



THE UNITED STATES  
**NAVY BAND**  
WASHINGTON, D.C.

COMMODORES  
JAZZ ENSEMBLE

2012 NATIONAL TOUR



AMERICA'S  
**NAVY**

A GLOBAL FORCE FOR GOOD.™

*Celebrating the Bicentennial of the War of 1812*



2012-2015



## FORWARD

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On behalf of the United States Navy Band, we thank you for sponsoring the U.S. Navy Band Commodores jazz ensemble concert that will soon take place in your area. The United States Navy is depending on you, as the sponsor, to promote this event properly to ensure we perform for as large an audience as possible.

The responsibilities of the sponsor are to:

- Obtain the best possible concert site that seats a minimum of 1,000 people and has a minimum performing area of 30 feet wide and 25 feet deep.
- Implement a publicity and advertising campaign sufficient to ensure a capacity audience for the concert.
- Print and distribute free admission tickets to include a 1/3 overprint of the capacity of the concert site.

The Navy funds travel, lodging and meal expenses for national tours by the Navy Band.

This booklet is designed to assist you in this endeavor, and to facilitate communication between your organization and the Navy Band. **ALL KEY MEMBERS OF THE SPONSORING ORGANIZATION SHOULD READ THIS GUIDE.**

For further information, please contact:

The United States Navy Band  
Tour operations  
617 Warrington Ave. SE  
Washington Navy Yard, DC 20374-5054

Telephone: 202-433 2889  
Fax: 202-433-4108  
E-mail: [navybandtourops@navy.mil](mailto:navybandtourops@navy.mil)

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## **GENERAL INFORMATION**

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### **DESCRIPTION OF PERFORMING ENSEMBLE**

The Commodores, the premier jazz ensemble of the United States Navy, offer big band jazz at its finest. The group features 18 of the Navy's top jazz and "big band" musicians - five saxophonists, four trombonists, four trumpeters, a four-member rhythm section and a vocalist. The Commodores perform a mixture of music ranging from the authentic sounds of the swing era to the high-energy big band jazz of today.

### **PUBLIC SERVICE INFORMATION**

Concerts by the United States Navy Band Commodores are presented as a public service to the community and must be offered free of charge to the general public regardless of race, color, creed or national origin.

### **CONCERTS**

Evening concerts are programmed for the general public and are about 90 minutes long with no intermission. They should be scheduled for 7:30 or 8 p.m. On Sundays the program is usually presented at 3 p.m.

The Navy Band Commodores have a special opening, which introduces the band and its leader, so there is no need for an introduction by a local personality. If the sponsor wishes to speak briefly to the audience, it can be arranged with the Navy Band tour manager.

## **SPONSOR RESPONSIBILITIES**

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### **EXPENSES**

The United States government pays for all Navy Band salaries, transportation, lodging and meals. Local costs such as ticket printing, publicity, auditorium rental, liability insurance, stage hand fees or other auditorium-related costs, are the responsibility of the sponsor. Backstage soft drinks and light refreshments for the group is appreciated, but not required.

Concerts are events of community interest in which civic-minded individuals and organizations donate their time, effort and money.

### **NAVY RECRUITERS**

One of our goals, in addition to providing entertaining music, is to make the recruiter in your community as visible as possible. Recruiters are invited to our concerts and a lobby table for the recruiter's use is appreciated.

### **ADVANCE VISIT BY NAVY BAND TOUR MANAGER**

The tour manager for the band will visit your city to meet you. At that time the performance facilities will be checked and assistance will be given with publicity. You will be notified well in advance of the date and time of the meeting.

This visit is important. You should be available for part of the day to visit the concert site and discuss the promotional arrangements. All parties involved with the concert should attend this meeting.

## PRINTED PROGRAMS

Printed programs are provided by the Navy Band. The program will arrive on the Navy Band equipment truck the day of the concert. Advertising is not permitted in the program because of Department of Defense regulations. A list of donors contributing to the sponsor's costs may be inserted in the program provided.

