

## Promoting Through Radio and Television

Lately it seems that more members are interested in promoting themselves through the media of radio and television. The AFM and the Calgary Musicians Association have agreements with CBC nationally and Citytv locally, which provide good opportunities for promoting yourself or group while being paid for the effort. These days it's important to have something specific to promote, such as a CD release or an important concert.

Below is a list of some of the producers of various shows along with contact information:

**Local CBC** radio producers include: Catherine McClelland (Our Music – Key of A – Symphony Hall – Homestretch music consultant) 521-6241 or [catherine\\_mcclelland@cbc.ca](mailto:catherine_mcclelland@cbc.ca) ; Catherine Duncan (Our Music – Key of A – Symphony Hall – Homestretch music consultant) 521-6109 or [catherine\\_duncan@cbc.ca](mailto:catherine_duncan@cbc.ca) ; Bernard Graham (Homestretch – singer/songwriter) [bernard\\_graham@cbc.ca](mailto:bernard_graham@cbc.ca) ; mailing address is PO Box 2640 Calgary AB T2P 2M7.

**Provincial CBC** radio producers: Joe Fingerote, Executive Producer for Alberta, 780-468-7456 or [joe\\_fingerote@cbc.ca](mailto:joe_fingerote@cbc.ca) ; mailing address is Suite 123 Edmonton City Centre, Edmonton AB T5J 2Y8; Dan Cherwoniak (Saturday Night Blues – blues/roots/variety) (780) 468-7472 or [dan\\_cherwoniak@cbc.ca](mailto:dan_cherwoniak@cbc.ca) ; Dominique Roy (Francophone-concert specials) (780) 468-7828 or [domenic\\_roy@cbc.ca](mailto:domenic_roy@cbc.ca) ; mailing address is PO Box 555 Edmonton AB T5J 2P4.

**National CBC** radio producers: Ann MacKeigan (Jazz Beat submissions – contemporary jazz) [ann\\_mackeigan@cbc.ca](mailto:ann_mackeigan@cbc.ca) or (416) 205-3782.

**Citytv** TV engager for 'Breakfast Television': Glenn Stevenson (403) 508-2222 ext. 5144 or [glenn.stevenson@chumtv.com](mailto:glenn.stevenson@chumtv.com)

These producers will most likely require a press kit. This would contain a CD, bio, picture, cover letter and any other relevant information. It is always best to make initial contact to see if they are taking submissions. Once you do submit a proposal or request, a follow-up call would be appropriate in 10 days to 2 weeks.

Remember that even though your submission may be top notch, it may take more than one attempt to secure an engagement. The producers receive many submissions and are restrained because of budgets and prior commitments. If you are successful in scoring a gig, be sure that all is in order. You will be playing live in most cases, so be well rehearsed. Also if you are promoting a CD, it is a good idea to make sure that it is available for purchase through record stores or web sites. Good luck.

In my last column, I had indicated that credit card fees would be passed on to members using this method of payment. The Executive Board has now reviewed and approved next years' budget and has decided the Association is in a position to absorb the costs for the time being and we are pleased to be able to offer this service to the membership.