



## Gospel Music Promotions



Welcome to the world of gospel music. By joining in with this ministry as a Local Promoter you have become a critical part of sharing the word of God to many who choose to otherwise never open their hearts and minds to His message. Through dedication, time and work you can see souls added to the family of God. Your part in this ministry can not be overstated nor can we adequately express our appreciation for your help.

In this manual we will share with you proven methods for “*getting the word out*” and increasing the attendance at services and concerts of The Moodys. Keep in mind that these same methods can be used with many other church and Christian functions. This manual will be changed and improved as time goes by through the input of ideals and experiences of people such as yourself. You will find that by using this manual you will be much more productive with your valuable time. By dedicating 2 ½ hours a week or only 30 minutes a day to promoting the upcoming service or concert you will see tremendous results measured not only in attendance but decisions made for the Lord.

Always remember that if you have any questions please feel free to contact us at our office at 210-566-7590 or on the road at 210-913-SONG(7664). Our goal and commitment is to work as closely as possible with you to help this experience to be a fun one. Feel free to call us or fax the office with the “**Promotion Materials Order Form**” contained in the back of this manual to obtain more materials to help in your promotion of this event. You will soon be able to download many of these materials from our web site.

Again, on behalf of all of The Moodys we would like to thank you in advance for your help and dedication as a Local Promoter.

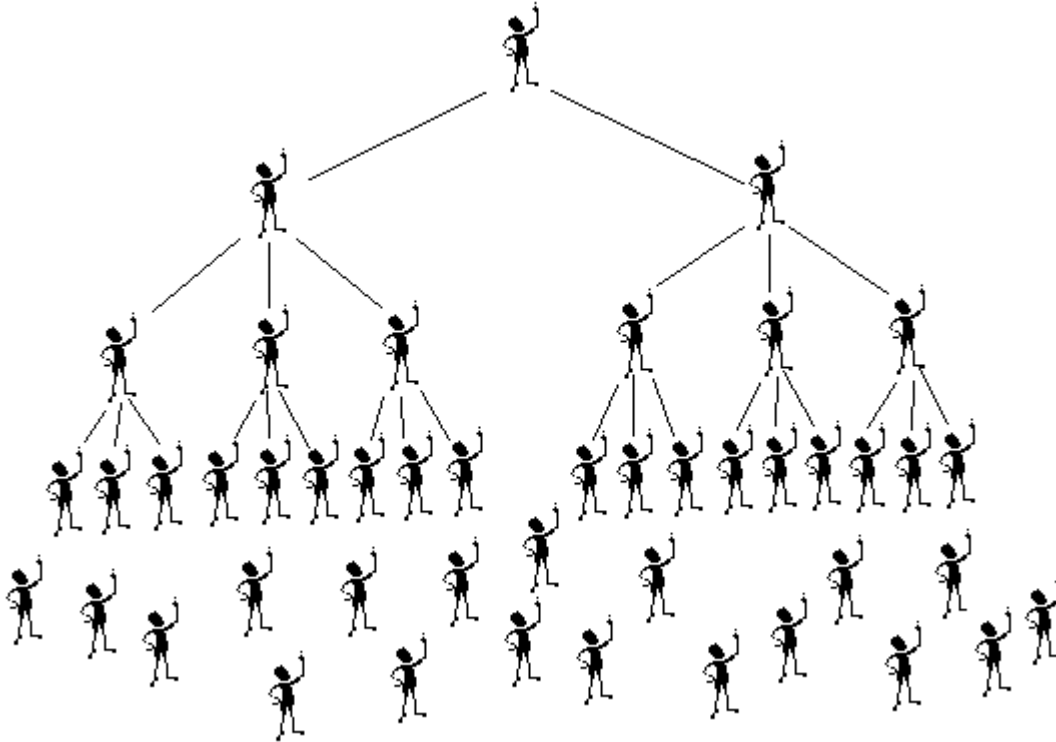
"To capture the attention of today's time-starved consumers, advertising must use its power and influence to cut through the clutter. Relating a product or service to the consumer in a purposeful, meaningful way is necessary to make the desired connection." — Rocco DelGreco

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## “Word Of Mouth”

You can ask just about any advertising or promotional executive and they will tell you that the best form of advertising is “Word Of Mouth”. Nothing quite sticks with you like the spoken word. It is also the fastest form of exponential communication. By this I mean the number of people that a particular message passes through grows geometrically with time. For instance, John tells ten people who each tell ten people who each tell ten people and so on . . . Look at the picture below to see how this works.



