

AIR NATIONAL GUARD BAND OF THE WEST COAST

Dear Sponsor,

Thank you for sponsoring the Air National Guard Band of the West Coast in your community. Without your help, the success of our concerts would not be possible. Due to frequent changes in personnel and scheduling, we need your help in insuring that only accurate and current publicity materials are used for advertising purposes.

Use only materials in this package, unless we have talked with you directly and have informed you otherwise.

Promotional information such as press releases, featured soloist pictures and biographies, logos, posters, etc, will be included with this package. As changes periodically occur, we will send updated information and materials as necessary.

Printed programs and materials will be sent to you prior to the scheduled concert date. Should a delay occur, we will notify you by phone or email as to the expected arrival date. Please insure that we have your street address should we need to Fed-Ex materials to you.

To help us do the best for a mutually successful event, please confirm receipt of this package by contacting me by phone or email at the information provided below.

Again, thanks to you, our sponsor, from the Air National Guard Band of the West Coast for helping construct a special event that is sure to be enjoyed by all in your community.

Sincerely,

Gordon B Williams, TSgt, CAANG
Media Relations Representative
(925) 963-4330
gordbwill@comcast.net

STAGE MANAGER'S GUIDE

The Air National Guard Band of the West Coast is preparing to perform in your community. As Stage Manager, you can give invaluable assistance in presenting our concert. We will need your experience and expertise to make the performance an enjoyable event for your audience, and to give our band members a professional atmosphere in which to perform.

The following guidelines are our requirements for staging a concert by the United States Air Force, and the California Air National Guard. If you have any further questions, please contact:

SSgt Darren Kruse, Operations Representative,
Mobile: (775) 345-5608
E-mail: darren2671@sbcglobal.net

Stage Requirements:

- ✓ Stage Dimensions. We request a stage performing area of at least 40 feet wide by 36 feet deep.

- ✓ Stage Cleaning. The stage should be cleaned, cleared, and swept prior to the arrival of the band's setup crew to avoid conflicts with the staging of equipment.

- ✓ Band seating. The band will need 35 chairs without arms. Band personnel will be responsible for arranging them.

ELECTRICAL REQUIREMENTS FOR PERFORMANCES

Audio System Requirements

The band carries its own mobile sound system and will not need any support in this area. However if your hall has a professional quality sound system, our audio technician may contact your audio personnel to discuss the possibility of using your sound system.

Electrical Requirements

The following is a list of minimum electrical requirements for all performances requiring sound system support.

A minimum of two, 120VAC/20A, individually breaker protected circuits must be provided. These circuits must be dedicated for band use only and no other loads can be connected. We cannot share these outlets with vendors that want to plug in heat lamps, microwave ovens, coffee machines, etc. One standard wall electrical receptacle with two outlets does NOT represent two circuits, as these are typically tied together on the same circuit, sharing the same circuit breaker. All outlets must be grounded, standard edition type outlets (standard three-prong wall type).

If a generator is used to supplement these power requirements, the generator must be grounded to the house ground by a certified electrician. If this is not accomplished, a dangerous ground-lift condition may result and cause the performance or set-up to be stopped until the dangerous condition is corrected. If a generator is used to supply power, it must be grounded in accordance with National Electric Code standards. It must still be able to meet the 40 amp load requirement, yet be distributed across two, 20A breaker protected circuits.

Outlets must be located within 35 feet of the stage or performance area. Our audio engineer must have access to the electrical service (circuit breaker panel) at all times during set-up, performance, and tear-down. This is necessary to have a means of shutting down power in case of an emergency. It will be helpful to have a building custodian, electrician, or someone familiar with electrical service present to assist during set-up.

Some of these requirements are new and we have played at several locations where performance quality had to be compromised due to inadequate electrical power supply. If the safety to performers or to the audience is in question or the dangerous condition cannot be fixed in accordance with the National Electrical Code, the performance will be postponed until the dangerous condition is fixed. We cannot put temporary fixes on electrical wires just to make it through a performance. The safety of our Air Force members and of the audience will not be compromised.

