

**Douglas Niedt**

**Phone:** 816.235.2922

**Email** (no spaces): Douglas Niedt @ Douglas Niedt . com

**Website:** DouglasNiedt.com

## **The COMPLETE Digital Press Kit**

This package contains:

1. Full Artist Biography
2. Concert Program Biography. A shorter version of the biography (plus credit lines) for the concert program.
3. Press Acclaim (quotes from the press)
4. All About Press Releases. This is a short explanation of how to use press releases.
5. Press Release (full version)
6. Press Release (for calendar listings)
7. All About PSAs. This is a short explanation of how to use Public Service Announcements.
8. Public Service Announcements (ten-second and thirty-second versions)

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## Full Biography

### **Douglas Niedt, Guitarist**

"One of the most outstanding musicians in the world today" is how one critic described the sensational American guitarist, Douglas Niedt (pronounced "neet"). Douglas' listeners around the world know him best for his love of fresh, diverse, and emotionally engaging repertoire performed with incredible energy, technical perfection, and most of all, emotional depth.

#### **REPERTOIRE**

His concerts include music not only from the traditional classical repertoire, but also film music, jazz, Celtic, boogie, and American theater music.

Besides his unique repertoire, which includes his one-of-a-kind arrangements for classic guitar of music by Gershwin, Duke Ellington, Dave Brubeck, Secret Garden, Tommy Emmanuel, and Richard Rodgers, Douglas has a singular style of presentation for a classically trained artist. During the course of the concert, in an informal manner, he often includes commentary, information, and anecdotes about the guitar, its music, and himself. His striking ability to communicate with his audience makes his performances seem more like an intimate gathering of friends than a recital for strangers.

#### **BACKGROUND**

A native of St. Louis, Mr. Niedt began his study of the guitar at the age of seven with his father, an amateur guitarist. Douglas' interest in music was stimulated by his father's encouragement to listen to and explore the entire spectrum of music. By the time he was fourteen, he had received first prize awards in national competitions sponsored by the American Guild of Music. International recognition and acclaim followed his first prize sweep at the age of seventeen of the Chet Atkins International Guitar Competition in

**Douglas Niedt, guitarist: Full Biography, page two of two:**

which three hundred guitarists were entered from around the world. Since then, Douglas has polished his playing to gem-like brilliance through studies at the Juilliard School, the Segovia Master Classes in Spain, and with masters Pepe Romero, Narciso Yepes, Christopher Parkening, Jorge Morel, and Oscar Ghiglia.

**ACCLAIM**

At the age of twenty-one Douglas made his New York debut in Carnegie Recital Hall. This successful debut demanded three return appearances in the same hall the following years. He has since appeared before enthusiastic audiences across the country prompting one critic to write, "Mr. Niedt is not only a brilliant master of his instrument, but a performer of great sensitivity; the wealth of sound and the dynamic finesse which he elicits from the guitar promise to make him a worthy companion of the few great guitarists such as Andres Segovia and Julian Bream."

**CDs and DVD**

He has two fabulous CDs, *Pure Magic*, and his Christmas CD titled *In Heavenly Peace*. His performance video, *Douglas Niedt--American Virtuoso*, is distributed by Mel Bay Publications. Many of his arrangements are published in two music folios, *Virtuoso Visions* and *Classic Guitar Artistry*.

His new book is titled *How to Make a Million Dollars Playing the Guitar*. It is a no-nonsense guitarist's guide to making a good living in the music business while also achieving personal fulfillment.

All of his CDs, DVD, and books are available on Douglas' official website, [www.DouglasNiedt.com](http://www.DouglasNiedt.com).

**TEACHING**

Recognized for his excellence in teaching, he is head of the guitar program of the Conservatory of Music and Dance, University of Missouri at Kansas City.

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## BIOGRAPHY FOR CONCERT PROGRAM

### **Douglas Niedt, Guitarist**

A native of St. Louis, Mr. Niedt began his study of the guitar at the age of seven with his father, an amateur guitarist. He later polished his playing to gem-like brilliance through studies at the Juilliard School and the Segovia Master Classes in Spain, and with Christopher Parkening, Narciso Yepes, and Jorge Morel.

He made his New York debut at the age of twenty-one in Carnegie Recital Hall. Since then he has appeared before enthusiastic audiences across the country, prompting one critic to write, "Mr. Niedt is not only a brilliant master of his instrument, but a performer of great sensitivity. The wealth of sound and the dynamic finesse which he elicits from the guitar promise to make him a worthy companion of the few great guitarists such as Andres Segovia and Julian Bream."

more...

**Douglas Niedt, guitarist: Biography for Concert Program, page two of two:**

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Recognized for his excellence in teaching, he is head of the guitar program of the Conservatory of Music and Dance, University of Missouri at Kansas City.