## TICKETS

Tickets are required for all concerts. Even though the performance is free, tickets provide crowd control, gauge the success of your publicity campaign and give patrons a friendly reminder that they should attend the concert. Throughout the publicity campaign, please stress that the concert is general admission with no reserved seating. Tickets are not required for outdoor concerts or rain sites. A sample ticket is reproduced below:



1. Plan to have tickets ready for distribution at least six weeks before the concert.
2. Print and distribute at least 1/3 more tickets than the seating capacity of the concert site. Statistics show that even when ticket distribution is properly controlled, only 75% of ticketholders will attend the performance. Overprinting by 1/3 compensates for this difference and ensures a capacity audience.
3. Keep ticket distribution simple. In your advertising, use a ticket coupon and inform patrons of the address to mail ticket requests. Use a post office box to receive coupons. A sample address follows:

The United States Navy Band Commodores Concert  
P.O. Box \_\_\_\_  
City, State Zip

Limit requests to 4-6 tickets. Have people include a self-addressed stamped envelope to reduce your postage costs.

4. Designate a location (box office window) for patrons to pick up last-minute requests for tickets, if still available after the mail-in deadline.
5. A phone number that patrons can call for further information is also helpful.
6. Answer all written requests with either the tickets or a letter of regret. The following is an example:

*Dear Patron:*

*We regret that your request for Navy Band Commodores Concert tickets arrived after our supply was gone. However, it is still possible for you to hear the concert. Ten minutes before the concert, empty seats will be given to anyone without tickets.*

*Thank you for your interest in the Navy Band Commodores. We are sorry we were unable to fulfill your request.*

*Sincerely,  
Concert Committee*

7. All tickets should be distributed at least two weeks before the concert. If this is not the case, call the Navy Band tour operations office at 202-433-2889 for assistance.

By following these guidelines closely and using adequate promotional efforts you will ensure a "sold out" audience for your Navy Band Commodores performance.

## **USHERS**

Ushers are needed to take tickets, pass out programs, seat handicapped patrons, and locate empty seats. They should be briefed on their duties before opening the concert site to the public. High school bands and choruses, ROTC units, college music clubs and community service organizations are possible sources of volunteers to serve as ushers.

## **TOUR REVIEW BOOK**

The Navy Band compiles a tour book, which is used by the Navy Band public affairs office. Of particular importance are newspaper and magazine performance reviews following the concert. Sponsors are requested to forward two copies of each piece of printed material from both before and after the concert to:

The United States Navy Band  
Tour operations  
617 Warrington Avenue SE  
Washington Navy Yard, DC 20374-5054

## **TECHNICAL INFORMATION**

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### **CONCERT SITES**

To help ensure a successful concert, choose the best possible concert site. An auditorium seating 1000 or more is preferred. The rental of these halls is often waived or reduced when the owners or managers understand the nature of the concert, or co-sponsor the event. When scheduling an outdoor concert, you should arrange for a suitable indoor site in case of inclement weather.

### **CHECKLIST FOR STAGING REQUIREMENTS**

1. Minimum stage size: 30 feet wide by 25 feet deep. We request a full, black curtain drawn across back of stage.
2. 20 clean chairs without arms and 12 music stands.
3. Clean rest room/changing facilities for 17 men and two women, separate from public facilities.
4. Warm up rooms away from the stage area.
5. 200 square feet of storage area for trunks and instrument cases near the stage.
6. Three separate grounded 20-amp, 110-volt circuits are needed on stage.
7. The group's audio engineer must have a 6' x 10' (minimum) position in front of the stage to set up a mixing board and sound gear. This position must be as close to the lateral center of the venue as possible, between 30 and 100 feet in distance from the front of the stage, and not under a balcony or overhang. If necessary, the sponsor will arrange for the removal of audience seating to ensure that this space exists.
8. Four 4' x 8' risers, 4-6 inches in height.
9. If available, a quality grand piano tuned within 24 hours of the performance.
10. The local stage manager must open auditorium and meet tour/stage managers two hours before the concert to discuss lighting, electricity, and staging requirements. An appointed person must remain

available to operate the stage and house lights, and assist if any problems arise during the performance. The group will arrive to set up 90 minutes before the concert.

