

## A RADIO PROGRAM FOR THE KING OF INSTRUMENTS

**Program No. 1348 (12/2/2013) • A Swiss Mix.** . . . a sampler of instruments in Basle, Arlesheim, Bern, Fribourg, Geneva, Romainmotier, Lausanne, Sion, Lucerne, and Zurich to be explored during the upcoming PIPEDREAMS Tour of Switzerland (May 10-23, 2014).

**Program No. 1349 (12/9/2013) • An English Nativity Festival** . . . choirs and organists share a bountiful repertoire drawn from many years of the British holiday tradition.

**Program No. 1350 (12/16/2013) • The American Organists' Christmas** . . . performers, composers, arrangers, and instrument-builders join in providing music for the holiday celebration.

**Program No. 1351 (12/23/2013) • International Holiday Surprises** . . . a multi-cultural exploration of diverse musicks for the Festival of the Nativity.

**Program No. 1352 (12/30/2013) • An Organist's Yearbook** . . . our annual Olde Yeare-New Year reflection, highlighting recent CDs, concert excerpts, prize-winning performances, memorial tributes and more.

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Perhaps you've noticed these short-form listings for December. **Now, ponder what it might be like if PIPEDREAMS didn't show up under your Christmas tree this year at all.** This is your program, and PIPEDREAMS needs your cooperation to sustain and build audiences and to reach out to more diverse communities.

We provide two hours of fresh PIPEDREAMS programming each week, plus hundreds of hours of archived audio from past broadcasts are available online. Make the most of *your* PIPEDREAMS potential by listening whenever you can, either on-air or on-line. But also, spread the word to any and all about this program devoted to your favorite instrument.

**You** can increase awareness of the world's most informed and inclusive organ music radio broadcast...and while doing so also increase public awareness of and interest in the pipe organ! Might you include some basic promotional information in available cost-free outlets? It would do a world of good...

**Where/When?** In *every* program you print for *any* local organ recital you sponsor or perform; also your church or synagogue bulletins or newsletters as appropriate, particularly in a week for which you are planning special organ music. Make this a regular insertion, not just a one-time affair, so that the message has a chance to sink in.

**What?** A *brief* paragraph, something like this: "*Enjoy organ music in its infinite variety each week with PIPEDREAMS from American Public Media, heard [day, time, station call-letters, frequency and city]. Also listen to PIPEDREAMS on the internet at any time (24/7) at [www.pipedreams.org](http://www.pipedreams.org)*"

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...Utilize the website's "Search" function to find specific pieces, players and places.

... 'Like' us on our Facebook page and share some of your favorite PIPEDREAMS memories.

... Have yourself a very Merry Christmas! Let's all work together to promote the pipe organ in the New Year!!