

FOR IMMEDIATE RELEASE

Geniuses of the American Musical Theatre
Performance/Lecture Series to Accompany
Publication of New Book in October

Author Herbert Keyser, accompanied by jazz singer/pianist Bett Butler, will present performances detailing the life and music of the composers and lyricists of the Great American Songbook.

San Antonio TX—June 8, 2009— On October 5, author **Herbert Keyser** will kick off a monthly performance/lecture series at the **Josephine Theatre** on the fascinating, eccentric, and often troubled artists who wrote the enduring songs which have earned the right to be called American standards. The series complements the October publication of ***Geniuses of the American Musical Theatre: The Composers and Lyricists*** (Hal Leonard 2009), a volume collecting—for the first time in a single anthology—biographies of the great songwriters and lyricists of Broadway musicals. Beginning at 7:30 pm, each series segment will feature the life stories and struggles of two selected artists, along with performances by award-winning jazz songwriter **Bett Butler** of some of their greatest songs. October 5 will turn the spotlight on **Irving Berlin and George Gershwin**; November 2, **Rodgers & Hart, Jerome Kern, and Rodgers & Hammerstein**; December 7, **Cole Porter and Johnny Mercer**; March 1, **Stephen Sondheim and Frank Loesser**; and April 6, **Harold Arlen and Andrew Lloyd Webber**.

An outgrowth of Dr. Keyser's wildly popular talks on the cruise ship lecture circuit, *Geniuses of the American Musical Theatre* has already generated excitement among major booksellers and is being marketed by the publisher with a national radio interview tour (including NPR), a promotional campaign with the Songwriters Hall of Fame, and reviews in *Downbeat*, *JazzIs*, *Library Journal*, and other periodicals. "A reader-friendly collection ... full of drama, humor, and poignancy," says the publisher, "the *Geniuses of the American Musical Theatre* gives us the story of the golden age of Broadway from a well-informed, witty, and warmhearted new perspective."

ABOUT THE AUTHOR:

Author, lecturer, performer, activist, humorist, philanthropist, and practicing physician **Dr. Herbert Keyser** has enjoyed a passionate love affair with the American musical theatre for over half a century. Growing up in a loving but impoverished family with two deaf parents, he embarked on a career in show business as a senior in high school, a path later derailed by his acceptance into med school. With a passion for social justice equaling his passion for theatre, he wrote *Women Under the Knife: A Gynecologist's Report on Hazardous Medicine* and *Prescription for Disaster: Healthcare in America*, as well as several books on his other interests, world travel and fine cuisine. He has been interviewed by Regis Philbin and Ted Koppel and appeared on CNN, HBO, and scores



mandala music production
1215 s alamo st
san antonio tx 78210-1113
210.227-JAZZ(5299)
www.mandalamusic.com



of local radio and television programs. He and his wife Barbara have homes in San Antonio, New York City and the Chautauqua Institution in Chautauqua, New York. Proud father of six children and grandfather of ten, he has delivered over 8000 babies.

ABOUT THE MUSICAL DIRECTOR:

Jazz pianist/vocalist/songwriter **Bett Butler** (www.bettbutler.com) spent several years in professional theater as a scriptwriter, composer, musical director, and actor before embracing a full-time career in music. She has two critically-acclaimed albums of original music: *Short Stories*, which earned a "recommended" rating from *All Music Guide*; and *Myths & Fables*, which won a performance grant from the San Antonio Artist Foundation. Her song "When Love Has Left the Room" placed first in the Jazz category of the International Songwriting Competition out of over 10,000 entries worldwide. In 2008, she was named a Woman of Influence in the Arts by the *San Antonio Business Journal* and chosen Artist of the Month by the City of San Antonio Office of Cultural Affairs. She is co-founder of Mandala Music Production (www.mandalamusic.com), a studio specializing in—but not limited to—the quality recording of acoustic music; and Dragon Lady Records, an independent co-op label.

Who: Dr. Herbert Keyser with Bett Butler

What: Performance/Lecture Series: *Geniuses of the American Musical Theatre*

When: 7:30 pm

Oct 5: Irving Berlin / George Gershwin

Nov 2: Rodgers & Hart & Jerome Kern / Rodgers & Hammerstein

Dec 7: Cole Porter / Johnny Mercer

Mar 1: Stephen Sondheim / Frank Loesser

Apr 6: Harold Arlen / Andrew Lloyd Webber

Where: Josephine Theatre

339 W. Josephine

San Antonio TX 78212

Tickets: \$25 per performance (\$22 seniors/students/military)

\$110 for the series (\$100 seniors/students/military)

For tickets and information, call the Josephine Theatre box office at 210.734.4646 or visit www.josephinetheatre.org.

For information and interviews, contact:

Dr. Herbert Keyser

Home: 210.829.5074

Mobile: 210.863.7740

bhkeyser@aol.com

www.musicaltheatre geniuses.com

(Bios and photos available on the website. Click on "press kit.")

Bett Butler

Mandala Music Production

Work: 210.227-JAZZ (5299)

Mobile: 210.573.4234

bett@mandalamusic.com

www.bettbutler.com

* * *