

Liberty University Wind Symphony

Tour Concert Host Information

The Liberty University Wind Symphony is very much looking forward to providing a concert to your audience! We are carefully preparing the repertoire, our students, and all travel arrangements for your event. The following is intended to help you prepare for the concert, to attract attendees to your concert, and to provide information prior to the concert for you.

Providing a Concert Site

Performances by the Liberty University Wind Symphony attract a diverse audience from the local community. Ensuring adequate seating appropriate to the venue is recommended. In some circumstances, it is better to stage a concert in a gymnasium or other venue to accommodate a larger audience.

Overhead lighting should be bright enough to read newsprint without difficulty. Dimming of the houselights during the concert is desirable. 58 armless chairs are needed for onstage performers. The LU Wind Symphony will provide music stands.

Additional rooms are requested for warm-up, case storage, dressing for men, and dressing for women. The Liberty University Wind Symphony will arrive with a full size tour bus and a 67' tractor trailer. Adequate room for unloading is also requested behind and at the sides of the tractor trailer.

Programs

The Liberty University Wind Symphony will provide programs for your audience. Please communicate the expected number of attendees approximately 30 days prior to your concert date.

Publicizing the Concert

The host is responsible for conducting a publicity campaign designed to attract a capacity audience.

A comprehensive publicity campaign is essential to make the community aware of an upcoming concert by the Liberty University Wind Symphony. The host's investment of time and resources in a well-run promotional campaign will stimulate community interest, generate ticket requests (if utilized), serve as timely reminders, and produce a capacity audience. The Liberty University Wind Symphony's time-tested methods of promotion include a variety of print and broadcast media. An effective host will implement a diverse blend of the following methods to publicize the concert.

Internet Advertising

Unlike print media, radio and television promotion do not allow as much time for the listener or viewer to note the address or phone number for concert details or tickets. However, the advent of websites for broadcast media now permits residents to access station homepages for further information on local concerts and special events.

The Liberty University Wind Symphony provides **digital materials** which broadcasters, sponsoring organizations, and ticket distribution points (if utilized) can use to promote the

concert locate more information about the performing group and its members.

Additionally, the Liberty University Wind Symphony will publicize the performance on its website and social media sites.

Newspaper Advertising

A local newspaper is frequently the most cost-effective and easiest way to reach the general public. The publicity campaign is usually initiated about four weeks prior to the performance, with a full or half-page newspaper advertisement announcing details of the concert date, time, and location. Photographs to attract visual interest and the mail-in coupon for tickets are essential parts of this first release.

Additional advertisements should be run as necessary to ensure complete distribution of tickets (*see Promotion Schedule on pages 12-13 for recommended follow-up*). Feature stories, background information, photographs, and biographies of conductors and soloists will continue to generate interest, inform readers, and remind ticket holders (if utilized) of the upcoming event.

Radio and Television Advertising

Purchasing advertising time on radio and television can be very expensive. However, as Liberty University Wind Symphony concerts are provided free of charge a community service to local residents, many stations will be willing to air press releases in the form of public service announcements (PSAs).

Prepared PSAs for radio and television broadcast can be obtained directly from the Liberty University Wind Symphony web page. These PSAs should be customized to include the date, time, and location of the concert, and specific information about obtaining tickets (if utilized).

Additional airtime can be generated through local news programs and talk show interviews. Special features about Liberty University Wind Symphony "hometowners," sponsoring organizations, commemorative events, or area Liberty University residents can result in substantial amounts of unpaid publicity. Live interviews with conductors and other key members of the organization can be conducted by telephone or arranged the day of the performance. Please refer all requests for interviews to the **Tour Coordinator**.

Poster Distribution

Prepared 11" x 17" color posters can be provided by the Liberty University Wind Symphony. Fillable 11" x 17" posters in PDF format can be downloaded from the Liberty University Wind Symphony's website. Downloaded posters should be completed by the sponsor to indicate the concert date, time, location, and the source for obtaining tickets (if utilized).

Posters are especially effective in libraries, schools, municipal buildings, commercial establishments, civic organizations, veterans' associations, and band/music rehearsal spaces. Sponsors can reduce manpower requirements for distribution of posters by involving other agencies or utilizing volunteers.

Tickets

An effective means of advertising and creating a capacity audience may be through free ticket distribution. Our experience has shown that key to building a capacity audience is a well-managed ticket campaign. Although concerts must be free and open to the public, the use and distribution of tickets benefits the host by:

- helping advertise the performance
- stimulating and maintaining community interest
- gauging the success of publicity
- maximizing advertising value
- providing a friendly reminder to patrons
- assisting with crowd control

To guarantee a full house, print and distribute 1/3 more tickets than the seating capacity of the venue. 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 ensure a capacity audience.

Tickets should be printed 6 weeks prior to the concert.

Controlled distribution of tickets is crucial to monitoring the progress of the publicity campaign. Hosts should designate a single distribution point (including mail-in requests), rather than freely distributing tickets through libraries, schools, bands, stores, etc. Uncontrolled distribution encourages people to take more tickets than they intend to use. This results in an inaccurate audience projection and will prevent proper implementation of the overprint policy.

Limit the number of tickets for each request to 4-6; this ensures that most people who request tickets will be able to attend. A person or group who needs more tickets should provide reasonable rationale (such as a band director who intends to bring a defined number of high school band members).

Promotional Timetable

6 Weeks Out	Print customized ads; prepare media and press releases; prepare on-campus signage
4 Weeks Out	Run full page ads and photos announcing concert (incl. date, time, place, ticket info); Upload info to host website; advertise on Facebook; advertise on Public Radio and TV
3 Weeks Out	Printed media photos and bios of Liberty University Wind Symphony
2 Weeks Out	Include event on Host events listing; run feature story in newspaper; advertise on Public Radio and TV; prepare interview with sponsors; posters on campus and local businesses; prepare school or community announcements
1 Week Out	Advertise on Public Radio and TV reminder; include specific info on Host Events webpage; ReaderBoard announcements for 7 days;
6 Days Out	Run interview with sponsors; run listing in local newspaper entertainment section; run info in local TV morning show; school/community announcement
1 Day Out	Run large ad in newspapers run Public Radio and TV reminders; air coverage on late TV news; school announcement
Day of Concert	Follow up in morning shows; on-campus signage