

**Communicators of the Quarter**  
**Linda Bosteel, Marketing Director**  
**Canterbury Choral Society, Oklahoma City**

Canterbury Choral Society, 170 voices strong, opened their 2002-2003 season: Sail the U.S.S. Canterbury, Saturday, October 19. Accompanied by the Oklahoma City Philharmonic, the house was sold out. Much of this success is attributed to expanded marketing efforts to reach diverse new audiences across the state. Linda Bosteel, Marketing Director, who also sings with the choral society, manages marketing efforts for the organization. She, along with James Hughes, Canterbury's Executive Director, collaborated on the ingenious motif of the sea, which includes such creative presentation-celebrations as Pirates to Pinafores, Hollywood on the High Cs and A Sea Symphony. Linda's top five marketing tips are:

1. Carpe diem! Find every opportunity to get your word out including radio, print, TV, cable and e-mail.
2. Be persistent! Don't expect people to come knocking at your door.
3. Networking, networking, networking! Talk up your organization with friends, family, church, strangers and anyone who will listen.
4. Be creative and unique! Use themes for the season, develop audience-friendly programming and do things differently. Take advantage of collaborations with other arts agencies whenever possible.
5. Partner with the best! Find a great graphic artist and a creative Web site developer so your finished product is spectacular!

**Cheryl A. Waldek, Marketing Communications and Membership Manager**  
**Philbrook Museum of Art, Tulsa**

The Philbrook Museum of Arts, located in Tulsa, is an Italianate villa set in 23 acres of nationally-recognized gardens. Inside of Oklahoma's oil-rich 1920s is preserved and showcased along with fine art collections from around the world. Cheryl A. Waldek, the Marketing, Communications and Membership Manager for the museum keeps busy with major events including the annual Philbrook Wine Experience, which raised more than \$1 million last summer, and world-renowned exhibits, like the French paintings in the fall of 2000, which drew nearly 120,000 visitors to the museum, 43 percent of whom were from outside of Tulsa, and had a \$1.2 million economic impact on the city. Waldek's top five marketing tips are:

1. Pictures speak louder than words. Fine art can be intimidating. Showing photos of what is described helps, and, inserting photos into text gives a clear visual, making things more intriguing.
2. If you feed them they will come. Including food makes getting away from the office easier and more feasible for busy media types always on a deadline. They can get the story and have lunch at the same time.

3. Read everything you can get your hands on, but forget where you saw it. (This is not original!) But, the more you read, the better writer you become and the more you know!
4. Involve others. Recruiting volunteers in the community, on staff, and in the media is a great benefit to ambitious, yet understaffed non-profits. Volunteers stretch staff capabilities and generate outside enthusiasm for programs.
5. Lead by example.

### **Oklahoman assigns Shottenkirk to arts beat**

Jerry Shottenkirk, an Entertainment Writer with the Daily Oklahoman, is now responsible for the arts beat, which is under the features department headed by Features Editor, Bryan Painter. Shottenkirk has been on staff with the Daily Oklahoman since 1987. He writes arts-related features for the newspaper, including advances and coordinates the weekly, "Art Happenings" column. Shottenkirk prefers to receive press releases via e-mail at gshottenkirk@oklahoman.com. You can also call him at (405) 475-3237.

### **Survey Says: Reporters prefer e-mail**

According to Bennett and Company's annual media survey, 46 percent of media respondents selected e-mail as the preferred means of receiving information. Nearly 30 percent of those polled said they still receive information via postal mail.

The survey also revealed the percentage of journalists who rely on public relations firms for story information:

- 3 percent - None
- 39 percent - One to 10 percent
- 44 percent - 11 to 30 percent
- 8 percent - 31 to 50 percent

- 1 percent - 51 percent or more.

For more information, visit [www.bennettandco.com](http://www.bennettandco.com).

### **Media Sighting**

The Oklahoma Arts Council caught up with Randy Renner, producer of OETA Gallery, in July at the 6th Annual Woody Guthrie Folk Festival in Okemah.



Renner, shown here interviewing a Guthrie fan, Gerry Mochan who traveled all the way from Scotland to attend the festival, spent a day shooting footage and interviewing people at the festival.

### **Coming Soon: Press Passport**

In January, the Oklahoma Arts Council will begin coordinating a press pass initiative with arts organizations across the state that receive public funding. Ideally, the project will involve creating an annual media pass that will admit two individuals to any arts event in the state that receives public funding from the Oklahoma Arts Council. The pass will be distributed to a pre-selected group of media outlets and usage will be tracked along with subsequent coverage of and education about public funding for the arts. Watch for details in the next Communicator.