If you have any questions, please contact:

SSgt Joey Miller, Sound Technician at (415) 425-8402. He will be happy to discuss these matters with you directly, or with a building custodian or electrician at the performance site.

IMPORTANCE OF THE SPONSOR

Your importance as a sponsor cannot be overemphasized. In addition to making arrangements for the theater or venue, programs, and tickets, the sponsor has the awesome responsibility of promoting the concert. Newspapers, television stations, etc. should be contacted for their support and follow-up made to be gauge that support.

Lighting Requirements

Lighting should be arranged prior to the set-up. The stage lights should be white overhead lights and be bright enough to read newspaper print without difficulty. Lighting intensity should be the same on every point of the stage. Footlights are not needed. White spotlights may be used if available. House lights should be dimmed during the performance.

Dressing, Warm-up, Storage, and Restrooms

The commander/conductor of the band should be provided with a private dressing room that includes a mirror and a clothes rack.

Separate changing facilities should be available for 25 men and 10 women. These should have clothes racks from which to hang uniforms, a few chairs to sit in, and a full-length mirror if possible.

A separate large room should be provided (out of hearing range of the stage and auditorium) for the musicians to warm-up their instruments and for use as a storage room for empty instrument cases, etc. This room should either be locked or protected by a security guard when not occupied by band members.

Two restrooms (one for men and one for women) should be available for use by band members.

Arrival and Set-up

The band loading and set-up crews will arrive approximately 90 minutes before the concert or mid-morning the day of the performance.

Public Service Concerts

These concerts are presented as a public service to the community. They must be free of charge and open to the general public, regardless of race, color, or national origin.

Air Force Policy on Public Expenses

Under the policy now in effect, United States Air Force defrays all expenses incurred in travel, such as transportation, housing, and meals. There is no performance fee for the Air National Guard Band of the West Coast. Any other cost such as auditorium rental, lighting, heating, printing of programs and tickets, janitorial fees, cost of hiring union labor when required, etc., are the responsibility of the local authorities or the sponsor(s). These cannot be paid for by the United States government.

Concert Sites

Ideally, the concert site should be an auditorium with seating for at least 500 people and a stage providing a performance area of at least 40 feet wide by 36 feet deep. Smaller concert sites will be considered. Since auditoriums are often scheduled a year in advance, it is important that the auditorium be secured as soon as possible. The auditorium should have a permanent stage, although gymnasiums and auditoriums with portable stages will be considered. Further information on concert sites can be obtained from the stage manager's guide.

Promotional Materials

The promotional materials you receive from the band are general in nature. We believe the best system is to supply you with the facts and let you adapt them to your local area.

Promoting the Band

The internet is an invaluable tool to spread the news that the ANG Band of the West Coast will perform in the local community very soon. It would be a good idea to make use of venue website if possible. Personal networking websites, such as Facebook, MySpace, and Twitter are great at spreading the word, especially when posted on special interest pages such as "music in schools" page where music enthusiasts are sure to see the advertisement.

Our local media can be a valuable tool in building a successful concert. An effective way of informing the public of the upcoming concert is through a full-page ad in one or more of the local newspapers. Newspaper sponsors have provided this service in the past. Local merchants and service clubs have also been a source of advertising sponsorship. An ad paid for by the local merchants may state that the ad was paid for as a community service. It must not give the impression that the Air Force endorses their business. It is strongly recommended that at least one full-page ad be used to begin the newspaper campaign.

Additional media can be integrated through the use of a news release. Sunday supplements are widely read and a picture story just before the concert will provide an excellent opportunity for many to learn of the concert.

A television promotion campaign is every bit as effective as a newspaper if similar guidelines are used. Spots should be timed to occur during prime viewing hours and often enough that there will be an impact.

All radio and television spots used for our concerts are considered public service announcements.