And so on, and so on, and so on . . .

So let's start at the church. One month before the event challenge the members of the church to invite at least 10 people each. Treat it like High Attendance Sunday and invite all of the family and friends. **“Remember that the invitation is to a concert not a sermon”**. Pass out a “Persons To Invite” checklist. Encourage each person to fill it out today and then carry it with them and check off the names as they are invited. Ask each person to follow up the invitation with a phone call the week prior to the event as a gentle reminder. Most people will just plain forget if not reminded.

Remember that the best form of advertising is “Word Of Mouth”. This is your first focus because it does bring the best results for your work.

## Radio

The number one median for any kind of music today is Radio. The average person will hear more music in one day on the radio than all the music they will hear at concerts for a year. This includes Gospel Music as well. Every city, town and community has a radio station. Every radio station has thousands of listeners. You will want to work with one or more radio stations to reach those people. Below are a few things to know when considering radio advertising.



Contact the Program Manager - Depending on the size of the radio station you will want to first contact the Program Manager or Music Director. These individuals will help you get the information that you need to advertise the event.

Cost of Spots – In most cases the radio station will have a minimal fee for running your announcement. These announcements are called spots. Radio spots are generally sold in groups. Each station has packages of spots to choose from. Prices are usually determined by the time slot in which you want to run them. Morning and afternoon drive times are typically the premium times.

PSA – Public Service announcements are free. Each station is required by law to offer so many PSA's as a service to the community. Announcements of functions held at a church are usually announced as PSA's. In some cases our prerecorded 15, 30 and 60-second spots do not qualify as PSA's. However some stations will run the as PSA's for the church.

Prerecorded Spots – In order to assist you in presenting a professional image for the event we have prerecorded 15,30 and 60 second generic announcements. The spots can be followed by the announcer or DJ giving the details as to where, when and what time. If you desire we will send you a custom-recorded spot that includes the date, time, location and your contact information.

Pre-concert On-Air Interviews – A very effective tool to cap off a promotional campaign is an on-air interview a few hours prior to the concert. If there is a radio station that plays gospel music in your area contact the music director or on-air personality (DJ) to arrange for the interview. Most stations will jump at the chance to have groups live on their program. Please notify us at least 24 hours before the concert in case of an interview to allow us time to plan an earlier arrival.

Give-aways – You can inform the radio station that we will be happy to bring free product to be given away by the station during the interview or at their discretion.

Playing our music – We will be happy to provide you with tapes and/or CD's for airplay.



# Newspapers

Another very effective means of advertising the upcoming event is the newspaper. I can tell you that for years the most well attended concerts that we have had were advertised in the newspaper. While we do live in an electronic age most people like to sit and read their newspapers. Depending upon your approach to the newspaper company, advertising a gospel concert can be very affordable and in many cases free. Here are some pointers when considering advertising in the newspaper.

Religious Editor – Most newspapers have a religious editor. This is the person who writes and informs the papers reader of church and religious happenings in the community. This person is someone you want to get to know. They cannot only help you publicize this concert but help you and you church in the future with other events. You will also want to make sure that the religious editor is invited to the concert.

Community Calendar – Most newspaper publish a community calendar. This is a free listing of upcoming events and notices of public interest. Contact the paper and request a listing of the concert in the community calendar.

Paid Advertising – Depending on the type, size and location of an ad, it can start to cost a little. As a Local Promoter for The Moodys it is not our intention to ask you to bear this load. We have found that there are usually several Christian and even secular businesses in each community that are happy to sponsor a certain amount of advertising. In return for their support they receive mention in any and all ads. They will also be recognized and thanked at the concert for their generous support. The amount of support that they contribute is up to you. We have found that if you present a prospective supporter with several different options they are more open to contributing. For instance if you have already calculated the cost of printing, radio ads, newspaper ads, TV ads and such you can give them a choice of how they would like to be recognized.

Inserts - One way to get almost everyone who reads the newspaper is to place the ad in the form of an insert. An insert is a separate piece of paper usually a fluorescent color on which the ad is printed. The insert is then placed in the newspaper and catches the eye of the reader as the paper is opened.