11. Overhead white stage lights: bright enough to read newsprint without difficulty. Lighting intensity should be the same on all parts of the stage. Spotlight for vocalist and soloists, if available.

12. Houselights are dimmed or turned off during concert. Houselights should be illuminated toward the end of the show during the service medley. The band will honor audience members who have served in the armed forces by asking them to stand and be recognized.

13. Parking for three Navy Band vehicles at the concert site: one tour bus, one 26-foot equipment truck, and one sedan.

14. If available, the Navy Band would like to use a retractable screen (from fly space) for a pre-concert video presentation and a digital projector.

15. Two cases of bottled water.

For audience safety, the auditorium must be kept closed to the public until the tour manager approves the house opening (usually 30 minutes before the concert).

### **LIGHTING REQUIREMENTS**

Overhead white stage lights must be bright enough to read newsprint without difficulty. Lighting intensity must be the same on all parts of the stage including up to the back curtain, as well as up to the edge of the apron. Stage lights should be hung and adjusted before the stage crews' arrival. Local stage manager must be prepared to readjust lights and/or remove lighting gels in areas of the stage that are not uniformly or adequately lit.

### **UNLOADING & SETTING UP**

Access to the unloading area is necessary two hours before the concert. Stage/Performance area must be cleared before groups arrival. The band travels with a U.S. flag and a U.S. Navy flag that they will set up in the proper location on stage. These are the only flags authorized on stage during a U.S. Navy Band performance.

1. All loading and unloading will be supervised by the band's stage manager.
2. The unloading site should be as close as possible to the performing area.
3. It is important to avoid stairs and narrow passageways from the truck to the stage area because of the band's large trunks and heavy equipment.
4. A large door approximately four feet wide is required for large trunks.
5. Local stage manager must remove any double door center bars along the unloading route. This must be done before the band arrives (two hours prior to concert time).
6. The equipment truck will be loaded as soon as the concert is over.



## **SECURITY**

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Security remains a top concern for the United States Navy Band during its national concert tours. The combination of a prominent U.S. Navy asset associated with the institution of the presidency and a large crowd of patriotic civilians may increase the target profile of a public concert unless all necessary security measures are employed. The goal is the safety of concert patrons and members of the general public, especially in light of recent terrorist attacks. However, the sponsor is not required to incur any additional expenses for local law enforcement services. Throughout the tour process, security specialists from the band work hand-in-hand with the tour sponsors and local law enforcement agency personnel. Sponsors will be contacted initially by the tour manager/security petty officer and are encouraged to discuss questions about security.

### **SECURITY ASSETS**

#### **Ideal Protection**

- Three law enforcement officers (police dept., sheriff's dept., campus police, park police, security service, etc.) – one exterior perimeter guard, one in auditorium, one back-stage
- One K-9 asset to sweep venue for explosives

#### **Moderate Protection**

- Two law enforcement officers - one exterior perimeter guard and one back-stage

#### **Minimal Protection**

- One law enforcement officer posted in venue and roving

### **SECURITY PROCEDURES**

- Have security personnel perform a security sweep (with K-9 asset if possible) of the entire venue upon arrival of the tour manager (backstage, dressing rooms, stage, front of house, lobby, etc).
- Have security personnel in place one hour prior to the beginning of the concert and remain until 30 minutes after the concert.
- Secure all entrances to backstage areas and hallways from the time the Navy Band stage crew arrives until the band departs.

If at any time additional concerns are raised and/or information is received pertaining to any potential, perceived, or actual threat, contact local law enforcement authorities immediately as well as the band's security officer whose contact information is listed below:

Lt. j.g. Gregory A. Fritz, USN  
gregory.fritz@navy.mil  
202-433-2749

## **PUBLICITY INFORMATION**

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### **PROMOTIONAL MATERIALS**

The publicity materials you will need to promote the tour appearance of the United States Navy Band Commodores are prepared by the band's public affairs office. The tour representative will have these materials sent to you well in advance of the concert. Many of the following materials are also downloadable from our web site: [www.navyband.navy.mil](http://www.navyband.navy.mil).

