



# **Publicity Guidelines and Schedule**

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# Publicity Methods

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The sponsor is an integral part of Naval Academy Band concert publicity and is responsible for marketing the event in order to draw a capacity audience. The sponsor incurs the cost of any paid advertising, however, the Naval Academy Band will provide publicity material and guidelines to assist in effectively promoting a concert.

A variety of media should be utilized to instill interest and create community awareness of an upcoming performance by the United States Naval Academy Band. The following is a suggested list of publicity methods to be used for marketing a concert. Additionally, sample press releases, radio spots, and group photos are available for download from the band's website.

## Internet

- ✓ Sponsor website – An announcement should be posted as soon as a performance date has been confirmed.
- ✓ Online calendars – Post on newspaper web calendars, as well as local office of tourism and online event calendars.
- ✓ Newsgroups, blogs, forums, Facebook, Twitter – Posts on social media can be made closer to the performance date.
- ✓ Distribution lists – Use email distribution lists to their fullest extent to reach potential patrons. Flyers can be sent to lists (see Field Promotions below).

## Radio and Television

- ✓ Local radio – Many stations are willing to air press releases in the form of PSAs because military concerts are free and open to the public.
- ✓ Network or local affiliate TV – PSAs can be used for TV advertising.

## Print

- ✓ Newspaper – Full or half-page advertisements are recommended. Also, send press release for print consideration in upcoming events section of newspaper.
- ✓ Magazines – Magazines will accept press releases in addition to photos. Check deadlines as magazines require details further in advance than newspapers.

## Outdoor

- ✓ Marquees – Post concert information on town, school, or venue marquees if available.

## Field Promotions

- ✓ Posters and flyers – Available on request. Place in high visibility areas such as libraries, churches, and music stores.

- ✓ Flyers – Flyers should be emailed to a variety of groups to include school music/theater directors, churches, veterans groups, senior living communities, and assisted living centers.

### Special Invitations

- ✓ State and local officials – Inviting officials enhances community support and recognizes the concert as an official civic function. Invited officials can include governor, mayor, city council, federal and states senators and representatives, and high-ranking officers of the Armed Forces. A list of officials attending should be provided to the band prior to the concert.
- ✓ Area schools and colleges – Contact schools and colleges about the performance and encourage them to notify students.
- ✓ Guest musicians – The sponsor is encouraged to invite outstanding high school musicians from the area to join the Naval Academy Band for one selection on the program. Music will be provided as needed by the band.

**NOTE:** When advertising a concert, include the following in all mediums:

1. United States Naval Academy Band
2. Name of group performing (e.g. Electric Brigade, Crabtowne Stompers, etc.)
3. Time/date/location (full name of venue and address)
4. Photo of ensemble if medium allows
5. Contact information: phone number/email of concert venue
6. Include “This concert is free and open to the public. No tickets required.” Omit “No tickets required” if printing tickets.

## Promotional Materials

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The Naval Academy Band will provide a variety of promotional materials to assist the sponsor in advertising the performance. These items are offered to help reduce human resources and costs required for sponsors to effectively market a concert. The resources listed below are available on the band’s website for download.

1. Go to [www.usna.edu/USNABand](http://www.usna.edu/USNABand).
2. Click on **PRESS MATERIALS** on the left of the page.
  - a. Naval Academy Band logo in multiple digital formats
  - b. JPG images of leadership
  - c. Materials specific to each performing unit including photos, press releases, radio spots, and press kits. Press kits include leader bio, general Naval Academy Band bio, ensemble bio, and roster.
3. Click on **MEDIA** on the left of the page.
  - a. Recordings of the band may be used for advertising, such as background for PSAs or shared on social media sites.

# Publicity Schedule

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The proper timing of publicity is crucial to the success of each concert, and promotion must continue until the day of the performance. The following table should serve as a guideline for advertising using the various publicity methods.

ACTION	WHEN
List on sponsor website	Immediately; update details as needed
Post to online calendars	Immediately or as soon as possible
Invite special guests	6 weeks prior
Prepare newspaper ad	6 weeks prior
Fill out press release found on band website	5 weeks prior
Edit PSA found on band website	5 weeks prior
Send press release to local magazines	5 weeks prior
Run newspaper ad	4 weeks prior
Send press release to all local newspapers	3 weeks prior
Submit PSA to radio and TV stations	3 weeks prior
Send email or call schools and colleges	3 weeks prior
Distribute posters/flyers via hard copy and email	2-3 weeks prior
Post on town/school/venue marquee	2 weeks prior
Send email to distribution lists	2 weeks, 1 week prior
Post on social media sites	1 week, 5 days, 3 days, 1 day