



USAF HERITAGE OF AMERICA BAND -- **CONCERT BAND** PUBLICITY SCHEDULE

- **8 Weeks prior to event**
 - Review all stock materials provided by the USAF HOA Band
 - Review publicity schedule
 - Assemble ads, press releases, obtain printed tickets for the event
 - Contact band for additional materials needed
- **4 and 3 Weeks prior to event**
 - Full page newspaper advertisement
 - Send press release to all available print and electronic media
 - Radio/TV advertisements (30 second, 15 second spots)*
 - * - note: Band can provide assistance with radio/TV spots/PSAs
 - Electronic and social media ads/posts/websites
 - E-mail ads with all info to available distribution lists
 - Place posters in strategic locations
 - Include the following in all mediums:
 - Our name: USAF Heritage of America Band
 - Date/Time/Location of event
 - Photo(s) of band (print/social media)
 - Videos (TV/social media)
 - Emphasize free admission
 - Information on how to obtain free admission tickets
- **2 Weeks prior to event**
 - Two general announcements within all media
 - Include all information from above
 - Information on how to obtain free admission tickets
 - E-mail reminder to available distribution lists
- **7 Days prior to event**
 - News story placed within all media
 - Consider photos and individual bios (provided by band)
 - One general announcement within all media
 - Consider using entertainment section of print media
 - Include all information from above
 - Information on how to obtain free admission tickets



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- **6 Days prior to event**
 - News story placed within all media
 - Consider photos and individual bios (provided by band)
 - One general announcement within all media
 - Consider using entertainment section of print media
 - Include all information from above
 - Information on how to obtain free admission tickets
 - Information on ticket distribution location
- **1-5 Days prior to event**
 - Additional ads in all media
 - Emphasize electronic media outlets
 - Include all information from above
 - Information on how to obtain free admission tickets
 - If no tickets are left, emphasize how non-ticket holders can still see the event (see suggested verbiage below)
 - E-mail reminders
- **Day of Concert**
 - Electronic and social media posts, blogs, tweets
 - Emphasize free admission
 - Run photo/story/release in print media
 - Indicate ticket information
- **Note: When all tickets are distributed, please include the following in all ads:**
 - ***Although all free admission tickets have been distributed, non-ticket holders will be admitted 15 minutes prior to the event, and may take any remaining seats.***
- The USAF Heritage of America Band has a variety of materials and resources that are available on the band's website; you may also contact the operations representative or the band's publicity section for additional materials or assistance:

United States Air Force Heritage of America Band
Attn: Publicity
86 Hickory Street
Langley Air Force Base, Virginia 23665-2192



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Additional Recommendations:

- At least one full page newspaper ad to begin your media campaign
- Sunday newspaper supplements are best – higher readership
- Local merchants or service clubs can sometimes assist with sponsoring ads; Ads paid for by local merchants must indicate the ad was paid for as a community/public service. Ads sponsored by merchants or service clubs must not imply Air Force endorsement of any business or private enterprise
- The Commander of the band and band members are available for radio and TV interviews – please contact the operations representative to plan these.
- Radio/TV promotional campaigns are highly effective and should be run often during peak viewing and listening times
- Request area Chamber of Commerce post the event on its calendar of events
- Ensure venue web site lists the event on calendar of events
- Contact local music educators, school district music administrators, local arts councils for placement on calendars, web sites, social media
- Consider inviting your community's Mayor, local and regional civic leaders, school board members, city council members, and other special guests. You may reserve a small section of seating for these special guests
 - Consider having the Mayor or other civic leader welcome the audience to your event and introduce the band
 - Inform the band's operations representative of any planned welcome/introduction and of any special guests you would like recognized during the event



USAF HERITAGE OF AMERICA BAND -- **CONCERT BAND** TICKET CAMPAIGN GUIDE

Tickets

- **Printing of tickets**

- Use the suggested template for ticket design; the template is found on the band's web site
- Print 1/3 more tickets than the venue capacity (seat total) – this will ensure a full house, despite no-shows
- Do not number the tickets or place seat numbers on tickets – general seating only
- The following should be printed on the tickets:

“Ticket holders are requested to be seated by 15 minutes prior to the event. Those without tickets will be admitted for available seating at this time.”

- **Distribution**

- Begin distributing tickets 4 weeks out, when advertising/marketing begins
- The following methods work best, either alone or in combination:
 - Mail-in request (utilizing print ads)
 - Central distribution point(s)
 - Electronic distribution (if available)
- Limit tickets to 4 per request
- Keep track of large blocks given out to special groups; unused tickets can be returned and re-distributed
- Answer all write-in requests with tickets, or with a letter of regret stating: “ all free admission tickets have been distributed, but you may still attend and claim seats 15 minutes before the event, after all ticket holders have been seated.”

- **Ticket-Taking at the event**

- Ushers should be obtained by the sponsor to take tickets and hand out programs at the event
 - Utilize Local Boy Scouts, JROTC units, School Bands for usher volunteers
 - Ushers should be in place no later than 1 hour prior to event start
- Ticket-holders have priority until event start
- Those **without** tickets may claim available seats:
 - When all ticket-holders have been seated **and** ...
 - No earlier than 15 minutes prior to the event