- Press kits (hard copy or CD-ROM) contain general information on the band, biographical information on the Commodores, social media links and contact information for the Navy Band public affairs office.
- Localized news releases spotlighting band members from your area will be sent to each sponsor at least two weeks prior to the performance.
- CDs are useful in promoting tour appearances on radio and television. Navy Band Commodores CDs are used only for public information purposes and cannot be commercially distributed. CDs are provided to each sponsor.
- Radio spot announcements to promote your local concert can be created from selections on the CD. Local radio stations and/or recording studios can record the voice-overs using the script in appendix D.
- Radio and television spot announcement scripts are provided for distribution to local stations. These fill-in-the-blanks scripts are included later in this guide and are suitable for photocopying. The sponsor is responsible for contacting local radio and television stations.
- Color posters are effective in libraries, schools, civic and veterans' clubs, churches, municipal buildings, commercial establishments and Navy Recruiting Offices. Central distribution of posters through civic groups, scouting, and other local organizations is effective. Providing a main library with 10 posters for distribution to branch libraries is easier than visiting 10 libraries separately.

PLEASE NOTE: Poster artwork will be provided by the Navy Band and will include concert date, time, location and ticket information. Using a local print shop will ensure quality and accuracy. The printing is the responsibility of the sponsor.

- Navy Band artwork is available in several sizes and is provided for use in print and online advertising.

### **PUBLICITY AND ADVERTISING CAMPAIGN PLAN**

The following is a suggested promotional plan to support the Navy Band's appearance in your community.

#### **6 weeks before concert**

Print tickets

RADIO/TV: Distribute release-announcing concert. (See sample form.)

#### **5 weeks before concert**

PRINT: Full page or half-page ad with photo, listing date, time, location, and ticket information. Include mail-in coupon.

#### **4 weeks before concert**

PRINT: Feature story on the band. Include ticket information and coupon.

RADIO: Distribute promotional CDs.

#### **2 weeks before concert**

PRINT: Feature story on the history of the band and story of the soloists. Include concert and ticket information. (Last day for mail-in coupon for tickets, etc.)

### **1 week before concert**

PRINT: Run "Sold Out" ad. Feature story on band member(s) from area. Include concert info and info for non ticket holders..

### **3 days before concert**

PRINT: Feature story on the director of the band with photos. Include concert info and info for non-ticket holders.

### **1 day before and/or on day of concert**

PRINT: Feature on concert program selections and profile of band. Include concert info and info for non-ticket holders.

IMPORTANT NOTE: Don't let your promotional efforts "lose steam" because all the tickets are distributed. Your publicity campaign isn't complete until the band performs and the auditorium seats are filled. Even if the ticket supply is gone, continue to promote the Navy Band Commodores and your efforts as the sponsor. Remember that empty seats will be released to those without tickets 10 minutes before concert time.

## **NEWSPAPER COVERAGE**

The support of a newspaper as a sponsor or co-sponsor of a tour appearance is important. Pre-concert publicity, feature stories, and post-performance reviews are beneficial to a successful concert and newspaper support makes the overall promotional effort much easier.

Full-page ads kicking off the promotional campaign are very effective. The newspaper may provide this as a community service, or the sponsor can get support from local merchants to defray the expense - this also applies to subsequent advertising. Plan your publicity campaign keeping important newspaper deadlines in mind.

## **WORKING WITH RADIO AND TELEVISION**

A concert by the Navy Band Commodores is a free admission, cultural event that your local radio and television stations can promote as a community service. This should be your approach when offering pre-recorded spot announcements, scripts, and interview subjects to your local stations.

Time for public service announcements (or PSAs) is limited on most stations, and the competition from other community organizations is intense. Unlike paid ads, PSAs are run at the stations' convenience; however, you may suggest certain dates that your announcements should be aired. Material that conforms to the stations' desires has the best chance of being aired. Use the example as a guide, and ask if your stations have any special requirements.

Local news and talk/interview shows are another way to promote the Navy Band's visit to your city. The show's producer, not the on-air personalities, screens material for these programs. Before approaching any producer, be familiar with their program, know if what you're offering is appropriate, and be prepared to offer a "news peg."

