

Steinway & Sons
General Public Relations/Press Representation for North America

1.) Horowitz: NSAS used the opportunity of the first anniversary of Horowitz's death to obtain publicity for Steinway & Sons, offering the company's chief piano technician, Franz Mohr, as an interview subject.

Results:

- Article by Associated Press (November, 1989) with Mohr as subject;
- WQXR, interview with Mohr by New York Times writer who was also a broadcaster (aired 5 November 1990).
- WFUV-FM, "Concert Grand," February, 1991, interview with Mohr.

2.) Death of Vladimir Horowitz (1990)

Publicity on Steinway's long-term relationship with Horowitz. Nancy Shear interviewed Mohr and wrote story which was published as a special memorial to Horowitz.

3.) Horowitz Piano in New York City (Steinway Hall)

Fully serviced the visit of the piano and the public's being allowed to play it.

Results Sampling:

- ABC network World News Tonight with Peter Jennings (8 Aug 1991)
- New York Post - photo
- Channels 4 and 7, news coverage live from Steinway Hall
- Daily News feature
- New Yorker, "Talk of the Town," feature of June 4, 1990

4.) Horowitz Piano on Tour

Serviced entire 75-city U.S. tour of the Horowitz piano, providing every dealer with written materials and assistance with publicity strategy.

Results Sampling:

- Major article in Musical America Magazine
- Segment on World News Tonight with Peter Jennings on the ABC network (August 8, 1991)
- CNN 3-minute feature, 8 June 1992. Was aired several times.
- Several CNN promos mentioned Steinway.
- Feature in Symphony Magazine

5.) Steinway Piano Number 500,000th in New York City and Vicinity

Prepared written information including press releases, media alerts and biography of piano's designer. Prepared generic releases for local dealers' use for piano's 18-city U.

S. tour. Made recommendations concerning orchestras and organizations to host 500,000th piano. Piano was performed on in Mostly Mozart concert, Alice Tully Hall, July, 1990. NSAS arranged for and wrote an informational (promotional) sheet to be stuffed into 6,000 programs. Arranged for 500,000th to be performed on at special black tie Gala Banquet and Concert for the New Jersey Symphony Orchestra at the Harborside Financial Center. Patrons and Board Members, many important in New Jersey corporate and philanthropic life, attended. Piano was the focal point of the evening, and was called the "star of the performance" in a preview article in the New Jersey Star Ledger, and "the center of all attention" in a review in the same paper. A full article appeared in New Jersey Home News. This exposure was particularly valuable as Steinway did not have a New Jersey dealership.

Conceived idea of exhibiting the piano in the Winter Garden of the World Financial Center, made all arrangements, and fully publicized it as an event. Target "audience" was thousands of upscale and wealthy professionals, perhaps the largest concentration of financial professionals anywhere in the world. The purpose was to acquaint them with the name of Steinway, in association with the highest quality and prestige. Introduced programming idea to World Financial Center and worked out all details. Developed all written materials for publication as well as for promotional use by the WFC. Had piano prominently displayed in the spectacular setting of the Winter Garden, and had it performed on in a public concert by Billy Taylor. Had notice of Steinway Piano Number 500,000's visit on all electronic bulletin boards in the Center, and on printed placards.

Results Sampling:

- Arranged for ABC-TV news announcement about piano's being back at Steinway Hall (October, 1990).
- Arranged for piano to be on CBS "This Morning" Show (performed on by Billy Taylor), 27 September 1990.
- Item and separate full article in Gannett Westchester newspapers, and New York Times Westchester edition.
- Voice of America feature, August, 1990.

5.) Crisis Management

Problem: Antagonistic journalist preparing negative article for major US newspaper.

Solution: Advised on strategy and counseled on what steps should be taken to correct misinformation, and to convey truth about company to writer. Also advised on what not to do in contact with writer.

Problem: Efforts of disgruntled former dealer to discredit the company.

Solution: Worked with company executives on strategy. At the first evidence of his efforts, NSAS researched and developed written pieces on the maintenance of pianos

(generic) to help disseminate the truth about his allegations. Arranged for Steinway executives to do interviews on radio stations and for articles in dealer's home state.