# Posters

Since the beginning of traveling ministries the use of publicity posters have been one of the primary means of announcing an up coming event. Posters can be very effective if placed in the right places. You should be prepared with the right materials when you head out to put up posters i.e. tape, tacks, push pins and a razor blade. These materials should cover your needs when placing posters on most surfaces (**please be careful with the razor blade**). Always insist (as much as prudent) that you place the posters yourself. I can't begin to count the number of times that a store manager said, "Sure, just leave them there and I will put them up later?". Unfortunately the posters were never put up and eventually thrown away. While their intentions I'm sure were good, let's face it, those posters mean more to you then they do to them. When placing a poster always make sure that it is placed at eye level. If it is placed too high or too low it will not be seen. If possible, always place them in the areas with the greatest amount of traffic.

Remember that it is always polite to return after the event and remove the posters. The proprietors always appreciate this and it gives you an opportunity to thank them for their help. It will also make it much easier for you to return and place future announcements there

Below are just a few recommendations of places to put up posters.

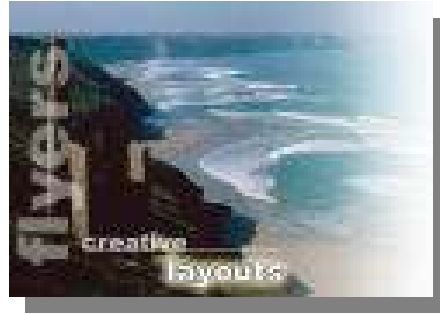
- ◆ Home Church
- ◆ Area Churches
- ◆ Bookstores
- ◆ Area Businesses
- ◆ Post Office
- ◆ Bulletin Boards
- ◆ Schools
  
- ◆ RV Parks
- ◆ Community Centers
- ◆ Grocery Stores
- ◆ Laundry Mats
- ◆ Restaurants
- ◆ Gas Station
- ◆ Hotels/Motels
- ◆ Retirement Homes



This type of publicizing is probably the most labor intensive. You might think about asking your youth pastor to see if the youth could help you to do this on a Saturday a couple of weeks prior to the concert.

## Flyers

Flyers are similar to posters with the exception that they are smaller and are placed in locations that tend to come into closer contact with people. Our Bulletin Insert works great as a flyer also. Below are a few suggestions on places to use flyers.



- ◆ Car Windshields
- ◆ Doors
- ◆ Grocery Bags
- ◆ Newspapers
- ◆ Fast Food Drive-Thru
- ◆ Retail Stores





# Marquees

There is just something about a marquee. Most people will turn their head to see what is written on a marquee. A marquee has always signified something or someone special. If you stop and think about it you can probably close your eyes and count several marquees in your area. You can do that because subconsciously you are looking at them each time you pass by. So let's use those marquees to further the gospel! Go to the businesses or organizations that have those marquees and see if they will announce your event. Chances are that most of them will be glad to help out.

Here are just a few of the more common places that use marquees.

- ◆ Banks
- ◆ Area Businesses
- ◆ Schools
- ◆ Your Church
- ◆ Other Churches
- ◆ Community centers
- ◆ Rental Units



I cannot underscore the importance of making sure that the concert is on the marquee of the host church. I have heard many times about people who had learned about a concert through other advertising and drove by the church to see where it was located only to find no mention of the upcoming concert on the church's own marquee. Thinking that the concert was cancelled they did not return.





## Churches



What better place to find people who love gospel music than in church. Since I first started singing gospel music professionally I have learned some things. One of those things is that while many denominations have differences on theology most of them will encourage their members to attend a gospel concert so long as it does not conflict with their schedule of services. While we want to bring as many non-Christian people to the concert, the attendance of Christian people is a blessing to them and helps to meet the expenses of the concert. Here are some insights to the most common contacts that you will run into.



Pastors - What I have found that works well is going directly to the decision-maker, “The Pastor”. I know, I know many people say that you should first contact the minister of music. Here is what will happen 99% of the time if you do that first. You call or visit the minister of music and show them that it will be a great event of ministry and fun. He then goes to the pastor who is his boss with the idea. If the pastor does not receive it well, *THE END*. The minister of music will not pressure the pastor to support the concert. However if you contact the pastor first and ask him to support the announcement of the concert he will either agree to do so or put it off on the music minister. If he puts it off to the music minister you simply say, “That’s wonderful I will give \_\_\_\_\_ a call. Can I tell him that you support this announcement? At that point most pastors will say yes and now you can go to the minister of music with the pastors endorsement. It usually flows very smoothly from that point on.