A news peg is an angle that makes the Navy Band Commodores story of special interest to your locale. Are any Navy Band members from your area? What prominent local citizens are former Sailors? These are the types of questions local news people may ask, so have answers ready.

Live interviews with the leader or key band performers can sometimes be arranged the day of the performance. Telephone interviews are also possible from preceding tour stops. Refer all interview requests to your tour advance representative. Audio recordings of the Commodores in performance are also available to complement interviews.

## **PROMOTION STRATEGIES!**

### **WHAT WORKS:**

- Full, half or quarter-page ads with photos and art work
- Display ads of at least three columns
- Color photos and art work
- Coupons for ordering tickets
- One central ticket distribution point
- Radio and TV promotion in addition to display ads
- Direct mail (flyers with concert information to selected mailing lists)
- Internet advertising and email lists from the venue or organizations such as the chamber of commerce, service organizations or local school districts

### **WHAT DOESN'T:**

- Classified ad format
- Radio public service announcements alone
- Arts and entertainment calendars alone
- Multiple ticket distribution points - please do not give "piles" of tickets to banks, stores, service clubs, schools, libraries, etc. for people to help themselves. People tend to take more than they will use, and you will end up with a sparse concert audience.

### **ORGANIZATIONS TO NOTIFY:**

- American Legion, VFW, fleet reserve and other veterans organizations
- Professional/civic clubs including Kiwanis, Jaycees, Lions, Rotary, Elks and others
- College and high school bands, orchestras and choruses
- Churches and synagogues
- Local music clubs and arts associations

## **CONCERT RECORDING**

Requests from radio and television stations wishing to record entire Navy Band Commodores concerts for either live broadcast or for future programming must be referred to the Navy Band's public affairs director via the Navy Band tour manager. Such coverage requires a written request and approval is based on the following criteria:

- 1) The broadcast must be non-commercial.
- 2) No copies of the concert tapes may be made and/or distributed.
- 3) National network requests require approval from the American Federation of Musicians.
- 4) Coverage must not be disruptive to the audience.

Concerts by the United States Navy Band Commodores often contain many copyrighted works. A radio or television station covering the band concert assumes responsibility for obtaining licenses with appropriate performing rights organizations.

Data on broadcast dates, audience size, and other information is useful in evaluating media coverage. A copy of the respective program in a DVD format is requested for the Navy Band's library. These materials can be sent to the Navy Band's public affairs office via the Navy Band tour representative. For additional information call 202-433-2889.

## **PROCLAMATIONS**

Another approach to concert publicity is to seek the endorsement of your state and local community representatives. The governor, mayor, and city council can be personally requested to put their official influence behind this cultural gift to the people of their state and city. One very effective way is to have the governor declare the concert date "United States Navy Day" in your city. Perhaps the mayor would consent to serve as honorary chairman of the sponsoring committee. A sample proclamation format is appended to this guide.

## **CONCLUSION**

An appearance by the United States Navy Band Commodores inspires tremendous goodwill and patriotism. This booklet was prepared to assist you in coordinating the many details required for a successful concert, and to help ensure that the band's performance is enjoyed by as many people in your community as possible. The Navy Band welcomes your comments and/or suggestions regarding the tour appearance in your community.

## SOME COMMONLY ASKED QUESTIONS

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*May we sell advertising in the printed program?*

Printed programs are provided by the United States Navy Band. The program will arrive on the Navy Band equipment truck the day of the concert. Advertising is not permitted in the program because of Department of Defense regulations. A list of donors contributing to the sponsor's costs may be inserted in the program provided.

*If there's a big demand, might the band do more than one concert in our city?*

We are aware that in many cities there are citizens who wish to hear a Navy Band Commodores concert but can not because the performance is "sold out." Unfortunately, the logistics of the tour prevent the band from playing more than one concert per day. The primary goal is to give audiences a quality full length musical performance. Similarly, we do not divide our full length program into two shorter length concerts.

