



## ⇒ PUBLICITY GUIDELINES

**B**efore a concert by The All-American Boys Chorus, we often receive inquiries from the organization sponsoring the concert about how the Chorus's name should appear in pre-concert promotional material and in the program.

Here, then, are some guidelines for you or your organization's public relations staff, meant to be helpful in your efforts to promote an upcoming concert by the Chorus:

- The preferred formula for the Chorus's name in all promotional material (e.g., programs, advertisements, press releases, radio and TV announcements, billboards, bulletin boards, posters) is as follows:

### **THE ALL-AMERICAN BOYS CHORUS**

*Under the direction of Wesley Martin*

- We ask that you refrain from using any variation of the Chorus's name (e.g., Orange County's All-American Boys Chorus or Southern California's All-American Boys Chorus).
- Included in this packet is detailed background information about the Chorus's history and its tuition free program as well as bios of the group's executive director and music director. A sample press release, focusing on the concert itself, is also enclosed. Note that much more information and myriad images are posted at [www.allamericanboyschorus.org](http://www.allamericanboyschorus.org). We encourage you to direct reporters and editors looking for more about the Chorus to that site. To arrange interviews with Chorus principals, please ask them to contact our executive director, Tony Manrique, at (714) 708-1670 x11 or music director, Wesley Martin, at (714) 708-1670 x12.

If you have any unanswered questions about concert promotion, contact us at our business office by dialing (714) 708-1670, faxing an inquiry to (714) 557-5447 or e-mailing your query to [info@taabc.org](mailto:info@taabc.org).