
★
AMERICAN
BOYCHOIR
★

Dear Presenter,

Thank you for presenting The American Boychoir. It is never too early to begin planning and coordinating your publicity efforts! To help get you started, below are suggestions and timelines.

THINGS YOU SHOULD DO:

1. Immediately:

You should fill out and return the **Presenter Publicity Contact Info Sheet** and the **Publicity Information Sheet** (*attached*) and mail or fax to the attention of Dj Downing at the address below. (*Please note – you will NOT receive publicity materials without an executed performance contract, including deposit).

2. Organize Your Publicity Efforts:

- Designate a publicity and PR coordinator.
- Develop a publicity and PR committee locally who will be tasked with disseminating information about the upcoming concert and distributing flyer and posters.
- Upload the concert information to your website. Once you receive the digital disk, it is easy to upload images or the small flyer to any website homepage.
- Create a link on your website to www.americanboychoir.org

3. Six weeks in advance:

- Send a 'Save the Date' or community calendar posting to local papers. These are free in community papers and will only list the name of the event, date, time, and place and ticket info.
- Contact all of the churches/community centers, etc...in your area either by phone, e-mail or by a mailing. A simple postcard stating the date and time of the event works well.
- Send a press release to local TV and Radio stations.
- Notify the music teachers in your area; many talented young boys would enjoy both the opportunity to hear America's premier Boychoir and audition after the concert.

4. One month in advance of performance:

- Display the provided posters in visible community locations.
- Send a press release to your local daily and weekly newspapers. Generally, you will have contacts and relationships that will assure coverage.
- Phone the TV and Radio stations to follow-up. Offer ticket and CD giveaways to radio stations. If you are interested in receiving CDs for this purpose, please make a note on the enclosed publicity request form. We offer CDs at a discounted rate of \$10 per CD for publicity purposes.

5. Two weeks in advance:

You should follow up with a phone call to your local press contacts; offer them tickets to attend the performance and arrange photo opportunities.

** We are aware that some of the information here is not applicable to those presenters hosting a workshop, school program or church service.

THINGS THE AMERICAN BOYCHOIR WILL DO:

- 1. We will provide** the following templates (on digital disk) with areas for personalization printed in red. These helpful, easy-to-use, templates will contain the most current information regarding The American Boychoir and the repertoire for your concert.
 - Template for a Calendar Alert/"Save-the-Date" release. Send these out 6 weeks in advance of concert.
 - Template press release for your use. Send these out 4 weeks in advance of concert.
 - Template script for TV/Radio/Cable
 - Hi-res publicity images.
- 2. Closer to your concert,** The American Boychoir will send out press releases to all newspapers in your surrounding (50 mile radius) area. ***We do send press releases to the media outlets that you have identified*** on the Publicity Information Sheet you send us. We have found your contacts at the local level are often more fruitful. (Simply tailor the PR template and send it along with images provided)
- 3. At your request,** we will coordinate interviews with our Music Director for radio, TV, or print press, or placing a feature article (with a local angle) in newspapers. Please e-mail me (djdowning@americanboychoir.org) directly or give the media my contact information.
- 4. We will provide** (on digital disk) a 4-color promotional flyer that can be easily reproduced, posted in your community or inserted into a bulletin or newsletter. The template is created in a word document and also provided in a PDF file.
- 5. We will provide** 15, 4-color (11"x 17") imprintable Concert Posters. You will receive these along with the digital disk, a sample concert program booklet, and other support materials once we receive the Presenter Publicity Contact Info Sheets.

Let us help YOU make your event a success!



Ms. Donna-jean Downing
Director of Marketing and Communications
The American Boychoir
609-924-5858 ext. 22
djdowning@americanboychoir.org



PRESENTER PUBLICITY CONTACT INFO SHEET

Name _____

Organization _____

Address _____

Telephone (business) _____ facsimile _____

Telephone (home) _____ E-mail _____

Concert Date _____ Concert Time _____

For concert information: phone _____ website _____

Ticket Price(s): _____

When we have received your signed contract, deposit and these PR forms, we will send the following standard publicity materials:

- 1 Digital disk containing images for publicity, a press release template, and a reproducible flyer template.
- 15 Concert Posters (11" x 17", imprintable), 4-color

CDs (offered at a discounted rate of \$10 per CD).

Choose from the following ABS recordings:

Sing _____ quantity

Voices of Angels _____ quantity

Harmony _____ quantity

Credit Card: Visa or MasterCard No. _____ Exp. _____

Name as it appears on card _____

Please fill out & return to: Ms. Dj Downing
Director of Marketing
The American Boychoir
19 Lambert Drive
Princeton, NJ 08540
Phone: (609) 924-5858, ext. 22 facsimile: (609) 924-5812
djdowning@americanboychoir.org



PUBLICITY INFORMATION SHEET

Please tell us who you will be contacting:

Newspapers:

Radio Stations:

TV Stations:

Other Media Outlets:
