

Summary Report for Individual Task
514-42R-4006
Develop a Publicity Plan for Music Performance Teams
Status: Approved

Distribution Restriction: Approved for public release; distribution is unlimited.

Destruction Notice: None

Foreign Disclosure: FD5 - This product/publication has been reviewed by the product developers in coordination with the TRADOC G-2, JBLE, VA foreign disclosure authority. This product is releasable to students from all requesting foreign countries without restrictions.

Condition: The band is operating within a garrison or deployed environment in order to provide music throughout the area of operations to instill in our forces the will to fight and win, foster the support of our citizens, and promote our national interests at home and abroad. The band has received an approved music mission from its tasking agency in your regional area of responsibility. The band commander requires you, as a Music Performance Team (MPT) leader, to develop a publicity plan for the MPT. The Public Affairs Office (PAO), all required personnel, equipment, local policies, and regulations are available. The band company has access to supported unit staff and higher headquarters for administrative, logistical, intelligence, and communications. This task may be performed incorporating other Operational Variables (PMESII-PT) and METT-TC constraints within garrison, off-post, and the area of operations. This may include activities, disrupters, terrain and weather, personnel, equipment, time, and legal considerations. These factors address similar considerations expressed in different terms. This task should not be trained in MOPP 4.

Standard: Develop a publicity plan, that maximizes the potential audience IAW the band commander's guidance, unit SOPs, Army regulations, local policies and any special instructions.

Special Condition: None

Safety Risk: Low

MOPP 4: Never

| |
|------------------------|
| Task Statements |
|------------------------|

Cue: There is a requirement to develop a marketing plan for a music mission.

| |
|---------------|
| DANGER |
| None |

| |
|----------------|
| WARNING |
| None |

| |
|----------------|
| CAUTION |
| None |

Remarks: None

Notes: None

Performance Steps

1. Identify effective publicity strategies.
 - a. Branding.
 - b. Review AR 601-208, The Army Brand and Marketing Program.
 - c. Review the U.S. Army Branding Guide.
 - d. Consult <https://www.usarmybrandportal.com> for resources.
2. Coordinate with Band Commander and Enlisted Band Leader in developing unit publicity vision.
 - a. Demographic focus.
 - b. Marketing goals.
 - c. Messaging.
 - d. Resourcing and budget.
3. Develop publicity strategy for MPT performances IAW unit command vision.
 - a. Determine MPT publicity priorities within the appropriate Operational Environment (OE).
 - b. Align publicity strategy in accordance with demographics and cultural considerations.
 - c. Select appropriate publicity medium to make best use of marketing resources.
 - (1) Fliers.
 - (2) Social media.
 - (3) Other media sources.
 - d. Allocate marketing resources for the selected publicity mediums.
 - e. Establish a marketing plan timeline for execution.
4. Communicate publicity plan with MPT Leaders.
 - a. Press materials and fact sheets.
 - b. Posters, fliers, publicity packets.
 - c. Mailing list products and comment cards.
 - d. Products for media outlets, e.g. radio, television, newspaper.
5. Perform quality control on MPT Leader designed publicity material.

6. Communicate distribution plan to MPT Leader.

- a. Email.
- b. Social networking.
- c. Website.
- d. Newspaper/TV/radio.
- e. Posters.
- f. Letters/postcards.

7. Monitor and adjust publicity strategies as needed.

(Asterisks indicates a leader performance step.)

Evaluation Guidance: Brief the Soldier: "You have been tasked to develop a marketing plan. You must correctly complete all performance measures in this task."

Evaluation Preparation: Setup: Ensure that all required materials are available to the Soldier. Evaluate this task during individual or collective training.

| PERFORMANCE MEASURES | GO | NO-GO | N/A |
|--|----|-------|-----|
| 1. Identified effective publicity strategies. | | | |
| 2. Coordinated with Band Commander and Enlisted Band Leader in developing unit publicity vision. | | | |
| 3. Developed publicity strategy for MPT performances IAW unit command vision. | | | |
| 4. Communicated publicity plan with MPT Leaders. | | | |
| 5. Performed quality control on MPT Leader designed publicity material. | | | |
| 6. Communicated distribution plan to MPT Leader. | | | |
| 7. Monitored and adjust publicity strategies as needed. | | | |

Supporting Reference(s):

| Step Number | Reference ID | Reference Name | Required | Primary |
|-------------|--------------|---|----------|---------|
| | AR 220-90 | ARMY BANDS | Yes | Yes |
| | AR 360-1 | The Army Public Affairs Program | Yes | No |
| | AR 600-25 | SALUTES, HONORS, AND VISITS OF COURTESY | Yes | No |
| | ATTP 1-19 | U.S. Army Bands | Yes | No |

Environment: Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT. Environmental protection is not just the law but the right thing to do. It is a continual process and starts with deliberate planning. Always be alert to ways to protect our environment during training and missions. In doing so, you will contribute to the sustainment of our training resources while protecting people and the environment from harmful effects. Refer to FM 3-34.5 Environmental Considerations and GTA 05-08-002 ENVIRONMENTAL-RELATED RISK ASSESSMENT.

Safety: In a training environment, leaders must perform a risk assessment in accordance with ATP 5-19, Risk Management. Leaders will complete the current Deliberate Risk Assessment Worksheet in accordance with the TRADOC

Safety Officer during the planning and completion of each task and sub-task by assessing mission, enemy, terrain and weather, troops and support available-time available and civil considerations, (METT-TC). Note: During MOPP training, leaders must ensure personnel are monitored for potential heat injury. Local policies and procedures must be followed during times of increased heat category in order to avoid heat related injury. Consider the MOPP work/rest cycles and water replacement guidelines IAW FM 3-11.4, Multiservice Tactics, Techniques, and Procedures for Nuclear, Biological, and Chemical (NBC) Protection, FM 3-11.5, Multiservice Tactics, Techniques, and Procedures for Chemical, Biological, Radiological, and Nuclear Decontamination.

1. Live musical performance poses an immediate noise hazard. Hearing protection is required.
2. In the event of a fire, Soldiers will exit the classroom in an orderly manner (last one out closes the door); meet at the location the Primary Instructor has designated; class leaders will hold an accountability formation and report their findings to Primary Instructor.
3. In the event of severe weather or tornado, Soldiers will exit the classroom in an orderly manner; move to the location the Primary Instructor has designated (basement or center of building); class leaders will hold an accountability formation and report their findings to Primary Instructor.
4. It is important for Soldiers to be aware of their surroundings. Hazards such as tripping over wires, falling on musical equipment, lifting or dropping heavy sound reinforcement equipment, working with electricity, etc. need to be mitigated to avoid injury.
5. If the task is performed outdoors, Soldiers should use caution while marching on uneven ground. In the event of severe weather or tornado, the bandmaster may have to make a determination on-site as to extracting sections of, or the entire band, from the mission to mitigate damage to equipment and hazards to Soldiers.
6. When assessing venues, it is important to ensure proper travel safety to and from location, regardless of distance travelled. When assessing the capabilities of a potential venue, it is important to be aware of all safety hazards in the building such as electrical, fire, water, etc.

Prerequisite Individual Tasks :

| Task Number | Title | Proponent | Status |
|--------------------|---|--------------------------|---------------|
| 514-42R-3005 | Implement Publicity Plan for a Music Performance Team | 514 - Music (Individual) | Reviewed |

Supporting Individual Tasks :

| Task Number | Title | Proponent | Status |
|--------------------|---|--------------------------|---------------|
| 514-42R-3005 | Implement Publicity Plan for a Music Performance Team | 514 - Music (Individual) | Reviewed |

Supported Individual Tasks : None

Supported Collective Tasks : None