Problem: Article in piano trade journal about acoustical test whose results were misleading and potentially harmful to Steinway.

Solution: Developed plan of action which NSAS implemented. Did research, spoke to all concerned, and developed releases which were distributed to targeted media. Obtained retraction from magazine; followed up with press.

Problem: On formation of its Boston Piano Company, Steinway Musical Properties (parent holding company of Steinway & Sons) entered into an agreement with a Japanese piano manufacturer to build the new instruments in its factory. That company erroneously announced that Steinway & Sons' pianos, and not those of the entirely new company, would be mass produced in Japan, causing potential damage to Steinway & Sons' reputation. The announcement received international exposure.

Solution: Advised Steinway Musical Properties on a highly controlled correction announcement to clarify the situation and avoid future confusion that Steinway & Sons' manufacturing process would not change. We implemented crisis control project, distributing a clarification statement to outlets in U. S. and Japan for three days, almost around the clock. Developed question and answer sheets for in-house use as well as for media distribution to provide correct information. Serviced Japanese media in the U.S.

Results (clarification statements):

- New York Times
- Los Angeles Times
- Boston Globe
- Newsweek Japan
- Kyodo News Service

6.) Creating Opportunities for Positive Client Media Coverage

- Arranged for Steinway owners to be featured guests on Cable News Network's "Pinnacle," a highly-regarded half-hour interview program featuring one corporation president or CEO per program (for broadcast in March, 1993). Program included interview segments and footage shot at the Steinway factory and Steinway Hall.
- NBC Nightly News with Tom Brokaw (3 April 1991), on Steinway quality.
- Amtrak Express article (May/June, 1992). 5-page article with photos.
- Arranged for Mayor Dinkins to tour the Steinway factory
- Researched extensively (with Roosevelt Hospital and other sources) physical and psychological benefits of adults and senior citizens playing piano for possible round-up features.

- Developed press release concerning Steinway's being the piano of choice by winners of Tchaikovsky, Casadesus, and Kapell Competitions.
- Worked with Paris Vogue on Steinway Hall article for November, 1990, issue.
- Researched and developed informational release on Steinway Piano #1225, the first art-case piano made by Steinway.
- Arranged for Steinway concert grand to be played at Lincoln Center's outdoor promotion of the first annual National Arts Week observance, September 21, 1992.
- Worked on reception for The Steinway Book, by Ronald Ratcliffe. Acted as liaison between Steinway and Chronicle Books (publisher). Assisted in distribution of copies of book for publicity purposes. Work resulted in positive article/ review of book in Classical Magazine, February, 1990.
- Handled announcement of Steinway Music Properties' purchase of Wm. Lewis & Sons.
- Formulated promotional plan around Steinway vertical piano which had traveled around the world on board the S. S. Vistafjord, and which had been signed by all pianists who had played it.
- Reception for publication of Harold C. Schonberg's biography of Vladimir Horowitz: Worked with the book's publisher, did copy and design for invitations, developed media invitation list, and coordinated events of the evening.
- In an effort to specifically address Steinway sales, NSAS arranged for freelance writer from the mid-west to visit the factory. Results included major story for Chicago Tribune travel section; Steinway factory photos on covers of Key Magazine and Clavier; items about factory tours in Illinois State Music Teachers Association Newsletter (valuable to company for sales).
- Profile on new Steinway Vice President Sanford Woodard in Crain's New York Business.
- Handled announcement of John Steinway's death, and issued some invitations to memorial (1989). Placed obituary in New York Times and other publications, resulting in extensive media coverage.
- Brought editor of Symphony Magazine to Steinway factory. Resulted in Steinway's inclusion in generic article on pianos, November/December, 1989, issue.
- Business Week article (March 26, 1990, "In Search of a Truly Grand Piano?"). Placed story about Steinway pianos appreciating in value.
- Placed interview with Peter Goodrich on the occasion of his promotion in his hometown newspaper and an announcement in Crain's New York Business magazine ("Executive Moves," November 9, 1992).
- Schuyler Chapin Appointment: Results included photo and column item in New York Times Chronicle column (July 23, 1990); and cover of West Side TV Shopper (has large distribution in stores, hotels, and apartment lobbies throughout Manhattan's West Side, October 6-12, 1990).
- 65th anniversary of Steinway Hall: Coverage in Anita Summer's syndicated column, and large feature in Staten Island Advance (17 August 1990, and syndicated on the Newhouse chain).

