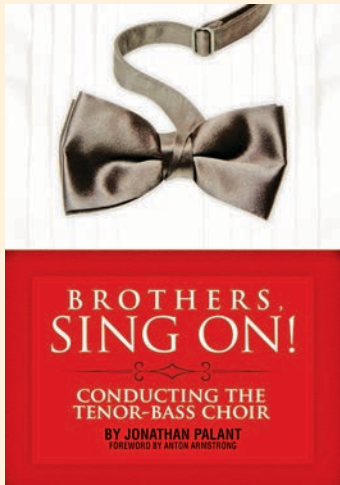




BROTHERS, SING ON! Conducting the Tenor-Bass Choir

Jonathan Palant

Brothers, Sing On!: Conducting the Tenor-Bass Choir by Jonathan Palant is a welcome addition to the choral pedagogy literature addressing the training of male singers. An ideal resource for choral directors, teachers-in-training, singers and choral enthusiasts, this practical volume explores the challenges and rewards of working with evolving adolescent-through-adult male singer. In addition to his own valuable insights, Dr. Palant includes interviews with over two dozen seasoned vocal music educators.

Topics include: A History of Men's Choral Singing, Anatomy of the Male Voice, The Product: Choral Tone, Intonation, Parts and Placement, The Adolescent Male Voice: Categorization to Maturation, Programming and Repertoire Selection, Auditions, Warm-Ups, Sight-Singing, Recruiting, Fund-Raising, Travel, sample programs, repertoire lists, and much more!

00116787 Book \$22.99

...a practical monograph that is a comprehensive exploration of the challenges and rewards of working with the evolving adolescent through adult male singer. I know Brothers, Sing On! Conducting the Tenor-Bass Choir will be a resource I will share with my own students and incorporate into future workshops with vocal music educators, as we lift up men of all ages in 'Body, Mind, Spirit, and Voice!'

— Anton E. Armstrong, St. Olaf College



Jonathan Palant is a conductor, music educator, and writer. He teaches vocal music at Richland College in Dallas, Texas, is Minister of Music at Kessler Park United Methodist Church, and is the founder and conductor of both CREDO, an ecumenical mixed choir, and the Dallas Street Choir, a musical outlet for those experiencing homelessness and disadvantage. Previously, Palant held collegiate teaching positions at Western Kentucky University and Madonna University, Livonia, Michigan. He taught secondary choral music at University School, an all-boys independent school in Cleveland, Ohio, and San Pasqual High School in Escondido, California.



CONTACT:
jonathanpalant@gmail.com
jonathanpalant.com



BROTHERS, SING ON!

EMPOWER, ATTRACT, AND ENGAGE MALE SINGERS
JONATHAN PALANT, CLINICIAN

RECRUITMENT TIPS

WHY WE SING

There are those who love to sing and love music. There are those who want to be among friends, be accepted, and feel wanted. (Safe house; a place that provides an escape from social awkwardness.)

QUALITY ATTRACTS QUALITY AND QUANTITY

Enough said.

RELISH THE ROWDINESS WITH REPERTOIRE

Program attractive and appropriate musical selections

GENERATION 2 GENERATION

Male Call, Male Vocal Arts Day, The Teacher-Student Experience, BroTime, The Annual Mucho Macho Sing Festival

"No man (person) stands so straight as when he stoops to help a boy." — Knights of Pythagoras

QUID PRO QUO

It's not enough for your men to perform at recruiting events. Be sure the feeder choir is able to offer something in return.

SINGLES DON'T MIX

When course schedules are created, be sure your men's chorus is not opposite the one and only section of AP History. Be sure your course is scheduled at the same time as only one of four sections of Algebra II.

THE "WHO DO YOU KNOW?" CAMPAIGN

Include the names of current singers on all printed materials with the header, "Who Do You Know?" Do this on the back of t-shirts, concert programs, and choir information sheets. Potential singers want to see who's cool enough to be in choir!

CLASSROOM TEACHERS OR MUSIC TEACHERS?

In October 2007, 151 boychoirs were surveyed on the topic of recruitment. Directors were asked to describe their most successful methods for identifying male singers. Some reported that it was more effective to ask for recommendations from classroom teachers and principals, rather than music teachers. Go figure.

GIRLS.

Be thoughtful and respectful of all people when using this 'concept' in recruiting. That said, girls often make wonderful peer recommendations. Boys are flattered and will often sing for you. Don't let on to who recommended them, however, as a boy's imagination is often more thrilling than the reality. Try the "Quality Guy" recommendation form!

