



THE UNITED STATES
NAVY BAND
WASHINGTON, D.C.

COUNTRY CURRENT
SPONSOR TOUR GUIDE

Mercedes-Benz Superdome



AMERICA'S
NAVY



2012-2015

FORWARD

On behalf of the United States Navy Band, we thank you for sponsoring the U.S. Navy Band Country Current 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:

- Obtain the best possible concert site that seats a preferred of 1,000 people and has a preferred performing area of 35 feet wide and 25 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.

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 Avenue, SE
Washington Navy Yard, DC 20374-5054
Telephone: 202-433-2889
Fax: 202-433-4108
E-mail: navybandtourops@navy.mil

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GENERAL INFORMATION

DESCRIPTION OF PERFORMING ENSEMBLE

The U.S. Navy Band Country Current is the Navy's premier country-bluegrass ensemble and has been entertaining the Navy and the nation since 1973. Country Current specializes in the music from America's heartland and is the oldest established country music ensemble of all the major service bands. The group consists of seven musicians and one audio engineer. Instrumentation includes banjo, fiddle, pedal steel guitar, electric guitar, acoustic guitar, electric bass and drums. Several members of the band perform as vocalists. Country Current is nationally renowned for its versatility and exceptional musicianship, performing a blend of modern country music and cutting-edge bluegrass.

PUBLIC SERVICE INFORMATION

Concerts by the United States Navy Band Country Current 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 last about one hour and twenty minutes with no intermission. They should be scheduled at 7, 7:30 or 8 p.m. On Sundays, the concert is usually presented in the early to mid afternoon.

Country Current has 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

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 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.

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 ticket holders 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 10 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.

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 Country Current 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 Country Current. 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
617 Warrington Avenue, SE
Washington Navy Yard, DC 20374-5054

TECHNICAL INFORMATION

CONCERT SITES

To ensure a successful concert, choose the best possible concert site. An auditorium seating 1,000 or more is preferred. Hall rentals are 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, please arrange for a suitable indoor site in case of inclement weather.

STAGING REQUIREMENTS

1. Preferred performing area - 35 feet wide by 25 feet deep. If a line for the fire curtain is enforced downstage, available performance space must still be a minimum of 35' wide X 25' deep. On a gym/arena floor and on portable outdoor stages, please discuss with the Navy Band tour manager about acceptable staging arrangements.

2. No chairs or music stands are needed.

3. Clean rest room facilities and dressing rooms for seven men and one woman separate from public facilities.

4. Warm up room away from the stage area and separate from changing rooms.

5. 200 square feet of storage area for approximately 20 trunks backstage and in stage wings.

6. The band carries its own audio system. We will use a house sound system of good quality if available, or tie into balcony or under balcony fill speakers. This will need to be discussed with the band's sound engineer, and house sound engineer prior to arrival.

7. The group's audio engineer must have an 8' deep x 10' wide (minimum) area as close to the lateral center of the venue as possible, approximately two thirds of the way back in the venue from the front of the stage, on a level surface, and not under a balcony or overhang. The sponsor should arrange to ensure this space exists.

8. If available, please provide: four (4): 12 inch 4' x 8' and two (2) 24 inch 4' x 8' risers. Please use appropriate skirting to mask the legs.

9. If available, the Country Current 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.

10. 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 stage, wings and changing areas to the best of the venue's ability. Stage curtains may be used to mask scenery, provided it does not inhibit setup and performance.

LIGHTING AND ELECTRICAL REQUIREMENTS

1. The local stage manager must meet with the band stage manager three hours before the doors opening to discuss lighting, electricity and staging requirements, to operate the stage and house lights and assist if any problems arise during the performance. The local stage manager and lighting and sound technicians from the venue also need to attend the tour advance meeting.

2. A general wash on the stage will be appropriate. A standard amber and cool blue wash would be sufficient. If the venue is equipped with moving lights, or a specialized lighting design, the tour manager will discuss with the venue on a case by case basis of what lighting the venue is able to provide.

3. Houselights are dimmed or turned off during concert. There is a portion of the concert where the house lights need to come up, so a lighting technician will need to be present for the entire show.

4. The band carries a 100-amp 2 phase power distro for the sound system. A 100-amp disconnect needs to be located within 100 feet the stage. The band can provide cam locks or #2 feeder cable tails to tie in. An electrician must be present to connect the bands power distro to the venue's power supply.