SAMPLE PRESS RELEASE

The Air National Guard Band of the West Coast's (CONERT, JAZZ, ROCK) band will present a free concert of standard band literature (VENUE NAME). The concert will begin at (TIME) on (DATE), and will be sponsored by (SPONSOR'S NAME). For more information, please call (PHONE NUMBER) or visit (WEBSITE). The concert will focus on a wide variety of styles, including traditional wind ensemble repertoire, patriotic music, and marches. Captain Vu Nguyen, commander of the Air National Guard Band of the West Coast, will lead the band. *Captain Nguyen* was selected for this position in June 2004. He received his commission in April 2005 and assumed command upon completion of schooling at the Academy of Military Science, where he finished as a distinguished graduate.

Prior to becoming Commander, *Captain Nguyen* was an enlisted member of the ANG Band of the West Coast. He enlisted in 2001 and served as a trumpet player, performing as a member of the Concert Band, Jazz Ensemble, and Brass Quintet. During this time he also had the opportunity to conduct the Concert Band and led performances for distinguished guests, including President George W. Bush.

Captain Nguyen holds a Master of Music degree in conducting from University of Oregon, where he was a graduate teaching fellow, and a Bachelor of Music degree in music education from University of the Pacific in Stockton, CA. He is currently a graduate teaching assistant for the wind band program at the University of Washington where he is pursuing a Doctor of Musical Arts in instrumental conducting. His teachers include Timothy Salzman, Robert Ponto, and Wayne Bennett.

A native of the San Francisco Bay Area, Captain Nguyen taught public school in the San Ramon Valley Unified School District for six years prior to pursuing graduate studies. He is a past recipient of the California Music Educators Association's Gilbert T. Freitas Award for Achievement in Music Education and is a Distinguished Graduate from the Academy of Military Science. He has been guest conductor with the United States Air Force Band of the Golden West, regional honor bands in northern California, and several music camps.

Captain Nguyen's military decorations include the National Defense Service Medal, Global War on Terrorism Service Medal, Global War on Terrorism Expeditionary Medal, Armed Forces Reserve Medal, and the California Commendation Medal.

The Air National Guard Band of the West Coast has performed throughout the United States and abroad since its inception in 1942. Air National Guard bands support the global Air Force (including Air National Guard missions) by fostering patriotism and providing musical services for the military community as well as the general public. The Air National Guard Band of the West Coast, which serves communities throughout Northern California, Nevada, Utah, and Wyoming, is a highly sought-after ensemble of musicians who perform at the finest venues in the West.

The Air National Guard Band of the West Coast is located at Moffett Federal Airfield in Mountain View, California, and is attached to the 129th Rescue Wing, under the command of Colonel Amos Bagdasarian.

All ads should contain and emphasize:

“UNITED STATES AIR FORCE”, &
“AIR NATIONAL GUARD BAND OF THE WEST COAST”

TIMELINE

3 Weeks prior to concert

Arrange for a full-page ad with pictures. The ad should state that there will be a concert by the “Air National Guard Band of the West Coast” in your community and should give the time and location of the concert, and the fact that admission is free.

2 Weeks prior to concert

Two general announcements stating there will be a concert by the “Air National Guard Band of the West Coast” and include information used in the full-page ad.

6 days prior to concert

Place an ad on the entertainment page of the local newspaper.

5 days prior to concert

Arrange a feature story on the band plus an ad in the entertainment page.

4 days prior to concert

Arrange another feature story, with pictures, plus an ad on the entertainment page.

Day of concert

Run general news story stressing that the concert is free. Run a picture of the band. One final ad on the entertainment page.

As you can see, there should be a heavy saturation of publicity for the concert. We have found that if this schedule is followed, a full house is virtually guaranteed.

Here are additional things you can do to bring your message to all of the people in your community:

- ✓ Advertising firms have provided billboards for use in promoting the concert.
- ✓ Many hotels and motels in which the band has stayed have advertised the band’s appearance on their marquees.
- ✓ TV stations have sent cameramen to shoot film of the band’s arrival to use on the evening news.

Interest must be maintained through the day of the concert to insure that every seat is filled. In the past, some concert sponsors have been concerned with having to turn people away. They had, in the last few days, relaxed their efforts to attract people to the concert. When this happened, several hundred seats went unoccupied at concert time.

While a formal report is not required, we would appreciate being apprised of your promotional efforts. Please save copies of the ads and programs for us. These will also serve as part of our unit historical documents.

Mayor's Proclamations

It is always beneficial to have the city and the community officially behind your promotional efforts. The mayor and city council may be personally requested to put their official influence behind this cultural gift to the citizens of their city. One effective way is to have the mayor declare the concert date "AIR NATIONAL GUARD BAND OF THE WEST COAST DAY" and publish an official proclamation in the newspapers. In some cases, the mayor and the city council may wish to present the band with a key to the city. The presentation can be scheduled to occur during the concert.

Ushers

While seating will be on a non-reserved basis, the sponsor should provide people to distribute programs. Local Boy Scout troops and ROTC units have given their support in the past.

V.I.P. Reserved Seating

You may wish to have a special reserved section for certain dignitaries, and we encourage you to do so. However, the larger the section, the more difficult it is to control.

Introduction of the Band

Since the band has a special opening production, there will be no requirement for an introduction. If a local official wishes to publicly thank the band for appearing, let us know before the concert begins, and we can arrange it.

RADIO SPOTS

10 Second spot:

The Air National Guard Band of the West Coast will present a free concert on (DAY & DATE) in (CITY) at (VENUE) at (TIME). For details, visit www.bandofthewestcoast.ang.af.mil.

15 Second Spot:

Music will fill the air of (VENUE) on (DAY & DATE) at (TIME) when the Air National Guard Band of the West Coast presents a free concert in the (CITY) area. For details, visit www.bandofthewestcoast.ang.af.mil.

20 Second Spot:

The Air National Guard Band of the West Coast will present a free concert in (CITY) on (DAY & DATE) at (VENUE). Captain Vu Nguyen, commander and conductor of the Air National Guard Band of the West Coast, has selected a program that will please all musical tastes. For details, visit www.bandofthewestcoast.ang.af.mil.

30 Second Spot:

The Air National Guard Band of the West Coast will present a free concert in (CITY) on (DAY & DATE). The Air National Guard Band of the West Coast, under the direction of Captain Vu Nguyen, will provide a varied and enjoyable program for all ages. The refreshing sounds of the thirty-five-piece concert band can be heard at (TIME) in (VENUE). For details, visit www.bandofthewestcoast.ang.af.mil.

THANK YOU

Putting together a concert is a big job, and your efforts are greatly appreciated. Thank you in advance for your hard work. We hope this guide will help you to make this concert a rousing success!

CHECKLIST TIMELINE & QUICK REFERENCE

Sponsor and ANG band establish needs and guidelines

- ❖ i.e.: discuss via phone / email sponsor responsibilities and the mission of the ANG band

Venue needs

- ❖ Reserve date and time
- ❖ venue paperwork signed/sent/received
- ❖ Payment by sponsor
- ❖ visit venue
- ❖ Insurance coverage needs

Publicity kit received by sponsor: ____ / ____ / ____

- ❖ Contact operations rep with questions or concerns about publicity

Publicity kit guidelines discussed with venue personnel:

- ❖ Audio, Lighting, Stage Manager, other: _____

1 month prior: General Advertisement

- ❖ At sponsors discretion. Some possibilities include : Community Calendar, Monthly Event website, distribution ads to local schools, VA & retirement facilities.

Starting 3 weeks prior up to 1 week prior:

- ❖ Refer to timeline section of Sponsor Guide. Can be tailored to individual community needs or resources.

Day of Concert: Arrive at venue.

- ❖ Secure the details with venue staff, meet band operations rep and the commander. Enjoy the show! With your permission, the commander will make a presentation on your behalf during the concert.

Contacts:

SSgt Darren Kruse, Operations Manager – **E-mail:** darren2671@sbcglobal.net

SMSgt Nora Lemmon, Band Superintendent – **E-mail:** Nora.Lemmon@ang.af.mil

MSgt Lindsey Bartlett, First Sergeant – **E-mail:** Lindsey.Bartlett@ang.af.mil