

☆ UNITED STATES AIR FORCE ☆

HEARTLAND *of* AMERICA BAND



A pioneering 12-piece symphonic brass ensemble

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A NOTE TO OUR PARTNERS

Delighting audiences since 1943, the Heartland of America Band represents more than 325,000 dedicated Air Force professionals who diligently watch over the skies of our country and our national interests, and who stand shoulder-to-shoulder with our allies protecting and defending all those who cherish freedom.

This 45-member unit is an Air Force squadron of professional musicians whose backgrounds include advanced degrees in music performance and whose broad mastery of musical styles range from classic to contemporary, jazz to country, and pop to rock.

Various component ensembles of the band perform more than 450 concerts annually, touring extensively throughout a 680,000 square-mile eight-state area of responsibility. Known throughout the United States for its outstanding performances and recordings, the Heartland of America Band reaches more than one million people annually through live, radio and television appearances, and has been joined in concert by guest artists such as Frank Mantooth, Kevin Mahogany, Frederick Fennell, Chip Davis, John Denver, Crystal Gayle, Joseph Alessi and Wycliffe Gordon.

In the near future, Brass In Blue of the United States Air Force Heartland of America Band will perform in your community. We hope this partnership guide will assist you in your preparations for this community event, enabling us to reach as many people as possible. This guide is designed to bring your ideas and ours together to ensure a successful appearance by The United States Air Force Heartland of America Band. Thank you for having us in your community and we look forward to working with you!

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Brass in Blue



"Once heard, never forgotten..."



The United States Air Force Heartland of America Band is proud to present **BRASS IN BLUE**, a pioneering symphonic brass ensemble. Bringing the military tradition of brass and percussion to the concert stage with the unique addition of a vocalist, **BRASS IN BLUE** presents programs that are both exhilarating and intimate.

Representing more than 325,000 Air Force professionals, **BRASS IN BLUE** showcases the service's excellence and precision in every performance. Comprised of ten brass players, a percussionist and a vocalist, the ensemble maintains a rigorous performance schedule presenting a diverse repertoire featuring orchestral transcriptions, patriotic favorites, jazz standards, new compositions and distinctive arrangements.



TSgt Ryan Heseltine
Noncommissioned Officer-In-Charge

Since their debut in February 2007, **BRASS IN BLUE** has enjoyed tremendous success and earned a reputation as a premier brass ensemble in the Midwest. The group has twice performed at the Grand Teton Music Festival in Jackson, WY, and has been featured at the Organ Vesper Series in Omaha. In October 2008, **BRASS IN BLUE** presented "Slides Across the Heartland" which featured world-renowned trombone soloist, Mr. Joseph Alessi, and 76 trombonists performing Meredith Willson's "76 Trombones" to much acclaim from military and civic leaders.

BRASS IN BLUE is committed to music education and encouraging students in their musical endeavors. The ensemble's unique approaches to rehearsals, programming, and team-building have been shared with students and professionals across the United States. **BRASS IN BLUE** always stresses that the group is greater than the sum of its parts.

Following the October 2008 performance with **BRASS IN BLUE**, Mr. Joseph Alessi, principal trombonist of the New York Philharmonic, said:

"It was the greatest pleasure and honor to work with the USAF Brass in Blue. They are a 'first-class' brass ensemble with superb musicians and most of all, wonderful individuals. It was one of the highlights of my life to spend time with them and make music together. This is a group you must see and hear!"

BRASS IN BLUE shines in any setting. Whether performing in a concert hall, an educational venue, or in support of a military function, their innovative approach allows them to perform both as a large symphonic group and an intimate chamber ensemble. Each time **BRASS IN BLUE** steps on the stage, they create a shared experience with their audiences and they are sure you will agree, *"...once heard, never forgotten..."*

REQUIREMENTS FOR PERFORMANCES

OVERVIEW

Our partners will:

- Execute a publicity campaign sufficient to provide a capacity audience for the concert. Publicity materials and recommendations for publicizing the concert are included in this guide.
- Print and distribute free admission tickets, including a 30% overprint of the capacity of the concert venue.
- Reproduce a one-page program. PDF can be created by the HOAB and emailed to you for printing.
- Provide a concert venue that seats a minimum of 500 people with a stage area 30 feet wide by 25 feet deep. Auditoriums are the optimal concert venue. The auditorium should have a permanent stage, although gymnasiums or auditoriums with portable stages will be considered. Concert sites with a smaller performing area will also be considered. Auditoriums are often scheduled a year in advance, so it is important that the site be reserved as soon as possible.
- Ensure ushers are present at the concert. House ushers or local volunteers work well.





