

United States Navy Band – Washington, D. C.



Tour Information Guide



FORWARD

The United States Navy Band will soon perform in your area. It is important that as many people as possible attend the concert. The United States Navy is depending on you, as sponsor, to promote this event to ensure its success.

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 45 feet wide and 35 feet deep.
- Implement a publicity 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 United States Navy funds travel, lodging, and meal expenses for national tours by the U. S. Navy Band and its specialty groups.

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 Department
617 Warrington Avenue, SE
Washington Navy Yard, D. C. 20374-5054
Telephone: (202) 433-2889
Fax: (202) 433-4108
E-mail: NavyBand.tour.operations@navy.mil

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GENERAL INFORMATION

DESCRIPTION OF PERFORMING ENSEMBLE

The Navy Band is the United States Navy's premier concert band. This group includes 56 performers on flute, oboe, clarinet, saxophone, bassoon, trumpet, horn, euphonium, trombone, tuba, string bass, and percussion. The band's repertoire includes marches, symphonic selections, patriotic works, and popular favorites.

PUBLIC SERVICE INFORMATION

Concerts by the United States Navy Band 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 two hours long with a fifteen-minute intermission. They should be scheduled at 7:30 or 8:00 p.m. On Sundays, the program is usually at 3 p.m.

The United States Navy Band has a special opening, which introduces the band and the conductor, 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.

GUEST STUDENT PERFORMERS

The Navy Band traditionally invites area students to join them in performing John Philip Sousa's Washington Post March on the evening concert. Student performers representing local high schools are limited to ten. The sponsor decides how the students are chosen; however, we recommend that the band directors from each school select superior players from their bands.

No rehearsal will be provided, so it is imperative that the students come prepared. Have students report to the Navy Band narrator by the front of the stage, 30 minutes before the concert, in their high school band uniforms. Give a typed list of the students' names to the narrator at that time.

The following will help your band director(s) locate the music:

WASHINGTON POST March, by John Philip Sousa
Published by Carl Fischer, Inc.
62 Cooper Square
New York, NY 10003
Phone (212) 777-0900

This music may be bought from a local music store or directly from the publisher.

Please publicize the students in the local press.



SPONSOR RESPONSIBILITIES

EXPENSES

The United States Government pays for all Navy Band salaries, transportation, lodging, and meals. Local costs such as program and 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. No advertising is permitted in the programs; but if desired, a patron's list indicating contributors to concert expenses may be included. Fundraising activities or other collections in connection with Navy Band tour appearances are prohibited.

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 REPRESENTATIVE

Four to six weeks before the date of your concert, a representative of the band will meet with you. At that time the performance facilities will be checked to determine compliance with Navy Band staging requirements, 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 publicity arrangements.

PRINTED PROGRAMS

Printing the program is the responsibility of the sponsor. It should be printed on quality paper stock instead of mimeographed or photocopied. The Navy Band will provide the list of concert selections. Additional information you might want to include can be found in the press kit.

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 included.

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:

COMPLIMENTARY TICKET

United States Navy Band - Washington, D.C.



Tuesday, March 3, 2009

University of North Texas
Winspear Performance Hall
Denton, Texas

Doors open at 6 p.m. Show starts at 7 p.m.

Ticket holders are requested to arrive before 6:45 p.m. as the general public will be admitted at 6:45 p.m.

SPONSORED BY: University of North Texas Wind Studies Department

1. Plan to have tickets ready for distribution at least 6 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. State on all tickets "Ticket holders must be seated 15 minutes before the concert. Unclaimed seats will be released to non-ticket holders at that time."
4. 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 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.
5. Designate a location (box office window) for patrons to pick up last-minute requests for tickets, if still available after the mail-in deadline.

TICKETS (Continued)

6. A phone number that patrons can call for further information is also helpful.
7. 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 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.
We are sorry we were unable to fulfill your request.*

Sincerely,

Concert Committee

8. 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 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 Office
617 Warrington Avenue, SE
Washington Navy Yard, D.C. 20374-5054

PERFORMANCE REQUIREMENTS

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.

