



## USAF HERITAGE OF AMERICA BAND – HERITAGE BRASS

### PUBLICITY SCHEDULE

- **8 Weeks prior to event**
  - Review all stock materials provided by the USAF HOA Band
  - Review publicity schedule
  - Assemble ads and press releases
  - 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
- **2 Weeks prior to event**
  - Two general announcements within all media
    - Include all information from above
  - 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



## USAF HERITAGE OF AMERICA BAND – HERITAGE BRASS

### PUBLICITY SCHEDULE (continued)

- **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
- **1-5 Days prior to event**
  - Additional ads in all media
    - Emphasize electronic media outlets
    - Include all information from above
  - E-mail reminders
- **Day of Concert**
  - Electronic and social media posts, blogs, tweets
  - Emphasize free admission
  - Run photo/story/release in print media
- 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



## USAF HERITAGE OF AMERICA BAND – HERITAGE BRASS

### PUBLICITY SCHEDULE (continued)

#### **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