WEAR IT WITH PRIDE

Mail personalized invitations to each newly registered singer. Ask them to attend the upcoming performance so they can be introduced formally to the chorus and the audience. Where budgets allow, include a special ribbon or t-shirt for each potential singer to wear to the event. Offer opportunities for 'newbies' to stand proud!

CASH IN ON AUDITIONS

Auditioning as a trumpeter?

He gets information on Men's Glee Club.

Auditioning as a violist?

He gets information on Men's Glee Club.

Auditioning as an organist?

He gets information on Men's Glee Club.

Ultimately, these men read well, have insight and ability, and make great choristers

"Be obsessive and annoying in your recruiting."
— Frank Bianchi, Baldwin Wallace Men's Chorus

POINT SYSTEM

"Joe Smith told me about men's chorus. I'm new and would like to audition." Veteran member, Joe Smith just earned 1 point toward select prizes, tour dollars, or any other potential expense he may incur otherwise.

HERE WE GO A'CHORUSING

Perhaps not the best TTBB selection for such an activity, but it's hard to deny everyone wants to hear Handel's Hallelujah Chorus performed at the holidays. In fact, many have a secret desire to sing it too, so get those men on stage! But how? A few weeks prior to the concert, get the word out you're hosting a brief rehearsal or series of brief rehearsals targeting this piece (or the one you choose) only. Provide [legal] copies of music, a rehearsal CD (made by your ensemble), and rehearsal information to all those who sign up or show interest in singing. Attendees of your concert will be shocked to see a flood of men join you on stage. Furthermore, we hope this positive experience will empower these would-be one-time, singers to become active participants.

INFO NIGHT

Promote this the same way you'd promote a concert. Hold your Info Night at the same venue in which you rehearse. Keep talk of the audition itself to a minimum. Have food/drink available and encourage socialization. The Presentation: chorus performs 1-2 pieces; representatives speak briefly (administrator, conductor, long-time singer, newer member, etc.); demonstrate audition; announce that potential new singers may audition right now (!) with the conductor. Get it done.

TO GHETTO OR NOT TO GHETTO?

Maintaining visibility is one of the best things our choruses can do to help with recruitment. As a conductor, staying visible is invaluable—just ask Weston Noble. Be thoughtful with your paid advertising. Synagogue Men's Chorus and the Texas Jewish Post; Gay Men's Chorus and the Dallas Voice (the GLBT rag); College choir and the Dallas Morning News? No. The same theory applies to street festivals, art fairs, community gatherings, etc.

"A brand is no longer what we tell the consumer it is - it is what consumers tell each other it is"— Scott Cook

SOCIAL MEDIA

Facebook (lots of checking in!), Twitter, YouTube
The "Battle of the Likes!" a la Michigan, Notre Dame and Harvard. (ND won with 700 new likes!) Meetup.com, Craigslist.org, websites for targeted affinity groups Videos to play on school intranet, district television stations, sports and other bars

[E] NEWSLETTERS

Maintain 'Constant Contact' and include photos, links, promotions, articles, member spotlights, etc. Have singers write letters to potential choristers. Letters should detail cool things you are doing, what they are learning and singing, and also why they stay in choir. Put these letters together into one larger newsletter, and get it in the hands of recruits and parents of potential recruits. Works great as a cross-curricular activity with English teachers too.

MEME

(Ancient Greek: μίμημα; mime, "imitated thing")

Memes are today's fad. Make it an online competition for Best Meme.



BUSINESS CARDS



THE LEXINGTON MEN'S CHORUS

The mission of The Lexington Men's Chorus is to foster human connection through a commitment to high standards of men's choral singing.

Rehearsals are Monday evenings, 7:00-9:00 pm,
Lexington High School Choir Room

Visit us ONLINE for more information.

RECRUITING BARRIERS

(Not listed in order of frequency, relevance, or threat level.)

- Increased competition from other activities in which singers are involved, particularly sports
- Population shifts
- An increase in traffic congestion (depends on geographical location)
- Year-round schooling and the scheduling obstacles it creates
- Increased vacation
- Money (the singers' and the programs')
- Greater emphasis on national testing standards for academics
- Cutbacks in funding arts programs
- Fewer and fewer supervisory and administrative positions in schools
- Time not made available—by both conductor and singer
- School policy does not allow for the sharing of personal information
- Those who covet ("No, he's going to only be on MY debate team.")
- Mass mailings that get lost

Many of the barriers included above are attributed to: Riffey, Andrew and Randall Wolfe, "Recruitment for Boychoirs." Choral Journal September 2008: 80-82.

QR CODE

Quick Response Codes act as lures. They're free, easy to create and attract smart, tech-savvy singers.