All Heartland of America Band Concerts must be free and open to the public.

These concerts are presented as a public service to the community FREE OF CHARGE. They are open to the general public regardless of race, color, or national origin. The Heartland of America Band will not participate in any event that directly or indirectly benefits or appears to benefit or favor any private individual, sect, political or fraternal group, or is associated with solicitation of funds or solicitation of votes in an election. Fundraising activities or other collections in connection with Heartland of America Band concerts is strictly prohibited.

EXPENSES

There is no fee for the Heartland of America Band. The United States Air Force pays all expenses incurred for travel including transportation, housing and meals.

Any other costs, such as auditorium rental, lighting, heating, printing of programs and tickets, publicity, janitorial fees and the cost of hiring union labor when required, **are the responsibility of the local authorities or partner.** Often, companies will donate these services in support of a free community event.

TICKETING AND PUBLICIZING THE CONCERT

TICKETS

- Access to our concerts must be free, but tickets are required. Ticketing allows you to monitor the effectiveness of your publicity campaign and keep track of the expected attendance.
- Overprint and distribute at least 30 percent more tickets than the seating capacity of the venue. This may seem risky, but we have learned from past experience that an overprint guarantees a near capacity crowd as not everyone with a ticket attends the concert.
- Print “All ticket holders must be seated 10 minutes before the performance” on all tickets. For example: 6:50 for a 7:00 pm show or 2:50 for a 3:00 pm show. At 10 minutes prior to the concert, any remaining seats will be open to patrons without tickets.
- Do not number tickets. All tickets should be “General Admission” and not numbered or correspond to specific seats in the hall. All tickets should look the same (including the overprint tickets). Stress that all seating is general admission and there is no reserved seating (see Miscellaneous section for a possible exception)
- Avoid giving out large blocks of tickets to groups. If there are community groups (high school bands, retirement homes, etc.) who wish to request a large group of tickets, ask for an exact count so that unused tickets may be distributed.



figure 1

TIP: In addition to printing the concert time and location on the ticket, be sure to include the “10-Minute Rule” and that tickets are free and seating is general admission.



- Use a central distribution point and maintain complete control of ticket distribution. The most effective way to handle ticket distribution is to print a mail-in coupon in the advertisement for the concert (see figure 2 page 12). Patrons who have taken the time to clip and mail in a coupon with a self-addressed, stamped envelope are more likely to show up to a concert than those who grab a handful of tickets from a store counter. Another option is to have patrons visit your business and request tickets from a single distribution desk. **A limit of 4 tickets per request**, regardless of distribution method, should be enforced. Please do not place tickets at banks, stores, libraries, etc. for people to help themselves. As with any free item, people tend to take more than they need and the tickets will run out quickly, leaving a sparse audience at the concert.

- “SOLD OUT” advertisement. When you have run out of tickets, run a SOLD OUT advertisement that also states that seating will be open to non ticket holders 10 minutes prior to the concert. This will cut down on the ticket requests coming in and will help remind everyone of the performance.

- Answer all ticket requests. People who have taken the time to send in a self-addressed, stamped envelope will expect a reply. Either send tickets in response to requests, or once the tickets are gone send a regret letter stating that any remaining seats will be open to non ticket holders 10 minutes prior to the performance.

PUBLICITY TO MAXIMIZE TICKET DISTRIBUTION

Publicity materials and recommendations for publicizing the performance are included in this guide. These items are designed to save you time and trouble, but we also encourage you to create your own publicity materials that are tailored to your area. Since everyone should have an equal opportunity to attend the performance, publicity must be targeted to the general public. A suggested Publicity Schedule is also included as a timeline for a successful publicity campaign.

While publicity campaigns will vary based on the local needs, The United States Air Force Heartland of America Band concerts have always been successful when all the local media assisted in the promotion.

NEWSPAPER ADVERTISING

Highly recommended

Newspapers are an easy and cost effective way of informing the public of the concert. Newspaper partners have provided this service in the past and make excellent co-partners. At other times, local merchants or service clubs have provided these ads. Local merchants may state that the ad was paid as a community service; however, 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 your newspaper campaign approximately 3 weeks before the performance. This ad should contain photos, concert date, time, location and a ticket coupon (see figure 2 on page 12). The week prior to the concert, newspapers should run a notice and/or story to remind ticket holders of the performance. Sunday supplements are widely read and a picture story just before the concert will provide an excellent opportunity for many readers to learn more about the band and the upcoming performance.