STAGING REQUIREMENTS

1. Minimum stage performing area - 45 feet wide by 35 feet deep. (Anything smaller is unacceptable). If a line for the fire curtain is enforced downstage, *available* performance space must still be a minimum of 45' wide X 35' deep. NOTE: Make sure stage measurements reflect actual performance area and do not include wings or space occupied by curtains or backdrops.
2. 500 square feet of storage area for approximately 30 trunks backstage and in stage wings
3. If using a gym/arena floor:
 - A. Stanchions with ropes or "Tensa" type barriers, must be provided to differentiate the performance area from seating area.
 - B. Please provide an acoustical backdrop, or curtain behind ensemble, if available.
4. If using a temporary stage, the minimum performing area is 55' wide by 45' deep. Stage should not exceed 18 inches in elevation, and have an attachable ramp to facilitate the loading of gear onto the stage, and also have attached stairs on each side of the stage.
5. 65 clean chairs without arms. (Wenger-style music performance chairs, if available).
6. 70 music stands, in good working order (if available)
7. A minimum three separate 20-amp 110-volt circuits on/near stage.
8. The Navy Band's audio engineer needs a 6' x 6' cleared area. This must not be located under a balcony or overhang and must have one 20-amp 110-volt circuit available, separate from stage.
9. Quality grand piano, if available. Must be tuned within 24 hours of performance.
10. Full black rear traveler curtain and black side legs are preferred over a hard shell.
11. Four rectangular tables backstage- 2 on stage right, 2 on stage left.
12. Performance areas must be cleared and made available for set up on the day of the performance.

UNLOADING AND LOADING ACCESS

Navy Band crew will arrive 3 hours before the concert and must have access to loading area, stage and dressing rooms at that time. Please provide parking for 5 vehicles at the concert site - two touring buses, two 26-foot trucks, and one sedan. (Trucks must remain close to the loading dock area)

1. Venues with loading docks: must have room for at least one 26' truck to back up to dock. **There can be no stairs or steps in between level of dock and level of stage.** Loading dock and parking area must be cleared of any debris, sets, other vehicles, etc. before crew arrival.
2. Venues without loading docks: Trucks must be able to back close to loading door **on a level surface which will fit one 26' truck.** Gear trunks must be able to be rolled from loading pad directly onto stage without any stairs or steps or curbs in loading path.
3. Doors: Any doors or doorways in loading/unloading path must be at least 48" wide and 80" tall. Any threshold must be a low-profile type. Any center bars must be removed prior to stage crew's arrival.
4. Elevators: Any elevators in loading/unloading path must be freight type elevators. An electrician or maintenance person must be on call in case of elevator malfunction.
5. The band's stage manager will supervise all loading and unloading.
6. The sponsor must provide four (4) adults (or students with a supervisor), to help with unloading and loading equipment three hours before and **IMMEDIATELY AFTER** the performance. (Each evolution will take about 30 minutes). For safety/liability reasons, sponsor help will be used **ONLY** for rolling equipment from the truck to the performance area and back.

DRESSING ROOMS AND BACKSTAGE AREA

1. One clean dressing room for the conductor, as close to stage as possible. With private restroom, if available.
2. One clean, small to medium sized dressing room for 4-6 persons as close to stage as possible. A "Green room" may be used as this dressing room.
3. Two clean, chorus sized dressing rooms for a minimum of 25 people each. Large classrooms near the performance area can be used but, if any windows do not have blinds, please ensure they are covered with paper to ensure privacy.
4. Clean restrooms for men and women, separate from public facilities.
5. One large warm up room separate from changing rooms, if available.

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. **A technician must be present during concert to operate house lights.**

HOSPITALITY, VENUE STAFFING AND HOUSE NOTES

Hospitality: If possible, please provide the following:

1. 60 bottles of water
2. Light dinner for 5 person stage crew (Sub sandwiches, etc) (Pre-concert)
3. Light snacks for 60 people, if available. (Pre-concert)

Venue Staffing:

1. One lighting operator **present through load and concert** (for house and stage lights).
2. One stage manager to assist stage crew and tour manager.
3. One security person to control access to backstage and dressing room areas, especially during performance. (Please provide additional security personnel as needed)
4. Front of house staff are needed to control all entrances to auditorium, hand out programs, and take tickets.

House Notes:

1. The local stage manager must meet with the band stage manager 3 hours before the concert to discuss lighting, electricity, and staging requirements; to operate the stage and house lights; and assist if any problems arise during the performance. Lighting technician must also be present at crew arrival time if stage manager is unable to operate lighting.
2. Doors to performance area must remain closed to the public until approval to open is received from tour manager. This will usually be 30-45 minutes before performance time. Tickets will also state the "house will open at" time. Outer lobby area may be opened any time.