*How do we handle group requests for tickets?*

Although you should limit tickets to four to six per request, organizations and other large groups such as school bands, churches, retirement communities, etc., will often ask for large numbers of tickets. The following guidelines will help you handle group requests effectively:

- Speak to the point of contact for the group and stress the importance of getting a firm head count of only those members who will actually attend.
- If a ticket request seems inordinately large, give only one-third or half of the requested amount to begin with and have the point of contact come back for the rest when those are gone.

*What happens if we do the overprint and have to turn people away?*

The ticketing procedures recommended in this guide will assure you of a capacity audience, and will not put you in the awkward position of turning away valid ticket holders. On very rare occasions, some patrons without tickets hoping to claim empty seats may be turned away.

*May we reserve seats for the concert?*

All concerts by the Navy Band Commodores must be open to the general public. Therefore, except for a minimal number of seats which you may save only for the VIP guests (i.e., mayor, college president, governor, etc.), there can be no reserved seating for any individuals or groups. Since the band tours at taxpayers' expense, it is imperative that all citizens must have an equal opportunity to hear the concert.

*Can our local high school / college jazz band perform as a warm-up band for the Commodores?*

Our goal is to give audiences a full length musical performance. Similarly, we do not divide our full-length program into a shorter length concert in order to feature local performing groups. However, we can arrange special seating for local school groups so that they can fully enjoy the Commodores performance "up close."

*May we make the Navy Band Commodores concert part of our subscription series?*

The Navy Band is funded by taxpayers' money, so all must have an equal opportunity to attend a Navy Band concert. If the concert is included in a subscription series, subscription holders and the general public must have the same opportunity to request tickets for this specific concert.

*Should the sponsor address the audience and introduce the band?*

The band does not need an introduction by the sponsor. A few minutes prior to concert time, the band will enter the stage and tune. The band will then lead the audience in the "The Star Spangled Banner" and proceed with the concert. During the concert, the band's narrator will thank the sponsor(s) on behalf of the Navy Band Commodores for bringing the performance to your community.

*May we have our logo, flag, or sign placed on stage for the performance?*

We provide a United States flag and a U.S. Navy flag. These are posted onstage for the performance. Otherwise, we ask that the stage be unadorned with any other sign or banner.

*May we have a color guard?*

As explained above, the format of our tour performances does not accommodate color guards. Highly conscious and proud of our patriotic duty and military heritage, we post the U.S. flag and the U.S. Navy flag on the stage at every concert. Therefore, the presentation of additional colors is not necessary.

*May refreshments be sold at the concert?*

Refreshments may be sold at the concert site before and after the concert. Refreshments should not be sold during the performance.

*May we provide a reception for the band after the concert?*

We appreciate the many sincere offers to host a reception for us while we are "on the road." However, due to the intense traveling and performing schedule during the tour, these invitations will need to be discussed with the tour manager on a case by case basis.

*May we provide food or drink for the band?*

It is the sponsor's choice to provide food or drink for the band. This can also be discussed with the tour manager.

*May we accept cash or other donations to help defray expenses or to assist our local "canned food drive" or other local charitable endeavors?*

There are strict Department of Defense guidelines regarding the participation of U.S. Armed Forces assets in fundraising or charitable activities. Since such donations could also be construed as forms of admission, their acceptance in association with Navy Band concerts is prohibited.

## APPENDICES



## Appendix A

### SAMPLE PROCLAMATION

State/City of

Executive Office

(GOVERNOR/LOCAL OFFICIAL)

UNITED STATES NAVY DAY

(DATE)

WHEREAS Since its creation, the United States Navy has played a vital role in the defense of America, and

WHEREAS The United States Navy Band Commodores represents the Navy and fosters the preservation of music by performing at government and military functions, as well as for the enjoyment of the civilians of this nation, and

WHEREAS The Commodores from the United States Navy Band in Washington, D.C. is performing in concert at (auditorium) on (day), (date) at (time),

NOW THEREFORE, I, (name), Governor/Local Official of the State/City of (state/city), do hereby proclaim, in honor of the United States Navy Band Commodores, (date) as UNITED STATES NAVY DAY (WEEK) in (state/city) and urge all citizens to attend performances by this outstanding organization. Given under my hand and seal this (number day) of (month) and (year).