**Program Credits:**

Douglas Niedt plays a Jose Ramirez guitar (1973), by Sherry-Brener Ltd., Chicago, IL

Douglas Niedt's recordings, video, and published music are available for sale on the Official Douglas Niedt Website at: [www.DouglasNiedt.com](http://www.DouglasNiedt.com)

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## PRESS ACCLAIM

### **Douglas Niedt, Guitarist**

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#### **From the Chicago Tribune**

Mr. Niedt is not only a brilliant master of his instrument, but a performer of great sensitivity; the wealth of sound and the dynamic finesse which he elicits from the guitar promise to make him a worthy companion of the few great guitarists such as Andres Segovia and Julian Bream.”

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#### **From KC Metropolis.org**

Once in a generation or so, an artist emerges whose command of technique is so grounded that all boundaries to musical expression are lifted and what ensues is a flawless interpretation of pure beauty. Doug Niedt is one such artist in our time.

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#### **From the St. Louis Post-Dispatch**

You don't always get what you wish for, but one of my dreams just came true. I kept hoping that performers and composers of music for classical guitar would expand their horizons to North America and make the guitar more "ours" than "theirs."

St. Louis guitarist Douglas Niedt, whose recital was given a warm welcome by a large and enthusiastic crowd managed to do just that. Douglas Niedt made it seem like the guitar was our national instrument.

**more...**

**Douglas Niedt, guitarist: Press Acclaim, page two of two:**

Despite the tux he wore, his relaxed playing, articulate comments on the music and self-effacing humor all reinforced the impression of the audience's being invited to the home of a good friend for some serious musical fun.

It turned out to be a perfect crossover recital, one of those rare instances where music really does transcend national boundaries and artificial categories.

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### **From the Kansas City Star**

Douglas Niedt is a first-rate guitarist with polished technique and a room-filling tone. His easy, versatile technique seemed to know no obstacles.

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### **From the Atlanta Journal-Constitution**

The classical guitar, when expertly played, can provide one of the most emotionally rewarding musical experiences to be had in the recital hall.

The pleasures lie in the delicate subtleties of rhythm and tonal coloration, and these joys were brought home by guitarist Douglas Niedt, a personable artist from St. Louis who has clearly mastered the technical demands and communicative riches of his instrument.

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## About PRESS RELEASES

### **Douglas Niedt, Guitarist**

A press release is the announcement of your concert to editors, producers, and reviewers. It outlines a news story and provides background information. It is important that the release follow a professional format and it is vital that it capture the attention of the reader quickly.

Here are a few technical points. The headline is a short phrase which gives the editor an idea what the story is about. It should be intriguing and lead the person who is reading it to move on for more. Mark the end of the release with the symbol “###”. It is good to keep the release short. The release should be 350 words or less.

Most publications prefer that you send the release by email rather than a hard copy. This type of release is usually sent out six weeks prior to an event. But check the deadline requirements for each publication!

Most newspapers and magazines print listings of daily or weekly cultural performances. Find out who the calendar editor is for each of the area’s publications and send them a release prepared specifically for that kind of listing.

**more...**

**Douglas Niedt, guitarist: About Press Releases, page two of two**

We have included a sample Calendar Listing Press Release in our Digital Press Kit. *Don't send a full press release and expect the editor to sift out the important facts.* Instead, prepare a condensed version of your already written full press release.

Sometimes an editor will want information about the program, so include that in the calendar listing release also. You can include the actual program list or a description.

Some publications will feature a good photo. However, check first with the editor to see if it is okay to email a photo.

Again, check the deadline requirements for each publication's calendar listings. A magazine may need your release more than two months in advance of your program date. A newspaper will have different requirements.

We have supplied examples of both types of press release—the full news story release and a short calendar listing release. You may write your own, or simply copy and paste ours. Fill in the necessary information on sponsors, concert location, time, ticket information, etc.

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Attention Presenter:

This is the *full version* of the press release. Retype on your own letterhead or copy and paste into your own email template if you have one, and **fill in all underlined bold fields with your own information**. Feel free to rewrite any or all of it as you see fit.

## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

Contact: (**your name**)  
(**your telephone number**)

**NOT SO CLASSICAL GUITARIST TO PERFORM IN** (**name of city**)

The (**name of your organization**) will present the outstanding American guitarist, Douglas Niedt (pronounced “neet”), in concert at (**location of concert**) on (**day of week**), (**date of concert**), at (**time of concert**).

Douglas’ listeners around the world know him best for his love of fresh, diverse, and emotionally engaging repertoire performed with incredible energy, technical perfection,

**more...**

**Douglas Niedt, Guitarist to Perform, page two of two**

and most of all, emotional depth. Along with traditional classical repertoire, Niedt will play his one-of-a-kind arrangements of music by Gershwin, Duke Ellington, Secret Garden, and Tommy Emmanuel.

Besides his unique repertoire, Niedt has a singular style of presentation for a classically trained artist. During the course of the concert, in an informal manner, he often includes commentary, information, and anecdotes about the guitar, its music, and himself. His striking ability to communicate with his audience makes his performances seem more like an intimate gathering of friends than a recital for strangers.