Music Ministers – See above.

Church Leaders – If you personally know leaders of other churches in your area they are a good source to go to. Many times if you get the endorsement of one or more church leaders the pastor is very agreeable to supporting the concert even in another church.

Activity Directors – The genre of our music ministry is called Southern Gospel. This style and the format of our presentation have been widely accepted all over the United States. Ours is a music that is also loved by many senior citizens. Try contacting the activities directors of retirement and nursing homes in your area. Many organizations across the country have filled vans and busses with their residents to come and enjoy a night of gospel music. It has been a treat for them and one that they greatly appreciate.



Youth Ministers – Don’t count the young people out! While most of today’s youth listen mostly to more contemporary styles of music we have found that the vast majority of them have enjoyed and been ministered to by our music. The most powerful aspect of Southern Gospel music is that it has a no compromising message. Remember that Christ said, “My word would not return void unto me”.

Senior Ministers – Remember to get the Seniors Minister involved. As stated earlier, our music is greatly appreciated by the senior’s age group.

# Television

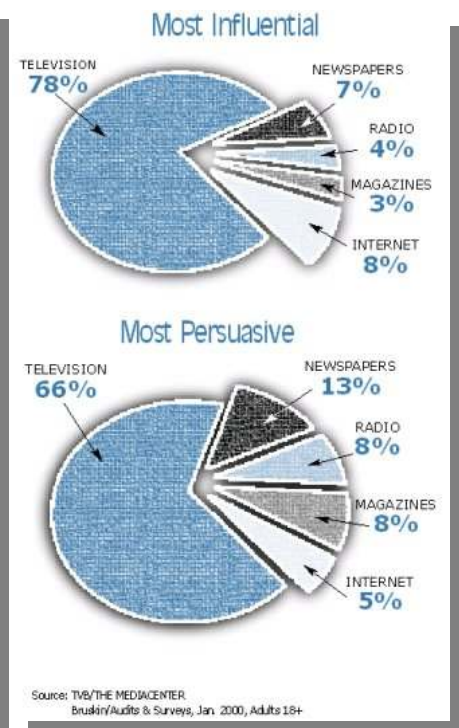
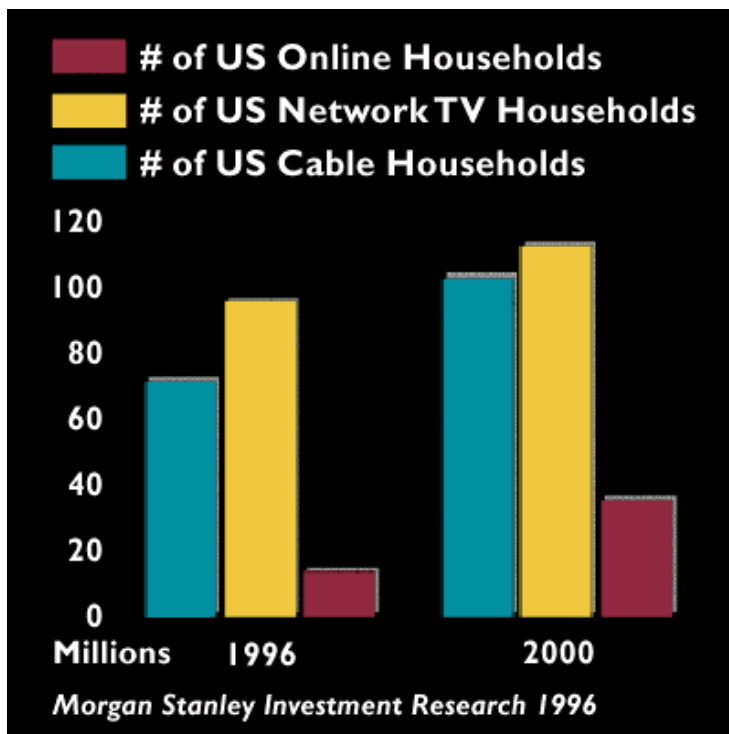
Television has probably done more to change and yes shape the world since it's inception than any other form of technology. A recent report stated that the average American home has 2.5 televisions in it. I just counted ours and we have three televisions. One of them does not work so I guess that's where they get the .5 from. Anyway TV can really get the message out there and it really puts a stamp of credibility on whatever it is advertising. Many people think the TV is too expensive but there are ways of greatly reducing the cost or eliminating it all together.

