



The Beauty of Creation

*The 44th National Convention of the
American Guild of Organists
Denver, Colorado*

AGO
Denver 1998

W508

Susan Tattershall

The Beauty of Recreation: Restoring Organs in Mexico (Part I)

Vista Room, HYATT

During 16 years of restoring organs in Mexico, Ms. Tattershall has seen organs damaged by rats, bats, and birds, and organs protected for centuries by the fierce determination of villagers who think it is a "piano." With slides and recordings, we'll see the before and after, get to know the odd dispositions of these organs, learn about the Evil Eye and what to do about it, and talk about the challenges of reviving organ culture in a land where the organ's near-death experience has endured now for nearly 75 years. (Continued in Workshop W608.)

W509

Art Stewart

Getting Noticed: Effective Marketing and Public Relations (Part I)

Parisienne Room, HYATT

Whether you're an organist, music director, conductor, composer, or educator, in today's competitive performing arts or church music marketplace, every action you take as a leader or performer carries an impression. If you choose to manage perceptions, you will get noticed. This workshop will show you how to develop effective marketing and public-relations initiatives that will drive your success. The workshop components will be covered in the context of applying them to career advancement; program, audience, and organizational development; fund-raising; and mission and outreach. (Continued in Workshop W609.)

The University of Kansas
School of Fine Arts
Department of Music & Dance

Organ and Church Music at The University of Kansas

Degree Programs

Organ Performance

B.M. • M.M. • D.M.A.

Church Music (Organ or Choral Emphasis)

B.M. • M.M. • D.M.A.

Faculty

James Higdon

Professor of Organ and Church Music

Michael Bauer

Associate Professor of Organ and Church Music

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Bales Organ Recital Hall

Hellmuth Wolff, op.40