BROADCAST MEDIA

Recommended when access to radio and TV stations is available

Advertisements should be timed to occur during prime viewing times and often enough that there will be a significant impact. Radio news releases can be integrated with television spots and are considered to be public service announcements.

DIRECT MAIL AND E-MAIL CAMPAIGNS

Recommended for organizations who have access to mailing lists of potential concert-goers

Create and mail a flyer with the concert information to selected mailing lists. Obtain e-mail lists from the venue or organizations such as the chamber of commerce or local school districts and send out an e-mail version of the flyer.

DISTRIBUTE POSTERS

Recommended for sponsors who have volunteer manpower

Produce posters with concert information and distribute to local office buildings, schools, churches and businesses.

figure 2

TIP: To achieve a “full house,” publicity should begin early enough to complete ticket distribution approximately one week before the concert date. Effective ads include complete performance information and a ticket coupon with instructions. Advertising should begin 3 weeks prior to the performance date.

figure 3

Once all of the tickets have been distributed, run a “sold out” ad to remind ticket holders of the performance and to stress that seating will be available to non ticket holders 10 minutes prior to the performance.

figure 4

Two weeks prior to the concert, the tour director will email a camera-ready (.pdf file format) program to you to print. There is space available on the cover for local information, including the name and/or logos of our community partners and the concert date, time and location. Advertising in the program is strictly prohibited.

★ UNITED STATES AIR FORCE ★

HEARTLAND of AMERICA BAND

Brass in Blue

Captain Michael D. Hoerber
Commander



Since the group's debut in February 2007, **Brass in Blue** has enjoyed tremendous success and earned a reputation as the premier brass ensemble in the Midwest. They have twice performed at the Grand Teton Music Festival, been guest performers with the Kansas City Symphony, and has been featured at Omaha's Organ Vesper Series. In October 2008 Brass in Blue presented "Slides Across the Heartland" which featured world-renowned trombone soloist, Mr. Joseph Alessi, and 76 trombonists performing Meredith Willson's "76 Trombones" to much acclaim from military and civic leaders. In November 2009 the group returned from a 70-day deployment to Southwest Asia in support of Operations Iraq Freedom and Enduring Freedom and several State Department initiatives.

THE UNITED STATES AIR FORCE HEARTLAND OF AMERICA BAND
Announces immediate openings for:
VOCALIST
PIANO
FRENCH HORN
For more information on auditions and other openings, please contact:
Director of Human Resources
402-294-0501 or 402-232-4375
band.aud@offutt.af.mil
or visit us on the internet at:
www.HeartlandofAmericaBand.af.mil/careers/
For comments regarding our performance, please write to:
Colonel William S. Nichols
Director of Public Affairs, ACC
115 Thomson St, Ste 121
Langley AFB, VA 23665-1944
or visit us on the internet at:
www.HeartlandofAmericaBand.af.mil
For careers in the U.S. Air Force, visit your local recruiter, the internet, or call:
1-800-423-USAF www.airforce.com

The USAF Heartland of America Band is wholeheartedly committed to reflecting the diversity of our great nation. We actively encourage individuals from all cultural and ethnic backgrounds to learn about their Air Force and seek positions in the band program. Please contact us for more information.

Brass in Blue is a pioneering symphonic brass ensemble that brings the military tradition of brass and percussion to the concert stage, with the unique addition of a vocalist. Representing more than 325,000 Air Force professionals around the world, **Brass in Blue** showcases the service's excellence and precision in every performance. Each time they step on the stage, they create a shared experience with their audiences and they are sure you will agree "...once heard, never forgotten..."

Non
SSgt

TSgt
SSgt
SSgt
SSgt

TSgt Kimb
TSgt Ryan

TSgt
SSgt Matthew
SSgt Benjamin

Euphonium
TSgt Matthew Dunsmore, Virginia Beach VA

Tuba
TSgt Jess Lightner, Garden City KS

Percussion
TSgt Jim Mangette, Mansfield OH

Vocal
TSgt Victoria Bruyette, Highgate VT

Machine

Over the Rainbow
TSgt Victoria Bruyette, vocals

Por Una Cabeza
Carlos Gardel
arr. Veigar Margeirsson

The Flight of Bumble Bee
Nicolai Rimsky-Korsakov
arr. Paul Murtha & Matthew Erickson
SSgt Ben Kadow, trombone

