



A component group of the

USAF Heritage of America Band

86 Hickory Street
Langley AFB VA 23665
(757) 764-2931

Website:

www.heritageofamericaband.af.mil

Social Media:

facebook.com/heritageofamericaband

twitter.com/AFheritageband

Youtube.com/usafhoab



USAF LANGLEY WINDS

PUBLICITY SCHEDULE

(continued)

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

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 leader and members of Langley Winds 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, and 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.