- Christmas gifts: With sales objective, serviced all pertinent media about giving Steinway pianos as holiday gifts. Focused on special pianos which the company wanted to sell. Also stressed the "sound investment" concept. Was carried by wire services and "This Week in Westchester".
- New York Philharmonic 150th Anniversary Developed plan for Steinway to be part of orchestra's celebration with a reception for current and retired orchestra members in Steinway Hall. NSAS developed concept and copy, and worked with designer on invitations. We coordinated publicity activities with the orchestra's PR department. The event fell within the official Anniversary week, brought Philharmonic Board members into Steinway Hall, and resulted in a New York Times story.
- Mat service story on Steinway quality: supplied information developed by our office, tapes of television and radio broadcasts, brochures, releases and news clippings. Worked with writers in having Steinway prominence without the blatant commercialism which would prevent large pick up by newspapers.

7.) Special Publicity Project Involving Factory tours

Results (Sampling):

- Clavier, May/June 1990
- Clavier, January, 1992, photo and announcement
- New York Daily News
- Rochester Democrat
- New York City Guide, Spring, 1990
- New Yorker, featured item, May 28, 1990
- New York Magazine - half-page
- New York Newsday
- National Public Radio, two features, and an article written by one of the broadcasters
- New York Times - announcement
- Newsday, "Behind-the-Scenes Fun," September 29, 1989
- Chicago Tribune, "Tuning Up," September 20, 1992
- Associated Press article, May, 1990
- Fox TV (Channel 5), feature (Ten O'Clock News, Fox Feed, and Sky Channel to London, and Tokyo)
- CNN Newsroom, September 21, 1990 (substantial broadcast)
- Newsday, "Kidsday" article (large feature about taking children on tour of factory), July, 1990
- Inclusion in Amtrak Express, "Lights, Action, Christmas in New York City." November/December 1991.
- New York Magazine, 1990, factory tour feature - Keyboard Classics, full article about Steinway and factory tours
- Promenade magazine
- New York Convention and Visitors Bureau's "New York Music Trail" project and brochure which included the Steinway Factory.

8.) Franz Mohr, Steinway & Sons Chief Concert Technician

Because of the interesting nature of Franz Mohr's job and his associations with the great pianists of our time, and because of the positive way in which Mohr's work reflects on the company, we maximized our work on his behalf. We approached the general media about personality pieces, and the trade media about exposure which would focus on his work for the company.

Results (sampling):

- Associated Press
- Mary Campbell interviewed Mohr at Steinway Hall (brought photographer); story was syndicated. Item was also carried on the AP Daybook
- United Press International - Interviewed Mohr by telephone; used quotes in their memorial story on Horowitz
- New York Post - Reporter and photographer met with Mohr at Steinway Hall. Article and photo
- WINS News Radio - Interviewed Mohr; feature aired afternoon and evening
- Newsday - Major story on Mohr
- Voice of America - Did interview in Washington, DC
- CBS-TV (national) - Nightwatch. Taped in Washington; excellent feature. We supplied footage of factory and of famous Steinway Artists
- New Yorker - Interview/story in "Talk of the Town," June, 1990
- Piano Quarterly - Story was in January issue
- Chicago Tribune - Two-page story, January, 1990
- Keyboard Classics - Full feature
- Associated Press article/profile, November, 12, 1989
- Article in Confetti Magazine ("Support Systems")
- Feature in Symphony Magazine of reminiscences by Mohr about Rudolf Serkin on Serkin's death
- Interview by James Barron of the New York Times for WQXR, 1990
- Keys Magazine, Mohr photo on cover, May/June, 1992 - interview, WFUV Radio (1991)

9.) Mohr's Individual Visits to Dealerships (New York, Philadelphia, Indianapolis, St. Paul, Chicago, Grand Rapids, Dallas, Sacramento, and Minneapolis)

Developed all press materials; made contact with each dealership, suggesting strategy for events to give Franz Mohr's visits maximum publicity; and offered to fully service each date locally. Mohr Visit to Sao Paulo, Brazil (for 8th International Music Fair, September, 1991) Objectives were to increase presence of Steinway in Latin America for the ultimate objective of increasing piano sales, and to increase technical support to Steinway owners. To this end, NSAS serviced all Brazilian publications with information on Mohr and Steinway. Worked directly with them. Also worked with Latin press contacts in the U. S.