Cable community calendar - If you have cable TV in your area may I suggest that you contact the cable company? Most cable services provide a channel dedicated to community announcements. Listings on these channels are usually free. Call the cable company to find out what their requirements are.

Local Channel Community Calendar – Many local network affiliates such as ABC, NBC or CBS include occasional public service announcements. Contact the local TV station to inquire about listing this church affiliated event on their upcoming calendars.

Area Business Sponsored Spots – As with radio advertising, some businesses will agree to sponsor TV advertising for the publicity that they will receive. The approach for sponsorship of TV advertising is similar to that of radio advertising and should be included with the different packages presented to local businesses or their consideration.

Church Sponsored Spots – Depending on the resources available to the church the host church will consider sponsoring TV ads from time to time. This should be brought up with the pastor and/or board.



## Comp. Tickets

If you are like most people you like to get something free. I know I do. One of the ways that we have been able to increase the attendance at our concerts is to offer “Comp Tickets”.

Comp Tickets or complimentary tickets are given to members of the church to give away. These tickets have the appearance of most any other

concert tickets including a face value on them. Our experience is that many people don't want to waste something of value and will also attend the concert as a favor to the one that gave them the ticket. We have walked through the pews and seats of churches that distributed Comp Tickets and found many of them left in the seats. This proved that the people that received the tickets did in fact attend the concert. The end result is that more people came and heard the word of God.



You will soon be able to download this template from our web site.



## Bulletin Inserts



Most churches have bulletins that are handed out every Sunday. This bulletin contains not only the order of the service for the day but also the upcoming events for the next week or two. Many churches that we have sung at have created a bulletin insert to place in the bulletin. This allows the event to be advertised without burying it on the back page and going unnoticed.

You will find a downloadable Bulletin Insert on the Promotion page of our web site at [www.themoodysontour.com](http://www.themoodysontour.com). The Insert has an area for the location, date and time and is ready for print. Now reproduce it for insertion in the bulletin of the host church as well as other local churches.



## E-mail



Last but certainly not least is email. In today's world information now travels at the speed of light . . . or e-mail. It is amazing how quick a story can cover the world not to mention your city or town through e-mail. Put together an exciting and attractive message inviting everyone in your e-mail address book to the concert. Remember to include the date, time and location along with instructions for the recipient to forward the invitation to everyone in their address book as well. You can even attach a bio, bulletin insert or poster from our web site. If done correctly the invitation will go to thousands of people with-in a single 24-hour period.



## Forms

On the following pages you will find different forms previously discussed in this manual. Please feel free to use any and all of them. If you need to order additional forms please feel free to call our office or use the materials order. This order form can be mailed or faxed. You will soon be able to input your request directly from our web site.





*I*n March of 1991 there appeared on the scene of gospel music a group of individuals who were destined to leave their indelible mark upon the hearts and lives of thousands across the United States.

*K*nowing the need for their unique style of ministry, the Lord placed them all together in one family called **The Moodys**.

*B*eginning their ministry from the South Texas city of San Antonio there were many Job's friends" who said, "You can't make it on the road with four kids and a wife". However, it was the close family relationship that John and his wife, Debbie, had instilled in this family that carried them through the difficult time and into the overwhelming success and acceptance that they enjoy today. Still operating out of the San Antonio area, **The Moodys** have been singing God's message of love and joy throughout the country for more than twelve years.

*S*killfully blending gospel music with family entertainment, **The Moodys** have become favorites at concerts, county fairs, picnics and churches across the country. "We've received cards and letters from all over the country saying, 'I've never had that much fun and cried so much,' "says John.

*B*ringing a young and energetic sound to the group is Bethany. Growing up fast in the ministry and endearing himself to folks all over is Thomas. Along with John and Debbie, **The Moodys** are dedicated to ministering the love of Jesus Christ to families in a time when families are constantly under attack.