UNLOADING & SETTING UP

Access to the unloading area is necessary 2.5 hours before the doors open for the concert. Please provide parking for four Navy Band vehicles at the concert site: three cars and one 26 foot truck. Due to equipment size and weight, these guidelines must be followed.

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. The band's stage manager will supervise all loading and unloading.

2. If available, please provide a minimum of four (4) adults (or students with a supervisor), to help with unloading and loading equipment 2.5 hours before and IMMEDIATELY AFTER the performance. (Each evolution will take less than one hour).

3. The unloading site should be as close as possible to the performing area.

4. Stairs are not acceptable in the loading/unloading evolution.

5. Avoid narrow passageways in the unloading area.

6. A large door approximately four (4) feet wide is required for larger trunks.

7. Local stage manager will ensure that all doors are unlocked 2.5 hours before the doors opening time (including dressing, warm-up and restrooms).

8. Local stage manager must remove any double door center bars along the unloading route. This must be done prior to the Country Current crew arrival (3 hours before the concert).

For audience safety, the auditorium performing area must be kept closed to the public until the band's stage manager approves the house opening (usually no later than 30 minutes before concert time).

Security

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 the 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.

The U.S. Navy Band security officer requests the following:

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

- 1 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

PROMOTIONAL MATERIALS

The publicity materials you will need to promote the tour appearance of the United States Navy Band's Country Current 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.

- Press kits (hard copy or CD-ROM) contain general information on the band, biographical information on Country Current, 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. Country Current 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.
 - 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.
- Action photos of the group and graphic artwork, including Navy Band branding guidelines will be provided for use in advertising.

PUBLICITY AND ADVERTISING CAMPAIGN PLAN

The following is a suggested promotional plan to support Country Current'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 story 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 Country Current 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 campaign keeping important newspaper deadlines in mind.

WORKING WITH RADIO & TELEVISION

A concert by the Navy Band Country Current 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 (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 Country Current'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 Country Current 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 veteran 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 Country Current 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 Country Current 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 Country Current 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?

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 Country Current 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 Country Current 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.

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 Country Current is funded by taxpayers' money, so all must have an equal opportunity to attend a Navy Band Country Current 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 lead the audience in the "The Star Spangled Banner" and then proceed with the concert. During the concert, the band's master of ceremonies will thank the sponsor(s) on behalf of the Navy Band Country Current 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 on stage 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 fund raising 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

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 and its specialty group Country Current 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 Country Current 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 Country Current, (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 A

PROCLAMATION

NAVY BAND COUNTRY CURRENT TO PERFORM IN (city)

WHO - "Country Current," the United States Navy Band's Country band from Washington, D. C.

WHAT - Free Concert

WHEN - (performance date and time)

WHERE - (location)

OTHER INFORMATION - The seven member group has appeared at the White House and performed on the Grand Ole Opry, SIRIUS XM RADIO, and the IBMA Fan Fest.

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

COUNTRY CURRENT 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 B

SUGGESTED MEDIA ADVISORY:

COUNTRY CURRENT TO PERFORM IN _____
(city)

"Country Current," the United States Navy Band's Country band from Washington, D.C., will present a free concert at _____ in _____
(auditorium) (city)

on _____ at _____.
(date) (time)

Country Current has appeared at the White House and performed on the Grand Ole Opry, SIRIUS XM RADIO, and the IBMA Fan Fest. The seven member group performs all types of country music from contemporary Country Rock to traditional Bluegrass and Western Swing.

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

COUNTRY CURRENT 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 C

SUGGESTED NEWSPAPER RELEASE:

COUNTRY CURRENT TO PERFORM IN _____
(city)

ANNOUNCER: "Country Current", THE UNITED STATES NAVY BAND'S COUNTRY BAND
FROM WASHINGTON, D. C., WILL PRESENT A FREE CONCERT AT _____
(auditorium)

IN _____ ON _____ AT _____
(city) (date) (time)

COUNTRY CURRENT HAS APPEARED AT THE WHITE HOUSE AND PERFORMED ON THE
GRAND OLE OPRY, SIRIUS XM RADIO, AND THE IBMA FAN FEST. THE SEVEN MEMBER
GROUP PERFORMS ALL TYPES OF COUNTRY MUSIC FROM CONTEMPORARY COUNTRY HITS
TO WESTERN SWING AND TRADITIONAL BLUEGRASS.

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)

Appendix D

SUGGESTED RADIO-TV ANNOUNCEMENT SCRIPT:

