

United States Navy Band - Washington, D.C.



Tour Information Guide



## FORWARD

The United States Navy Band Sea Chanters chorus 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 40 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](mailto:NavyBand.tour.operations@navy.mil)

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## **GENERAL INFORMATION**

### **DESCRIPTION OF PERFORMING ENSEMBLE**

As the official chorus of the United States Navy, and one of five performing units of the United States Navy Band, the Sea Chanters promote the Navy's proud heritage of the sea. The repertoire of this twenty-voice chorus, accompanied by piano, bass and drums, encompasses all types of choral music, including sea chanteys, patriotic selections, folk songs, sacred hymns, and the diverse sounds of opera and Broadway. These singing ambassadors have appeared throughout the United States on concert tours, and perform frequently at the White House, the Vice President's house, and for dignitaries at Washington embassies.

### **PUBLIC SERVICE INFORMATION**

Concerts by the Sea Chanters 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 90 minutes long with no intermission. They should be scheduled at 7:00, 7:30 or 8:00 p.m. The program may be presented at 3 p.m. on Sunday afternoon if desired.

The Sea Chanters have a special opening, which introduces the chorus and its directors, 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 Sea Chanters tour manager.

## **SPONSOR RESPONSIBILITIES**

### **EXPENSES**

The United States Government pays for all Navy Band Sea Chanters salaries, transportation, lodging, and meals. Local costs such as program and ticket printing, publicity, auditorium rental or other auditorium-related costs are the responsibility of the sponsor. Backstage soft drinks and light refreshments, or just 2 cases of bottled water for the 24-piece group are 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 a Sea Chanters tour appearance 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. We invite local recruiters to our concerts and a 6-foot lobby table provided for their use is appreciated.

### **ADVANCE VISIT BY SEA CHANTERS REPRESENTATIVE**

Four to six weeks before the date of your concert, a representative of the Sea Chanters will meet with you. At that time the performance facilities will be checked to determine compliance with Sea Chanters 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 Sea Chanters 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:

<b>COMPLIMENTARY TICKET</b>	
United States Navy Band - Washington, D.C.	
	<p style="font-size: 2em; margin: 0;">Day, Month date, Year</p> <p style="margin: 0;">Place City, State</p>
<p>Doors open at time p.m. Show starts at time p.m.          Ticket holders are requested to arrive before time p.m. as the general public will be admitted at time p.m.</p>	
<b>SPONSORED BY:</b> Sponsor Name here	

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 Sea Chanters 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 Sea Chanters 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 Sea Chanters.  
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 Sea Chanters 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 Sea Chanters compile 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

## TECHNICAL INFORMATION

### 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

The tour representative must approve any deviation from the following requirements during the advance visit.

1. Ideal performing area - 40 feet wide by 35 feet deep. If a line for the fire curtain is enforced downstage, available performance space should still be a minimum of 40 feet wide by 35 feet deep.
2. Two clean dressing rooms for the chorus. (12 men and 12 women)
3. Clean restroom facilities for the chorus, separate from public facilities.
4. The chorus carries its own audio system, risers and electric piano. However, if available, the Sea Chanters would like the option of using a site piano, provided it's a concert quality baby grand/grand type instrument that will be freshly tuned with 24 hours of the performance.
5. Stage must be cleared and made available for set-up the day of the performance. **Please check with site (especially if it is a school) and make sure that band set-ups, play scenery, etc., are removed from the performance and changing areas.**
6. 100 square feet of storage area for trunks and cases near the stage.
7. The group's audio engineer must have a 6' x 10' (minimum) position in front of the stage to mix from. This position must be as close to the lateral center of the venue as possible, between 30 and 75 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. If available, the Sea Chanters would like to use a retractable screen (from fly space) for a pre-concert video presentation and a digital projector to run off our laptop.



### **LIGHTING AND ELECTRICAL REQUIREMENTS**

1. The local stage manager must meet with the chorus stage manager upon the group's site arrival to discuss lighting, electricity, and staging requirements; to operate the stage and house lights; and assist if any problems arise during the performance.
2. Overhead "theater lighting" with white stage lights, bright enough to read newsprint without difficulty, is required. Lighting intensity should be the same on all parts of the stage. (Please be prepared to demonstrate the stage lights during the advance visit)
3. Houselights are dimmed or turned off during concert.
4. Two separate grounded 20-amp 110-volt circuits are needed on stage.
5. Spotlight and operator, provided by the sponsor, is preferred whenever available.

### **UNLOADING & SETTING UP**

1. Access to the unloading area and stage is necessary two hours before the concert hall opens to the public.
2. The unloading site should be as close as possible to the performing area. (Loading dock, direct to stage preferred)
3. Local stage manager must remove any double door center-bars along the unloading route prior to the Sea Chanters site arrival.
4. Please provide parking for three vehicles at the concert site - one automobile, one touring bus and one 26-foot truck.

## **PUBLICITY INFORMATION**

### **PROMOTIONAL MATERIALS**

The publicity materials you will need to promote the tour appearance of the United States Navy Band Sea Chanters are prepared by the band's Public Affairs Office. The tour manager 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](http://navyband.navy.mil).**

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

**Localized News Releases** spotlighting chorus 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 Sea Chanters 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 18.

**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.

**PROMOTIONAL MATERIALS (Continued)**

**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 Sea Chanters 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 Sea Chanters 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 chorus. Include ticket information and coupon. RADIO: Distribute promotional CDs.
2 weeks before concert	PRINT: Feature story on the history of the chorus 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 chorus member(s) from area. Include concert info and info for non ticket holders..
3 days before concert	PRINT: Feature story on the directors of the chorus 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 chorus. 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 chorus performs and the auditorium seats are filled. Even if the ticket supply is gone, continue to promote the Navy Band Sea Chanters 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 Sea Chanters 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 Sea Chanters 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 Sea Chanters story of special interest to your locale. Are any Sea Chanters 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 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 Sea Chanters 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 Choral groups
- Churches and Synagogues
- Local Music Clubs and Arts Associations

## **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 chorus 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 Sea Chanters concert but can not because the performance is "sold out." Unfortunately, the logistics of the tour prevent the group 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 Sea Chanters 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 Sea Chanters tour at taxpayers' expense, we feel that all citizens must have an equal opportunity to hear the concert.

**SOME COMMONLY ASKED QUESTIONS (continued)****May we make the Navy Band Sea Chanters concert part of our subscription series?**

The Navy Band is funded by taxpayers' money, so all must have an equal opportunity to attend a Sea Chanters 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 chorus?**

The group does not need an introduction by the sponsor. The group has its own introduction which leads directly into the singing of the "The Star Spangled Banner" and then proceeds with the concert. During the concert, the group's narrator will thank the sponsor(s) on behalf of the Navy Band Sea Chanters 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 chorus 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 chorus?**

It is the sponsor's choice to provide food or drink for the group (the group prefers 2 cases of bottled water if possible). 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 a Navy Band Sea Chanters performance is prohibited.



### **CONCERT RECORDING**

Requests from radio and television stations wishing to record entire Navy Band Sea Chanters concerts for either live broadcast or for future programming must be referred to the Navy Band's Public Affairs Director via the Sea Chanters 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 Sea Chanters often contain many copyrighted works. A radio or television station covering the 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 Sea Chanters 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 Sea Chanters 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 Sea Chanters 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.

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 Sea Chanters represent the Navy and foster 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 Sea Chanters, the official chorus of the United States Navy, from Washington, D. C. are 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 Sea Chanters, (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 SEA CHANTERS TO PERFORM IN** \_\_\_\_\_  
(city)

**WHO** - "The U. S. Navy Band Sea Chanters", the official chorus of the United States Navy from Washington, D. C.

**WHAT** - Free Concert

**WHEN** - \_\_\_\_\_  
(performance date and time)

**WHERE** - \_\_\_\_\_  
(location)

**OTHER INFORMATION** - The Sea Chanters, the dynamic chorus of the United States Navy Band, have appeared throughout the United States, and perform frequently at the White House, the Vice President's house, and for dignitaries at Washington embassies.

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

THE U. S. NAVY SEA CHANTERS CONCERT  
P. O. Box \_\_\_\_\_  
\_\_\_\_\_  
(city, state and zip)

Tickets may also be picked up beginning \_\_\_\_\_  
(date)  
at \_\_\_\_\_. Any unclaimed seats will be available  
(ticket office)  
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 PRESS RELEASE:

NAVY BAND SEA CHANTERS TO PERFORM IN \_\_\_\_\_  
(city)

The "Sea Chanters", the official chorus of the United States Navy from Washington, D.C., will present a free concert at

\_\_\_\_\_ in \_\_\_\_\_  
(auditorium) (city)

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

The twenty-voice chorus, accompanied by a three piece rhythm section, will perform a variety of styles ranging from patriotic selections to Broadway show-stoppers.

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

Navy Band Sea Chanters 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 official chorus is part of the Navy Band Sea Chanters' national tour. The Sea Chanters perform frequently at the White House, the Vice President's house, and for dignitaries at Washington embassies.

SUGGESTED RADIO-TV ANNOUNCEMENT SCRIPT:

**NAVY BAND SEA CHANTERS TO PERFORM IN** \_\_\_\_\_  
(city)

**ANNOUNCER:** THE "SEA CHANTERS", THE OFFICIAL CHORUS OF THE  
UNITED STATES NAVY FROM WASHINGTON, D. C., WILL PRESENT  
A FREE CONCERT AT \_\_\_\_\_  
(auditorium)  
IN \_\_\_\_\_ ON \_\_\_\_\_ AT \_\_\_\_\_.  
(city) (date) (time)

THE TWENTY-VOICE CHORUS, ACCOMPANIED BY A THREE-PIECE  
RHYTHMSECTION WILL PERFORM A VARIETY OF MUSIC RANGING  
FROM PATRIOTIC SELECTIONS TO BROADWAY SHOWSTOPPERS.

FREE TICKETS ARE AVAILABLE BY MAILING A SELF-ADDRESSED,  
STAMPED ENVELOPE TO: NAVY BAND SEA CHANTERS CONCERT,  
P. O. BOX \_\_\_\_\_,  
(city, state and zip)

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

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

