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MEDIA RELEASE

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Ashwaubenon High School Band to Host Famous Musician from India

Ashwaubenon, WI – February 1, 2010 – On Tuesday, February 2nd, sitar and tabla artist Sandip Burman from India will meet with the Ashwaubenon High School Wind Ensemble. Burman will perform on tabla Indian hand drums and the sitar, talk about Indian music and instruments and discuss the culture of India. The presentation takes place from 12:00 noon to 12:40 p.m.

Sandip Burman has performed with such notables as Ravi Shankar of Beatles fame, and jazz greats Randy Brecker and Jack DeJohnette. This quote from the L.A. Times exemplifies Burman's talent and joy of music, "Seated in the center of the ensemble, a radiant smile on his face, Burman kicked off the program with a whirlwind display of the solfege-like syllable singing that is at the core of Indian classical drumming. The sounds and rhythms come so fast, with such precision, uttered with such a visible sense of joy, that both the crowd and the other players were utterly spellbound."

Burman is available after the presentation for media interviews and photos.

For more information, please contact Greg Sauve, Ashwaubenon High School Band Director, at 920-492-2955 extension 5715 or gsauve@ashwaubenon.k12.wi.us.

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Media Release template & process for staff

Above is a Media Release template we've developed for staff to use. By using this easy-to-use tool, we hope to encourage more staff to report on the great things our students, staff and schools are doing. The ultimate goal is to increase the Ashwaubenon School District's positive exposure.

The template and process was tested with a three events in December 2009. The template provides our format and includes writing guidelines and a sample media release. The process is to simply fill out the template and email it to Brad Taylor at the District Office. Brad will proof it and edit if necessary. Before emailing it to the local media, Brad will email you a copy to proof. As noted on the template, please provide your media release in a timely manner, taking into account the turnaround time of the entire process.