USAF LANGLEY WINDS

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)
    - 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

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

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UNITED STATES AIR FORCE
HERITAGE of AMERICA BAND

A component group of the

USAF Heritage of America Band

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www.heritageofamericaband.af.mil

Social Media:

facebook.com/heritageofamericaband
twitter.com/AFheritageband
Youtube.com/usafhoab