Autumn Leaves
Joseph Kosma & Johnny Mercer
arr. Jeremy Hegg

Trumpet Child
Linford Detweiler
arr. Jeremy Hegg

A-tasket, A-tasket
Al Feldman & Ella Fitzgerald
arr. Matthew Erickson
TSgt Victoria Bruyette, vocals

Amazing Grace
Traditional
arr. William Himes & Matthew Erickson

Armed Service Medley
arr. John David Beasley



TICKETING AND PUBLICITY SCHEDULE

TARGET DATE	PUBLICITY STEP
3 WEEKS PRIOR TO CONCERT	Full-page ad with pictures and a ticket coupon stating that there will be a concert by the United States Air Force Heartland of America Band in your community, giving the time, location, the fact that admission is free, how many tickets may be obtained, etc.
2 WEEKS PRIOR TO CONCERT	Two general announcements stating that there will be a concert by the United States Air Force Heartland of America Band , including information used in the full-page ad. Include a coupon for ticket requests and, if possible, pictures.
1 WEEK PRIOR TO CONCERT	Newspaper feature story with updated ticket information and photo. Say it is too late for write-in ticket requests. Indicate address and phone number of ticket control center where tickets may be picked up if there are any.
5 DAYS PRIOR TO CONCERT	Feature story on the band and ad on entertainment page. Photo.
3 DAYS PRIOR TO CONCERT	Feature story on the band and ad on entertainment page. Story on past appearance of the band (if applicable).
2 DAYS PRIOR TO CONCERT	Picture and feature story on Commander/Conductor/Group Leader, plus ad on entertainment page.
1 DAY PRIOR TO CONCERT	List any pertinent highlights. Stress that this is a free admission cultural event presented by the United States Air Force through local sponsors. Give all details again. Use pictures and run an ad on the entertainment page with information for picking up tickets in person.
DAY OF CONCERT	General news story stressing the concert is free. If concert is “sold-out,” stress open admission for available seating ten minutes prior to concert:

“Although no tickets are left for the free concert tonight at (auditorium) sponsored by (sponsor), music fans who did not get tickets may still have a chance of being admitted by being at the auditorium at 6:50 PM (if concert time is other than 7:00 PM, then ten minutes prior). If there are any vacant seats at that time, people will be admitted without tickets.”

MISCELLANEOUS

USHERS: While seating will be on a non-reserved basis, sponsors should provide people to collect tickets and distribute programs. Local Scout Troops and Jr. ROTC units can fulfill their community service requirements this way.

RESERVED SECTION FOR SPECIAL GUESTS: We encourage you to designate a special section of reserved seating for certain dignitaries (i.e. Mayor, Senator, military members). Remember, 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 by a local personality.

PRESENTATION: The band would like to recognize our community partners during the performance. Please let us know the names and titles of the people to be recognized so that we may publicly thank them during the concert.

PHOTOGRAPHS: We encourage you to take photographs of the band during performances. We would appreciate copies (preferably in digital format) of any pictures that are taken.





Brass in Blue



"...once heard, never forgotten..."

What are audience members saying about Brass in Blue?

"We thoroughly enjoyed the concert and the level of talent and professionalism was astounding. I cannot say enough about how we enjoyed the evening."

"...these men and women are extremely talented musically as well as socially adept at helping the audience feel like family...the singing of TSgt Kenneth Maxwell added much to the enjoyment of the concert. Thank you for lighting up our lives and touching our very souls."

"The selections were varied and well-chosen and performed excellently."

"I enjoyed every part of the concert, including their humor. The Brass in Blue has such great talent and dedication to our country and their audiences."

"The group truly represented the Air Force professionals around the world and as you mentioned, '...once heard, never forgotten...!'"

"The thirteen members of the Brass in Blue are not only very accomplished musicians individually, but collectively constitute a great musical show group."

"The Brass in Blue left a lasting impression on our community..."

"In a culture where so much has gone casual and easy, it was a big treat to see smartly-uniformed, good-physique Airmen come on stage with perfected talent. Chills ran up my spine. The selections had audience appeal and the performers related well to listeners with seeming relaxed personalities."

"We were entirely entertained, but more so, impressed with the technical musical abilities of each member of the group. Furthermore, Brass in Blue's interaction with the audience made us feel important and respected."



IN CLOSING

Thank you for your decision to be a community partner of the Heartland of America Band. You are providing a valuable public service for the citizens of your community.

The success of our performance depends on good communication and cooperation between you and the Tour Director for Brass In Blue. Please feel free to contact us with any questions or concerns you have. We hope that this guide will help you make the concert and your partnership experience a rousing success!

United States Air Force
Heartland of America Band

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