### **Send your press packets to OAC!**

The Oklahoma Arts Council features local arts and cultural events and organizations that receive public funding as well as arts-related news stories on its Web site ([www.arts.state.ok.us](http://www.arts.state.ok.us)) every week under the "For the Public" section. New items also appear weekly on the front page of the Web site. If you are interested in having your event, organization or news item featured, please contact Jennifer James, OAC Public Relations Director, (405) 521-2931

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or jennifer@arts.state.ok.us. Priority is given to submissions with high-quality graphics and/or photos. Please allow four weeks advanced notice.

### **Check out OAC's on-line arts & cultural calendar**

The Oklahoma Arts Council's on-line calendar features an impressive calendar of arts and cultural events. To publicize your event on this calendar, contact, Karen Wallace, OAC Grants Director, (405) 521-2931 or karen@arts.state.ok.us.

#### **Top 10: Print Media Coverage of the Arts**

(July through October 2002)

1. Chickasha Express-Star  
Artscope and sponsors including OAC and DHS  
(Photo Feature)  
July 4, 2002
2. Idabel McCurtain Daily Gazette  
"Folklife play offers bittersweet memories"  
(A review)  
by Bob West  
July 5, 2002
3. Oklahoma Gazette  
"Art ordinance brings beauty, potential economic development"  
by Lissa Ann Wohltmann  
July 11, 2002
4. Tulsa Business Journal  
"Tulsa arts strengthen community"  
by Ralph Schaefer, Managing Editor  
August 9, 2002
5. Tulsa World  
"A Toehold on the World Stage"  
(Tulsa Ballet Theatre performs with the 2002 Sintra Festival in Portugal)  
by James Watts  
August 11, 2002
6. The Daily Oklahoman  
"A Passion for the Arts: Women behind the scenes putting arts out front"  
by Brandy McDonnell  
September 1, 2002
7. Shawnee News-Star  
"One of Shawnee's oldest buildings gets new life"  
(OAC Local Government Challenge Grant)  
by April Wilkerson  
September 5, 2002
8. Muskogee Phoenix  
"Attitude for art"  
by Cathy Spaulding  
September 15, 2002
9. Oklahoma City Downtown  
(Mattison Avenue Publishing)  
Dracula: Ballet Oklahoma Brings Some Bite to the Civic Center,"  
by Jeannie Oliver with Midge Richards  
October 2002
10. Edmond Sun  
"Art Lovers open homes for education"  
by Brittanie Hoofard  
October 7, 2002

#### **Professional organizations for career communicators**

Check out the Web sites of the following Oklahoma organizations geared toward various and specific elements of the communications profession. Look for regular meeting times and special events to help you hone your professional skills.

Public Relations Society of America -  
Oklahoma City Chapter  
Web address - [www.prsaokc.com](http://www.prsaokc.com)  
President - Yvonne Anderson,  
[yanderson@acogok.org](mailto:yanderson@acogok.org)

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Public Relations Society of America -  
Tulsa Chapter  
No Web site available  
President - Gina M. Godfrey, gina.godfrey@  
showtime.net

Association of Women in Communications  
- Oklahoma City Chapter  
Web address - <http://www.okcawc.org>  
President - Andrea Miles, Andrea\_  
Miles@odoc.state.ok.us

Association of Women in Communications  
- Tulsa Chapter  
Web address - <http://www.awctulsa.org>  
President - jbhwriter@aol.com

Tulsa Ad Club  
Web address - <http://www.tulsaadclub.org>  
President - Stacy Ryle, (918) 743-2994

International Association of Business  
Communicators - Central OK Chapter  
<http://www.iabccentralok.com>  
President - Jake Lowrey, jake.lowrey@heart.org

International Association of Business  
Communicators - Tulsa Chapter  
<http://www.iabctulsa.com>  
President - Rick Ayre, rayre@oneok.com

American Institute of Graphics Association  
- Oklahoma Chapter  
Web address - [www.aiga-ok.com](http://www.aiga-ok.com)  
President - Anne Richardson, president@aiga-  
ok.com

The Communicator newsletter is published quarterly as an information tool for personnel at arts organizations charged with the management functions of communications, public and media relations, marketing, publication design, graphic design, Web design and management, writing, editing and special event planning, etc. It is also distributed to more than 500 members of the Oklahoma media.