



Story angles and interview guidelines (for internal use only)

[Media site](#)

Note/reminder for your media contacts: The musicians will not perform on the spot. Please make your media contacts aware – the musicians will politely decline if asked to perform unexpectedly – even if the request is for something quick or short or informal.

- **ADVANCE INTERVIEWS:**
 - Please prioritize advance interviews, as possible, to be mindful of the show schedule and the physical/vocal rest required to perform on tour.
 - Midmorning and late-day interviews are preferred.
 - Steve Landes and Paul Curatolo are available for advance interviews via phone and/or zoom.
- **IN-TOWN INTERVIEWS:**
 - Travel days/one-night tour stops are logistically challenging.
 - In-studio interviews, performances and sound check access on these days likely will not be approved.
 - Interviews, performances and appearances in-town will be done in street clothes/no makeup.
 - Be advised and share this with your contacts: It is likely that one or more of the musicians will wear a mask during interviews.
- **STORY ANGLES:**
 - What's new? The setlist for this tour will include songs from Sgt. Peppers and Magical Mystery Tour – it is different from the last time the show was in town.
 - The familiar RAIN format of the show remains.
 - Hometown connections:
 - Steve Landes is from Philadelphia
 - Paul Curatolo is from Reno
 - Alastar McNeil is from Hawaii
 - Family: Father/son story with Joey and Paul Curatolo.
- **READY-MADE SOCIAL CONTENT** (feel free to use for pitches as it makes sense):
 - There is pre-created content and backstage tours found on the marketing site under digital video for social marketing – for use on your social channels and with media.
 - Keep checking the marketing site for fresh assets.