



# MOSCOW NIGHTS

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RussianFolk.com

## BASIC RULES FOR A SUCCESSFUL EVENT

Please remember that a list 50% of success is **in advertising** for event. Our program is family friendly. All ages are welcomed and encouraged to attend. Here's how we can do it successfully:

- 1. Local Newspaper:** Contact and place add in the local newspaper(s) no later than 2-3 weeks prior to the concert date. (It works much better when the announcement appears with an actual photo. Invite the newspaper to come to the concert and write a review. Golden Gates & Moscow Nights will be happy to give interviews before or after the event. Suggest that they may also get more information and photos from our Website: [www.RussianFolk.com](http://www.RussianFolk.com))
- 2. In the Church:** Make sure it will be announced in your bulletin and/or pulpit 3 to 4 weeks before the concert date. Place an announcement in the church newsletter a month in advance. Place a couple posters with the date and time of the concert on the doors or announcement board. Look at possibilities to combine this concert with a potluck dinner or some other gathering with food before the concert. (Food always helps to bring out the congregation.)  
*Invite your youth group to be a team of supporters for this concert. (It's a good experience in public relations and they can do many things advised on this list wonderfully well.)*
- 3. Other Churches in the area:** Send posters with the date and time of the concert to other local churches in the area and invite area pastors to make an announcement as well (at least 2 weeks prior).
- 4. Senior Citizens "majority of ourfans":** Visit local Community Centers and place a color poster with the date and time of the concert at least a month before event and use other ways to contact citizens groups. (Most of the time Senior Citizens are 60-70% of our audience.)
- 5. Local Schools:** Please find the way to invite kids from local schools. Make copies and leave fliers in the office, talk to principal, music teacher etc. It would be very excellent experience for local kids to see how kids from other country present their heritage. (It will be fun, educational and entertaining, audience participation will be included in the concert program)
- 6. Local Radio announcements:** Contact your local radio stations and give them information for announcements. We will be happy to give them the music to play on the air. Golden Gates & Moscow Nights will be happy to give interviews to radio stations (216) 214-0828.
- 7. Local TV or Cable TV:** Contact your local TV or Cable stations. Moscow Nights is pleased to have their concerts aired on local community access cable stations. Local TV and Radio usually very open to these kinds of cultural events for community. Especially when kids are involved! (Please make arrangements in advance.)
- 8. Internet:** If you have website give information to webmaster to put announcement on the web and link to Moscow Nights & Golden Gates website: [www.Russianfolk.com](http://www.Russianfolk.com) and provide us with church website address so we can do the same. If you have email list for congregation, send announcement by email.

*Don't forget to use our website ([www.RussianFolk.com](http://www.RussianFolk.com)) for any additional information and feel free to request additional materials if needed. Please save for us a copy of newspaper for our records.*