10.) Kopf Piano (Specially Designed Steinway Piano Number 500,001)

Interviewed designer Kopf and did research. Wrote copy about the piano for invitation to lecture by him in Steinway Hall. Prepared written materials and fully serviced media for Kopf piano's visit to Steinway Hall (1990). Serviced all local media in cities where Kopf piano appeared on tour.

Results:

- Full-page article with photograph in New York Times Sunday Magazine, 1990, about unfinished piano
- Large article in Staten Island Advance, part of the Newhouse syndicate

11.) Factory Selection Events

(Sales in dealerships' showrooms or rented space, where great numbers of Steinways are offered. Unpaid publicity is often hard to obtain for commercial sales events, but we frequently had good results.) Developed generic press release for all dealerships hosting the FSE's. We provided information and helped with strategy in planning local events which would bring in crowds and provide a "hook" for stories. In some cases, we took over publicity efforts completely, contacting all local media outlets on behalf of the dealership. Twenty-seven FSE's took place across the U. S. between September, 1989, and January, 1990.

12.) White House Piano Restoration and Visit to Steinway Hall, December, 1991

Objective: To have the Steinway name mentioned closely with The White House.
General Efforts: Worked closely with The White House, providing information on Steinway, and obtaining approval on PR plans and written materials. Reversed decision of The White House not to allow Steinway to publicize the visit. Interviewed technicians at Steinway's Restoration Center, did research, and developed press release. Contacted news outlets by mail and fax. Followed up by telephone. Dealt with New York and Washington outlets to promote Steinway in general and the Restoration Center in particular. Worked extensively with all media who did stories, providing information, photographs, interviews with Steinway officials, and made all arrangements for photo sessions. Handled separately as news item as well as feature story.

Results:

- The Washington Post, feature story
- Channel 5 News, broadcast live from Steinway Hall
- Associated Press news wire
- Voice of America feature
- New York Newsday
- New York Post
- WABC TV News
- Musical America (possibly)
- M Magazine (possibly)
- Clavier Magazine

13.) Opportunities Taken for Steinway with Other Nancy Shear Arts Services Clients

- Arranged for Nancy Shear Arts Services client Alexei Sultanov (Gold Medal winner of the Van Cliburn Competition, for which NSAS did world-wide press representation), to play a Steinway piano on The Today Show, The Tonight Show with Johnny Carson, and in TIME Magazine feature (June 26, 1989; The Steinway name was prominently mentioned in the article, and shown in photograph).

- Arranged a feature on CBS Sunday Morning for another client, Janina Fialkowska. Had interview segments taped at Steinway Hall.

- Arranged for Jeffrey Siegel to be in Cable News Network's "Pinnacle" program featuring Steinway owners (which Nancy Shear Arts Services arranged). Broadcast March, 1993.

14.) Steinway Hall

NSAS consistently created opportunities to bring a carefully targeted clientele into Steinway by developing concepts for event programming and, when necessary, fully producing and publicizing these programs. Many of these events are discussed in other categories in this profile. In addition to acting as press representative, Nancy Shear personally arranged for New York University Continuing Education class ("The Metropolitan Experience," 75 upscale young adults) to visit Steinway Hall. She presented a full lecture on music, and Steinway arranged for a short concert and reception. Announcement of this appeared in NYU's Bulletin, mailed to 300,000 persons. Nancy Shear also arranged for reception at Steinway Hall for New York organization of archivists (October, 1990). NSAS worked on reception for Skitch Henderson in Steinway Hall, April, 1990. Attended planning meetings to benefit Steinway interests, and handled many RSVP calls and other details.