(signed) (GOVERNOR/LOCAL OFFICIAL)

## Appendix B

### SUGGESTED MEDIA ADVISORY

NAVY BAND COMMODORES TO PERFORM IN (city)

WHO - "Commodores," the United States Navy Band's jazz ensemble from Washington, D.C.

WHAT - Free Concert

WHEN - (performance date and time)

WHERE - (location)

OTHER INFORMATION - The Navy Band Commodores feature 19 top jazz and "big band" musicians offering a mixture of styles ranging from authentic sounds of the swing era to contemporary high energy music. Dizzy Gillespie, Grover Washington Jr., Louis Bellson, and Pete Christlieb are a few of the guest artists who have appeared with the ensemble.

Free general admission tickets are available by mailing a self-addressed, stamped envelope to:

COMMODORES CONCERT  
P. O. Box \_\_\_\_\_  
\_\_\_\_\_  
(city, state and zip)

Tickets may also be picked up beginning \_\_\_\_\_ at \_\_\_\_\_.  
(date) (ticket office)

Any unclaimed seats will be available to non-ticket holders just prior to concert time. For more information call \_\_\_\_\_.  
(phone number)

NOTE: to schedule interviews with featured musicians, call:

\_\_\_\_\_ at \_\_\_\_\_.  
(promotion director) (phone number)

## Appendix C

### SUGGESTED NEWSPAPER RELEASE

COMMODORES TO PERFORM IN \_\_\_\_\_  
(city)

"Commodores," the United States Navy Band's jazz ensemble from Washington, D.C., will present a free concert at \_\_\_\_\_ in \_\_\_\_\_  
(auditorium) (city)

on \_\_\_\_\_ at \_\_\_\_\_.  
(date) (time)

OTHER INFORMATION - The Navy Band Commodores feature 18 top jazz and "big band" musicians offering a mixture of styles ranging from authentic sounds of the swing era to contemporary high energy music. Dizzy Gillespie, Grover Washington Jr., Louis Bellson, and Pete Christlieb are a few of the guest artists who have appeared with the ensemble.

The concert is free, but tickets are required. Tickets are available by sending a self addressed, stamped envelope to:

COMMODORES Concert  
P. O. Box \_\_\_\_\_  
\_\_\_\_\_  
(city, state, and zip)

Tickets may also be picked up beginning \_\_\_\_\_ at \_\_\_\_\_.  
(date) (ticket office)

Any unclaimed seats will be available to non ticket holders just prior to concert time.

For more information, call \_\_\_\_\_.  
(phone number)

## Appendix D

### SUGGESTED RADIO/TV ANNOUNCEMENT SCRIPT

COMMODORES TO PERFORM IN \_\_\_\_\_  
(city)

ANNOUNCER: "Commodores", THE UNITED STATES NAVY BAND'S JAZZ ENSEMBLE  
FROM WASHINGTON, D. C., WILL PRESENT A FREE CONCERT AT \_\_\_\_\_  
(auditorium)

IN \_\_\_\_\_ ON \_\_\_\_\_ AT \_\_\_\_\_  
(city) (date) (time)

THE NAVY BAND COMMODORES FEATURE 18 TOP JAZZ AND BIG BAND MUSICIANS OFFERING A MIXTURE OF STYLES RANGING FROM THE AUTHENTIC SOUNDS OF THE SWING TO CONTEMPORARY HIGH ENERGY MUSIC. DIZZY GILLESPIE, GROVER WASHINGTON, JR., LOUIS BELLSON, AND PETE CHRISTLIEB ARE A FEW OF THE GUEST ARTISTS WHO HAVE APPEARED WITH THE GROUP. THE CONCERT IS FREE, BUT TICKETS ARE REQUIRED.

FREE TICKETS ARE AVAILABLE BY MAILING A SELF ADDRESSED, STAMPED ENVELOPE TO:

COUNTRY CURRENT CONCERT  
P. O. \_\_\_\_\_  
\_\_\_\_\_  
(city, state, zip)

TICKETS MAY ALSO BE PICKED UP AT \_\_\_\_\_  
(ticket office)

FOR MORE DETAILS, CALL \_\_\_\_\_  
(phone number)