



Ruth Wischmann · RW Media Relations  
Public Relations for Musicians and Cultural Institutes

Company Profile

Founded in September 2000, **RW Media Relations** is a Munich-based public relations firm specializing in the arts, classical music and musical theater. RW Media Relations' director, Ruth Wischmann, is an experienced public relations executive from the classical music scene. Joining her is a team of qualified freelance copywriters, photographers, graphic artists, translators, etc. depending on the size and nature of the job.

**Ruth Wischmann** was a press and promotional manager for classical and crossover artists and recorded media at Bertelsmann Music Group (BMG Ariola Classics) before establishing her own business. She began her career in the recording business in 1987 at Schwann-Bagel Publishing in Düsseldorf and then went to Koch International in Munich where she worked as label manager. While at Koch, she studied marketing at the Deutsche Angestellten-Akademie. In her youth she learned to play three instruments and studied to become a teacher, majoring in music, French and education. Her eventual career path was already becoming apparent as she managed various artists during her student days.

## Philosophy

An investment in public relations implies not only that one's message is seen and heard but also, that it is understood and accepted. Effective public relations is more than just bold letters and colorful pictures; PR has to have substance if it is going to add real value.

RW Media Relations has the know-how and the tools to glean, nurture and fine-tune this substance for the benefit of our clients. We structure content, develop topics, tie up loose ends, formulate messages, maintain contacts, create showcases and open doors.

Our strength lies in the practical linkage of strategic thinking and the craft of our trade. To put it another way, we don't just ponder; we roll up our sleeves and get down to work.

## How We Work

Our artists work hard for their success. We work hard to put an unmistakable face on that success for the media, for newsletters, brochures and Web sites.

From setting initial goals to ultimately achieving measurable results, we place a lot of value on open and fair dealings with staff, clients, associates and the press.

We see ourselves as a communications shop. Together with our clients, we develop and implement strategies, ideas, substance and solutions. Our role is that of partner and counterpart; advisor and doer; artist and artisan.

It is essential to establish a mutual understanding of our relationship. We will pull in the same direction, sit in the same boat, giving our all to achieve a common goal. We thus can handle every aspect of communications from grooming to coaching.

## Accomplishments

RW Media Relations can draw upon long years of experience in PR plus personal contact to **print, radio, TV and on-line media**, relevant service providers and information portals.

RW Media Relations has a **dense international network** at its disposal with expertise centered in Germany, Austria and Switzerland.

RW Media Relations supports **concert agents, promoters and local press departments of cultural institutions** with their PR work, thus contributing to the increasingly important economic impact that cultural institutions evince.

RW Media Relations handles both **internationally established** and **emerging artists**, positioning them in diverse media.

RW Media Relations, in conjunction with its clients, produces **individual PR concepts** coordinated with **current topics, productions and tours**. RW Media Relations distinguishes between PR destined to **create an image, reposition a product or promote sales**.

RW Media Relations **advises on all aspects of public relations** and conducts strategic campaigns ranging from publishing press releases, through **placing articles** to arranging **press conferences**. The focus throughout remains on the quality of reporting.

RW Media Relations conceives and organizes **PR events** designed to highlight various topics for the media and the general public. Here, the lines may cross between traditional and non-traditional forms of PR (cross PR).

## What We Do

- Consult on PR questions
- Design PR concepts taking costs and scheduling into account
- Generate individual, targeted press distribution lists
  
- Write press releases
- Assemble press folders and informational material
- Place articles in the trade press and popular media
- Communicate messages in print, radio, TV and on line
- Schedule publications
  
- Visit editors
- Maintain contact to media representatives
- Place interviews
- Organize and conduct press conferences and roundtable discussions
- Organize and conduct press junkets
  
- Conduct research
- Provide theatrical advice
- Edit program booklets and company pamphlets
  
- Report regularly to clients (progress reports)

## References

PR Work for Artists (Selected)

PR Projects (Selected)

**Frank Beermann**  
**Montserrat Caballé**  
**Mirijam Contzen**  
**Duo d'Accord**  
**Vesselina Kasarova**  
**Evgeny Kissin**  
**Matthias Kirschnereit**  
**Lorin Maazel**  
**Waltraud Meier**  
**Olli Mustonen**  
**Thomas Quasthoff**  
**Herbert Schuch**  
**Michael Tilson**  
**Thomas**  
**Violeta Urmana**  
**Ramón Vargas**  
**Singer Pur**  
**Günter Wand**  
**Gert Wilden Jr.**  
**Nikolai Znaider**

- **The ARD International Music Competition**
- **Schloss Elmau International Chamber Music Week**
- **Konzerthaus Dortmund – Philharmonie für Westphalen**
- **International Symposium of Composers' Institutes**
- **Press Receptions in Salzburg and Bayreuth**
- **Osnabrück Nordtöne Festival – Music from the Baltics**