

It's All About HYMN: Essays on Reclaiming Sacred and Traditional Music for Worship

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PUBLICITY PLAN (publicity@kingscrownpublishing.com):

- Author blog and podcasts
- Book website
- PR campaign
- Companion classical guitar CD release (*For HYMN*, 2010) and live performances to be combined with book signing and speaking tour to churches, church conferences across the country
- Follow-up project *Heart of the Matter* in development
- Direct distribution to church bookstores and independent bookstores nationwide

FULFILLMENT/DISTRIBUTION: Publisher and author; available at Amazon.com, barnes&noble.com.

BOOK SYNOPSIS: With so many contemporary evangelical voices calling for "redefining", "rethinking", "remaking", and "repackaging" Christian worship, now comes a new voice for reclaiming its sacred and traditional precepts for worshipping God through sung prayer. Praised by some of the world's leading church music authorities, *It's All About HYMN: Essays on Reclaiming Sacred and Traditional Music for Worship* opens up new doors to dialogue, sheds light on factors that influence the Western Christian worship model, and challenges all Christians in a non-confrontational manner to reassess how they approach the act of worship.

It's All About HYMN combines counsel from Scripture; the wisdom in the voices of contemporary authorities and those from ages past; the power of logic and reason to repel fallacy, groupthink, and false justifications for worship music choices; how art and architecture work in tandem to create the spaces that determine our worship model; and a scriptural prescription for selecting music for worship. But the book is more than a treatise on worship music; it raises the consciousness of the reader to the importance of the architecture and art in the worship space, along with such questions as whether the design causes one to think vertically or horizontally, etc. The medium may not be the (complete) message but it affects our perceptions of the faith that is being expressed in the sanctuary (or worship space) in ways of which we are often unaware.

AUTHOR BIO: Author, church musician, and classical guitarist Donn LeVie, Jr. lives in Austin, Texas where he runs Good Harbor Music, which markets customized integrated classical guitar CDs (iCDs) to niche markets around the world. In 2010, he will be releasing a companion CD to *It's All About HYMN* entitled, *For HYMN* (on the Good Harbor Music label). The CD will contain Donn's classical guitar arrangements of sacred music, traditional hymns, and inspired classical music.

PREVIOUS TITLES BY AUTHOR: *Return of the Thunderbeings* (co-authored), Bear&Co. Santa Fe, NM (1990).

ADVANCE PRAISE: "As the so-called 'worship-wars' continue to ravish the church of Christ, some have stepped up to offer wise, biblical insight. Donn LeVie, Jr. is one of these. In *It's All About HYMN*, Donn provides well-informed, scripturally based criteria by which to select and use music appropriate for worship of our holy God. All who are serious about corporate worship will greatly benefit from a careful study of this thought-provoking book."

Dr. Gary Gilley

Pastor, Southern View Chapel, Springfield, IL

"Donn LeVie, Jr. has provided biblically based, balanced, and sound arguments for the use in modern worship of sacred music in traditional forms. . . LeVie clearly points out that worship and its music is not a matter of our personal likes and dislikes or of the commercial success of the music, but of obedience to the principles laid out in the Bible. This book should be read by all leaders of Christian worship—and by members of their congregations as well."

Dr. David W. Music

Professor of Church Music, Baylor University, Waco, TX

"For the last couple of decades or so many churches from almost all the Western traditions have been tempted to adopt the empire's assumption that music is for selling. They have used it as a tool to market their version of Christianity and to attract customers. . . Now, voices from the Western traditions are finding courage to raise questions in search of their own integrity and ballast. *It's All About HYMN* is a thoughtful one, though – as would be expected – it will not evoke unanimity either in all its historical and theological suppositions or in all its conclusions. It will indicate, however, that church music is worthy of serious conversation . . . and not a trivial marketing device or personal preference."

Dr. Paul Westermeyer

*Director, Masters of Sacred Music Program, Luther Seminary, St. Paul, MN
Organist and Cantor, St. Olaf's College, Northfield, MN*

"Church music leaders in the 21st century face a unique challenge as we respond to technology, paradigm shifts in society, relevance and how best to preserve the church's rich heritage of music and liturgy for future generations. Donn LeVie, Jr. offers articulate, insightful and diverse essays framed from his varied experience as a church musician of many years. It provokes concerns that all leaders in the contemporary Christian church share. Let the dialogue continue!"

Dr. John Marsh

*Vice-Chair, National Leadership Program for Musicians (LPM) Board
Director of Music Ministries, Christ the King Lutheran Church Norcross, GA*

"Through the varied chapters of this collection runs an admirable commitment to the importance of congregational song in the formation and expression of Christian faith and practice. The warnings to worship planners and musicians concerning the trap of choosing music merely by personal preference (regardless of whether it is classical or rock or anything else) are especially worth attention."

Dr. Carl P. Daw, Jr.

Executive Director, The Hymn Society in the United States and Canada, Boston, MA

". . . It is refreshing to find a book in which the author has succeeded in making a non-confrontational appeal to reasoned consideration of the matter of worship and how we ought to choose the music we use for worship if we are to be consistent with the biblical directives we find in Holy Scripture. . . One of the strengths of *It's All About HYMN* that makes it an excellent resource for group study is that Donn LeVie, Jr. poses many questions that can be used to stimulate discussion."
(From the Afterword.)

Dr. John Hamm

*Former Music Department Chairman, Covenant College, Lookout Mountain, TN
Choral Director, Christ Presbyterian Church, Marietta, GA
Former Board Member, Church Music National Conference*

". . . Readers will find in the overarching themes in *It's All About HYMN* the heart of a church musician who fervently desires that the church rethink its present musical direction . . ."

Dr. Calvin Johansson

Evangel College (retired)