

Jay Ungar & Molly Mason

A Guide to Publicizing Jay & Molly

Who are Jay & Molly's audience?

- Public TV viewers and public radio listeners.
- Civil War buffs and interest groups.
- Folk music enthusiasts.
- Fiddlers and fiddle music enthusiasts.
- String players and string teachers.
- People interested in Americana and American history.

How to best reach Jay & Molly's audience?

- Schedule local print media interviews with Jay & Molly.
- Schedule public broadcast media interviews with Jay & Molly.
- Underwrite popular public radio and TV programs.

Some suggested public radio shows.

A Prairie Home Companion

Morning Edition

All Things Considered

Performance Today

Thistle and Shamrock

- Buy display ads in public TV and radio program guides.
- Underwrite appropriately timed airings of *The Civil War*, *Songs of the Civil War*, or *Brother's Keeper* (or other PBS documentaries that featuring Ungar & Mason's music).

Swinging Door Music, PO Box 49, Saugerties, NY 12477

Contact Us • www.jayandmolly.com • 845-246-2121