UNITED STATES AIR FORCE
HERITAGE OF AMERICA CONCERT BAND

3 and 4 weeks prior to concert

 Full page ad and radio and/or TV spot stating that there will be a concert by the United States Air Force Heritage of America Band in your community. Give the time, location, fact that admission is free, how tickets may be obtained, etc.

 Include pictures and a mail-in coupon for ticket requests in the newspaper ad.

2 weeks prior to concert

 Two general announcements stating that there will be a concert by the United States Air Force Heritage of America Band.

 Include information used in the previous ad.

 In the newspaper ad, include a mail-in coupon for ticket requests and photos.

7 days prior to concert

 Story on the history of the group, including photos from the press kit.

 Run a newspaper ad on the entertainment page including a coupon for ticket requests.

6 days prior to concert

 Run an ad on TV and/or radio, and an ad on the entertainment page including a coupon for ticket requests.

 Indicate name. address, and phone number of the ticket control center where tickets may be picked up.

1 to 5 days prior to concert

 Run an ad on the entertainment page of the newspaper.

 Indicate name, address, and phone number of the ticket control center where tickets may be picked up.

Day of the Concert

 List/announce the program.

 Stress again that this is a free admission cultural event presented in your area by the United States Air Force, through the local sponsor.

Give all details again.

 Run a photo of the group with a large newspaper ad on the entertainment page.

 Indicate where tickets may be picked up.

If all tickets have been distributed, include the following on all subsequent ads:

THERE'S STILL A CHANCE TO HEAR THE BAND:

Although no tickets are left for the free concert on (date) at (auditorium), there is still a good chance of being admitted. Doors open to non-ticket holders <u>fifteen minutes prior to performance time.</u>

UNITED STATES AIR FORCE HERITAGE OF AMERICA BAND
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