feb, 4-6 per month for March-June
- Mail Chimp announcements: One when registration opens (April 1st) and one reminder right before the conference starts
- Sending direct emails to Chapter Presidents about promoting the conference during chapter meetings
- A postcard campaign: design, print, and coordinate with the membership chair to mail out a postcard to all members at the beginning of March
- Articles for the *Clarion* promoting the Conference in April/May and Jun/July
- Cultivate relationship with media partner Northwest Public Broadcasting to facilitate an ad trade and/or radio promotion spots
- Cultivate relationship with media partner KING FM to facilitate an ad trade and/or radio promotion spots

How to write a social media post:

Content:

Image + Text

Image Guidelines

- If focusing on a presenter, use their picture (see Drive/Presenter Pics)
- Can pull images from the Conference webpage
 - <https://wsmta.org/teacher-programs/conferences/wsmta-conference/>

- If WSU focused, can pull pictures from the WSU website
 - <https://music.wsu.edu/>
- Right click, save image as jpg, and send as attachment with your text

Text Guidelines

- Keep it under 100 words
- Use links to WSMTA website for more complex announcements (“for more info see here”)
- Should be friendly, clear, and concise
- If focusing on a presenter, choose someone you yourself are excited about and articulate specifically why (in a way that that is applicable to others)
 - For example: I have a few neurodivergent students and so am excited about the presenter focused on Autism because I think it will help me be a better teacher. To turn that into a social media post, I would generalize it to:
 - “Presenter Spotlight: Have you ever wondered what teaching strategies would help your neurodiverse students be more successful in their music studies? Join us for Presenter X’s talk on “Presenter Title.” In addition to his informative lecture, Presenter X will also be taking your questions!”
- Make sure that our overall Presenter Spotlights don’t focus on one instrument
- If focusing on a deadline, keep it positive.
 - Assume that those who have not Done the Thing (volunteered or registered or what have you) want to Do the Thing, but haven’t got around to it yet
- Use a perk:
 - Registration perks include:
 - Virtual Swag Bag
 - Conference booklet
 - Access to conference material through August 31
 - See old friends and colleagues
 - Celebrate achievements during a difficult year
 - Raffle Prize Opportunity
 - Once we know the themes of the Close It Down Sessions, use those

Publicity Schedule

Social Media

Links to Facebook and Instagram pages on the Conference pages.

Scheduled Posts

March:

3 Posts

- 3/19: Focus on Registration open and close dates
- 3/23: Focus on an individual presenter (or the Guest Artists)
“Presenter Spotlight”
- 3/29: Focus on Meal and Mentoring

April:

4 Posts

- 4/6 Presenter Spotlight: Gayle O'Hara Special Collections
- 4/13 Presenter Spotlight: Andrew D'Antonio Teaching Neurodiverse students
- 4/20 Volunteer Sign Up
- 4/27 Presenter Spotlight: Thomas LeClair Historic Organs

May:

4 Posts

- 5/4 Raffle
- 5/11 Virtual Exhibit Hall
- 5/18 Community: Close It Down Session
- 5/25 Registration deadline (5/28) to receive print booklet

June:

6 Posts

- 6/1 High School Student Track
- 6/7 Meal and Mentoring
- 6/14 Asynchronous Presentations Available Announcement / There's still time to register!
- 6/16 WSU Faculty Recital tonight! Tickets available!
- 6/17 Washington Winners Concert tonight! Tickets available!
- 6/18 Jeff and Karen Savage Concert tonight with surprise special guest! Tickets available!

Mass Email Announcements (Mailchimp)

Announcement for Registration opening

- Due: 3/30
- Test and send out: 4/1
- Focus:
 - Opening & Closing Date
 - Printed Booklet
 - Volunteers
 - Mentors
 - Swag Bag
 - High School Student track

Announcement for Conference Beginning

- Due: 6/11
- Test and send out: 6/14
- Focus:
 - Asynchronous presentations open at 9AM 6/15
 - Faculty Recital 6/16

- General Meeting 6/17

Clarion Article

Due May 15

- Needs to have:
 - Full Conference Schedule
 - Masterclass Participants
 - High School Student Track
 - Reminder to register
 - Reminder to volunteer
 - Link to website
 - Community & Connection
 - 3 images

Media Partners

- Ad exchange with NWPB
 - Ad in Clarion Booklet
 - Ad on Conference website
 - 3 Radio Spots
- Ad exchange with KINGFM
- Reach out to WMEA for ad exchange

Postcard Campaign

- Design and Review: February 1 – February 15
- Print and ship: February 16 – 23
- Stamp and Mail: February 24 – March 2

Direct Emails to Leadership

Alaska, Oregon, Idaho, Montana MTA emails to presidents and office staff:

1x before registration opens

1x in June

Chapter Presidents: Conference + Admin Email

Send out by 3/19

To cover:

Non-Conference

- Officer information and Chapter Presidents reports submission deadline date
- Chapter dues updates
- Year-end/Transition communication update

CONFERENCE

- We will be doing Close It Down Sessions
- Chapter advertising in the program booklet
- Chapter advertising online (a way to sponsor a particular presentation)

- Conference fee grant application
- Volunteers

Chapter Presidents: Registration Reminders

April 7

May 1

June 1