

Dear Presenter:

David Katz is looking forward to bringing MUSE of FIRE to you in just a few weeks. Below, we are happy to share some additional publicity ideas that have worked in the past to attract audiences.

As always, we are happy to help in any way we can to make MUSE a special success for your organization.

Gordon Jones, assistant

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### **Classical Music Lovers & Musicians**

MUSE of FIRE is both a remarkable theatrical event and a special *musical* event, one which appeals strongly to classical music lovers of all ages and depths of interest. We often stress that the play includes great classical works by beloved composers, not simply as background, but as an integral part of the story-telling.

We have had special success marketing the play not only to musicians themselves (both professional and amateur), but to symphony-goers and classical radio music listeners. We have promoted the show to musical groups and ensembles, including community choruses, bands, orchestras, even church choirs. Buy-one-get-one tickets sometimes make the difference in getting a musician to bring a spouse, friend or other non-musician to experience the play and enhance their appreciation of great music—while enjoying a gripping and delightful, heartfelt performance.

If local radio stations have any kind of arts programming, those shows are often the very best place for ads, public service announcements or on-air calendar listings. Many stations, even those without arts programming, will participate by accepting/offering ticket giveaways in exchange for air-time.

### **Music Students**

A second group that we are always eager to attract is student musicians from high school through college age. Mr. Katz is an extraordinary educator—and while his story of the secrets of conducting is both highly entertaining and deeply thought-provoking for adults, it is like a spectacular masterclass in music for student musicians. Appeals made to music educators, with group ticket prices or special incentives, have worked well before. (Sometimes we offer the teacher a free ticket.) In addition to public and private school

music teachers, we also try to get the word out to private studio teachers.

### **Theater-goers and actors**

MUSE of FIRE is a remarkable *theatrical* event. Mr. Katz gives a riveting performance as both an apprentice student and an irascible mentor in MUSE of FIRE. Those who appreciate live theater, even if they have no direct interest in classical music, have called his performance a true tour-de-force. We especially like the review that characterized the play as “*as suspenseful as a close football game with the coach shouting from the sidelines*”.—Bar Harbor Times. It can appeal to anyone who has had a difficult boss, or teacher, coach or parent (and who hasn’t had at least one of those?) Perhaps special incentives or lowered ticket prices could be offered to members of local theater companies or to drama clubs in surrounding schools.

### **Jewish Community**

If there is a Jewish community in your area, please bring MUSE of FIRE to their attention. MUSE of FIRE includes, in its second act, a dramatic musical memorial to victims of the Holocaust which will have special resonance. Jewish audience always greet the play with warm understanding and special appreciation.

### **Francophile Community**

If there is a French-loving (or French-speaking) community in your area, please tell them about MUSE of FIRE. The “sorcerer” in this tale of a sorcerer’s apprentice was a French citizen whose encounters with great French musicians (and even with Charles deGaulle, himself) have a scene all their own in the play.

### **Interviews**

Lastly, Mr. Katz is always available by phone to any member of the media, for print or broadcast interviews. Just email me and I will make the arrangements.

### **Website**

There is more information on our website: [www.museoffireplay.squarespace.com](http://www.museoffireplay.squarespace.com), including photos, bios, synopsis, review quotes and video teasers.

All good wishes,

GJ