



USAF HERITAGE OF AMERICA BAND – American Clarinet Quartet

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



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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



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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