PUBLICITY INFORMATION

PROMOTIONAL MATERIALS

The publicity materials you will need to promote the tour appearance of the United States Navy Band 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: navyband.navy.mil.**

Press Kits (hard copy or CD-ROM) contain feature stories, historical data, general information on the band, and biographical information on the leader and soloists. Photos of the band, the leader, and featured soloists are also included.

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 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 on page 19.

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: Posters must be overprinted in the blank space with your concert date, time, location, and ticket information. Using a local print shop will ensure quality and accuracy. The overprinting is the responsibility of the local sponsor.

Poster overprinting can also be accomplished by having your printer use a polyethylene-coated photostat positive receiver paper, such as Agfa-Gevaert, cpp. copy proof positive receiver paper.

Artwork of the Navy Band insignia in several sizes is provided for use in print advertising and programs

PUBLICITY CAMPAIGN PLAN

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

<u>DATE</u>	<u>PUBLICITY</u>
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 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 publicity 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 & TELEVISION

A concert by the U.S. Navy Band 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 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. CD recordings of the Navy Band 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 E-mail 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 veteran's 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 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 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 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

May we sell advertising in the printed program?

Advertising in the program is prohibited. Only the name of the Official Sponsor and a courtesy acknowledgment of assisting organizations may appear in the program.

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 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 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, we feel that all citizens must have an equal opportunity to hear the concert.

What do I do about VIP guests?

VIP guests are your responsibility. If you reserve seats for them, we ask that these be the only reserved seats for the performance. Please do not reserve more than two rows.

May we make the Navy Band 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, tune, and start a fanfare to bring out the concert narrator. The narrator then introduces the conductor, who leads the audience in the "The Star Spangled Banner" and then proceeds with the concert. During the concert, the band's narrator will thank the sponsor(s) on behalf of the Navy Band 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 and during intermission. 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.

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 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 United States Navy Band from 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, (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)

SUGGESTED MEDIA ADVISORY:

NAVY BAND TO PERFORM IN _____
(city)

WHO - "The United States Navy Band" from Washington, D. C.

WHAT - Free Concert

WHEN - _____
(performance date and time)

WHERE - _____
(location)

OTHER INFORMATION - The Navy Band is the Navy's premier musical organization. The band performs frequently at White House and Pentagon ceremonies and tours annually throughout the country.

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

THE U. S. NAVY BAND 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).

SUGGESTED NEWSPAPER RELEASE:

NAVY BAND TO PERFORM IN _____

(city)

The United States Navy Band from Washington, D.C. will present a free concert at _____ in _____ on _____
 (auditorium) (city) (date)
 at _____.
 (time)

Under the baton of Captain Brian O. Walden, the band will present a variety of music including marches, symphonic selections, patriotic works, and popular favorites.

Members of several local high school bands will join the Navy Band on stage to perform John Philip Sousa's "Washington Post March."

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

U.S NAVY BAND CONCERT
 P. O. Box

 (city, state, and zip)

Tickets may also be picked up beginning _____
 (date)
 at _____. Any unclaimed seats will be
 (ticket office)
 available to non-ticket holders just prior to concert time.

For more information, call _____.
 (phone number)

This special performance by the Navy's premier musical organization is part of the Navy Band's national tour. The band performs frequently at the White House and the U.S. Capital Building, and has participated in 21 Presidential Inaugurals.

SUGGESTED RADIO-TV ANNOUNCEMENT SCRIPT:

NAVY BAND TO PERFORM IN _____
(City)

ANNOUNCER: THE UNITED STATES NAVY BAND FROM WASHINGTON, D.C.
WILL PRESENT A FREE CONCERT AT _____
(auditorium)
IN _____ ON _____ AT _____.
(City) (date) (time)

UNDER THE BATON OF CAPTAIN BRIAN O. WALDEN, THE BAND
WILL PRESENT A VARIETY OF MUSIC INCLUDING MARCHES,
SYMPHONIC SELECTIONS, PATRIOTIC WORKS, AND POPULAR
FAVORITES.

IN ADDITION, MEMBERS OF OUR LOCAL HIGH SCHOOL BAND(S)
WILL JOIN THE NAVY BAND ON STAGE TO PERFORM JOHN
PHILIP SOUSA'S "WASHINGTON POST MARCH".

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

NAVY BAND CONCERT,
P.O. BOX _____,

(city, state & zip)

TICKETS MAY ALSO BE PICKED UP AT _____.
(ticket office)

FOR MORE DETAILS, CALL _____ .
(phone number)