*L*ooking Up, their latest release, has something for the whole family. The uniquely classical "Elijah" will bring a wide grin to everyone who hears it. "You're The Only Little Girl In My Heart" and "A Fathers Love" will speak to the hearts of all parents and "I'm Still Dancing" will have 'em clapping their hands in no time. These, along with many of their all-time favorites such as "Achy Breaky Heart" and the "Walk Talk Song" will result in a great time of fun and worship with **The Moodys**.

*T*exas has long since been known for its many sons and daughter who have made their mark in gospel music. Once you experience **The Moodys** you will agree that God has sent one more gift from **Deep In The Heart Of Texas!**



# ENDORSEMENTS

- ◆ The Moodys variety of songs and styles brought acceptance from the entire congregation. I was most impressed by their desire to lift up Jesus instead of themselves . . .  
Harold Wedel, Pastor  
First Church of the Nazarene  
La Junta, CO
  
- ◆ The music of the Moodys is uplifting and glorifies Jesus Christ. They do everything in excellent taste from the way they dress, the comments they make, to the sale of their tapes and t-shirts. I am glad we hosted the Moodys in concert and will definitely do it again.  
Dr. Nodell Dennis, Sr. Pastor  
Crestview Baptist Church  
San Antonio, TX
  
- ◆ The Moodys minister with a fresh anointing . . .  
Russell Mills, Pastor  
Harvest Time Church of God  
Gainesville, TX
  
- ◆ The Moodys bring a music ministry that compliments the worship service. They will work with you in any way possible and at any time you choose. The congregation at Somerset United Methodist Church was so impressed that we invited them back to sing at our Ladies Banquet. I highly recommend The Moodys to all my United Methodist Brothers and Sisters.  
James Schendel, Pastor  
Somerset UMC  
Somerset, TX

# DISCOGRAPHY

<b>To The Church</b>	<b>Independent</b>
<b>Going Home</b>	<b>Independent</b>
<b>You Asked For It</b>	<b>Independent</b>
<b>Looking Up</b>	<b>Independent</b>
<b>Built On The Rock</b>	<b>Independent</b>



Go to  
[themoodysontour.com](http://themoodysontour.com)  
 For the latest version of the Bulletin  
 Insert



You won't want to miss this opportunity to see and experience the fun-filled and moving ministry of The Moodys. The Moodys, from San Antonio, Texas have been delighting the hearts and lifting the spirits of people from

coast to coast for years. So come laugh and cry, clap your hands and praise the Lord as this talented and dedicated family share the love of Jesus Christ with all who come. Bring someone with you. Let them know that Christians can have fun too!



Location \_\_\_\_\_

Date \_\_\_\_\_ Time \_\_\_\_\_



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Location \_\_\_\_\_

Date \_\_\_\_\_ Time \_\_\_\_\_



# Materials Order Form

Please indicate the quantity needed of each of the following items and fax or mail this form to our office. Thank You.

\_\_\_\_\_ 8X10 Photo's B/W

\_\_\_\_\_ 8X10 Photo's Color

\_\_\_\_\_ Posters

\_\_\_\_\_ Flyers

\_\_\_\_\_ Bulletin Inserts

\_\_\_\_\_ Biography

\_\_\_\_\_ Radio Promo CD

\_\_\_\_\_ News Release

\_\_\_\_\_ Business Cards

\_\_\_\_\_ Comp. Tickets

## Music For Radio Play

Going Home

To The Church

You Asked For It

Looking Up

Built On The Rock

Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

The Moodys  
131 Granada Dr.  
Universal City, Texas 78148  
Phone/Fax (210) 566-7590

## *News Release*

***The Moodys*** are one of the most fun filled and ministry focused families in the gospel music industry today. Hailing from Texas they have taken their style of gospel music from coast to coast and border to border for over fourteen years. This family focused ministry has a style that some would say is a mixture of both southern and country gospel while delivering their own personality that will send you away having been both blessed and entertained.

Touring for an average of 200 dates a year ***The Moodys*** spend a great deal of their time sharing with you the love of a wonderful Savior as well as there tremendous appreciation for the ones who daily give us the freedoms that we all so richly enjoy . . .our dedicated men and women in uniform. You won't want to miss the opportunity to experience this talented and dedicated family.

Texas has long been known for its many sons and daughter who have made their mark in gospel music. Once you experience ***The Moodys*** you will agree that God has sent one more gift from ***Deep In The Heart Of Texas!***

# Graphic Art

On the Promotions page of our web site you will find Several different pictures and logos for your use in promotions.

