

a WILHELM Scream MUTE PRINT



HISTORY:

Hailing from the Boston area, A Wilhelm Scream forges intricate, metal guitar riffs into brilliant pop songs, and easily makes the best Melodic Hardcore on the East Coast. For several years, the band toured and released a couple of recordings under the name Smackin' Isaiah. In December, 2002 the band added a second guitar player, changed their name to A Wilhelm Scream (inspired by a 1950's film sound effect), and plunged head first, with a fresh perspective, into writing new material. With their tenacity, A Wilhelm Scream snagged Bill Stevenson (Black Flag /Descendents) to produce the album *Mute Print*. On the strength of *Mute Print* and the band's consuming live show, Nitro quickly added A Wilhelm Scream to its roster. For fans of Thrice, Hot Water Music, and Bad Religion.

SALES:

A Wilhelm Scream's previous release, *Benefits of Thinking Out Loud* on Jump Start Records sold over 5,000. Their top retail markets are 1. Boston, 2. Providence, 3. Hartford, 4. Albany, 5. NY Metro, 6. Buffalo, 7. Pittsburgh, 8. Chicago, 9. Cleveland, 10. Minneapolis, 11. Eastern Canada. Listening stations, in-store play, and developing artist programs with indie coalitions, regional and national chains, and individual stores, will all be aggressively pursued.

STREET TEAM:

AWS street team will focus on in-store displays (posters, stickers, and show flyers) in all the appropriate markets, as well as checking stock at retail. The team will also pass out various swag at concerts, skate events, college campuses and other related areas.

TOURS:

In the past 2 1/2 years, A WILHELM SCREAM have completed three full North American tours, countless East Coast tours and a week of West Coast main stage appearances on Warped Tour 2002 (as Smackin' Isaiah). They are starting a Feb/Mar national club tour with Break The Silence (Hopeless) and Much The Same (A-F Records) to help set up the release of *Mute Print*. Establishment Clothing is sponsoring the tour to help with tour marketing.

MERCH:

Poster (13 x 19); Stickers

ADS:

Initial campaign will include such publications as AMP, Alternative Press, Exclaim, and over twenty other publications.

PRESS:

There are already confirmed features or reviews in Alternative Press, AMP, and Mean Street to run in conjunction with the album's street date. Early press targets include the dailies, weeklies, and 'zines in the Northeast. National and regional press will be heavily pursued around their touring schedule.

RADIO:

Tastemakers at college and commercial radio are already spinning A Wilhelm Scream, and station interviews are being scheduled around the band's current national tour. Full radio servicing and promotion, at college and commercial specialty, of *Mute Print* will begin mid-March. Emphasis will be placed on spins and in-studio interviews in all the tour markets.

INTERNET:

Grassroots online marketing is key to A Wilhelm Scream's campaign. E-mail blasts featuring MP3s from *Mute Print* have gone out to our 50K strong email list. All key online punk sites are posting banner ads, an e-card, and running giveaway promotions. Online features and reviews to follow.

STREET DATE: APRIL 20, 2004

CATALOG #: NTO 15856-2

CD: \$13.98

FILE UNDER = ROCK 'A'



7 9417-15856-2 5

PRODUCERS:

BILL STEVENSON
JASON LIVERMORE

TRACK LISTING:

1. MUTE PRINT
2. FAMOUS FRIENDS AND FASHION DRUNKS
3. ANCHOR END
4. WILLIAM BLAKE OVERDRIVE
5. BRAND NEW ME, SAME SHITTY YOU
6. THE RIP
7. RETIRING
8. STAB. STAB. STAB.
9. PICTURE OF THE WORLD
10. KURSK
11. DREAMING OF THROWING UP