A native of St. Louis, Mr. Niedt began his study of the guitar at the age of seven with his father, an amateur guitarist. He later polished his playing to gem-like brilliance through studies at the Juilliard School and the Segovia Master Classes in Spain, and with Christopher Parkening, Narciso Yepes, and Jorge Morel.

His fabulous CD, *Pure Magic*, received a rave review in England's *Classical Guitar Magazine* and led to his appearance on the cover of *Fingerstyle Guitar* magazine last year. His new Christmas CD is titled *In Heavenly Peace*.

Recognized for his excellence in teaching, he is the head of the guitar program of the Conservatory of Music, University of Missouri at Kansas City.

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Attention Presenter:

This is the *Short Calendar Version* of the press release. Retype on your own letterhead or copy and paste into your own email template if you have one, and **fill in all underlined bold fields with your own information**. Feel free to rewrite any or all of it as you see fit.

## **PRESS RELEASE**

**(Calendar Listing)**

FOR IMMEDIATE RELEASE

Contact: (your name)

(your telephone number)

**NOT SO CLASSICAL GUITARIST TO PERFORM IN (name of city)**

The (name of your organization) will present the outstanding American guitarist,  
Douglas Niedt (pronounced “neet”), in concert at (location of concert) on (day of week),  
(date of concert) at (time of concert).

**more...**

**Douglas Niedt, Guitarist: Calendar Listing, page two of two**

Niedt is best known for the wide variety of music he plays in his concerts and recordings. Along with traditional classical repertoire, Niedt will play his one-of-a-kind arrangements of music by Gershwin, Duke Ellington, Secret Garden, and Tommy Emmanuel.

Tickets are (**prices**) and are available at (**location and address**). For more information, call (**telephone number**).

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## About PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

### **Douglas Niedt, Guitarist**

If you are a nonprofit organization, you are eligible for free radio and television public service programming: commercial spots called public service announcements or PSAs, or public interest programs.

If you want to investigate the possibilities, call the radio and television stations in your area and ask for the name of the person who handles public service announcements. Also ask for their job title. This may be the public affairs director, community relations director, or community development director.

When you get that person on the phone, tell him or her that you are nonprofit and you would like to know the station's requirements for submitting public service spots. Follow these requirements exactly because a lot of people are competing for the air time. Radio stations may require a lead time of over four weeks, television stations up to six or eight weeks. Don't forget to ask if there are other public service possibilities such as interviews on community affairs programs.

PSAs are aired during commercial breaks and are of varying lengths. We have supplied you with ten second and thirty second examples. You may write your own or simply retype this sample on your own letterhead or copy and paste into your email, filling in the missing information. Most radio and television stations prefer that you send the PSA by email rather than a hard copy.

It is best to double space the copy. Spell out numbers under ten and type dates with ordinal suffixes (October 8<sup>th</sup>, April 21<sup>st</sup>). Include phonetic spellings for foreign or difficult to pronounce words and names **as we have done for Douglas Niedt: (pronounced "neet")**. Use short active words and sentences in your announcements for the most impact.

**more...**

**Douglas Niedt, guitarist: About Public Service Announcements, page two of two**

Time your copy in a normal conversational voice at a normal speed. But remember it is better to run just a bit long and let the station trim words than not to supply enough copy.

Ticket prices often may not be mentioned in a PSA. Just state the phone number to call for information. Also, you have no control over the scheduling of your PSA. Even though they may be aired at odd hours, you will be amazed at how many people manage to hear them.

Finally, if your organization is not familiar to the radio/television stations, be sure to send a cover letter on official stationery. This should be brief and include a description of your organization. You might also have to certify your nonprofit status.

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Attention Presenter:

Here is a Public Service Announcement (PSA) in both a 10-second and 30-second version. Retype on your own letterhead or copy and paste into your own email template if you have one, and **fill in all underlined bold fields with your own information**. Feel free to rewrite any or all of it as you see fit.

## **PUBLIC SERVICE ANNOUNCEMENT**

For further information, contact: (**your name**)  
(**your phone number**)

Re: Concert on (**date of concert**)

For Release: (**date you wish announcements to begin**)

Kill Date: (**date you wish announcements to end**)

**more...**

Ten Second Version:

The (**name of your organization**) presents guitarist Douglas Niedt (pronounced “neet”) in concert at (**location of concert**), on (**day of week**), (**date of concert**) at (**time of concert**). For information call (**telephone number**).

Thirty Second Version:

“One of the most outstanding musicians in the world today” is how one critic described the sensational American guitarist, Douglas Niedt (pronounced “neet”). Now, you can hear him in concert at (**location of concert**) on (**day of the week**), (**date of concert**), at (**time of concert**). Presented by (**name of your organization**), tickets are on sale at (**location**) or call (**telephone number**) for information. Hear one of America’s finest guitarists, Douglas Niedt. Don’t miss it!

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