



Connect with Your Crowd!
Performance Approaches for Building Community Support

CLINICIANS:
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Texas Bandmasters Association
2013 Convention/Clinic



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HENRY B. GONZALEZ CONVENTION CENTER
SAN ANTONIO, TEXAS

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Performance Approaches for Building Community Support

Brian Youngblood and Jeremy Strickland - Texas Christian University
Texas Band Masters Annual Clinic / Convention 2013

A happy crowd is a supportive crowd!....

Key points for keeping your crowd on your side:

Find ways to connect. Connections are the KEY!

Build a Rapport. Make yourself available to Athletic Boosters and Football Parents ...
They're more likely to respond well, because you've earned their trust.

Listen and Respond. Most individuals have an opinion and they also like to share. Be sure to listen before you respond. If patrons have a great idea, tell them you appreciate it.

Send thank you notes or gifts to members of your crowd who have gone the extra mile with support, feedback and/or participation. Also good for administration! Signed notes from students!

Maintain Traditions! - NOT NEW - NOT IMPROVED is sometimes better!

Retro or "throwback" moments can work magic with a crowd....

Traditions build IDENTITY and BRAND!

Pregame Sequences or ON Field Sequences, Fight Song at end!

Put yourself in their shoes. This is the biggest key to connecting with your crowd. Imagine you are a football parent or a community football fan from "way back"...What would your expectations for the marching band be?....

BRING BACK PRE-GAME!....

Works best with a GREAT ANNOUNCER!...

Announcer should "prompt" crowd for applause

Announcer should be energetic

Announce "spellouts" with sequence etc...

Work to get Dance and/or Cheer involved thruout

March every student in the program!

Design Drill so numbers can be flexible

Give football patrons what they want.

March different or "retro" styles as part of presentation

Exposure to other or more traditional marching styles

Exposure is Educationally Sound right?...YES!

Give National Anthem its proper presentation!

Incorporate ROTC...

KEEP THE SHOW GOING IN THE STANDS

Less Discipline issues if students are busy
School Spirit - More memorable HS experience for all involved
Students CAN model good playing in stands while entertaining
Start with a little and ADD as comfortable

Stand Seq's - 20 sec shorts - Material with Yell seq's

STAY IN THE GAME

Work for a "full pregame" that appeals to a wide crowd
Participate in 1st QUARTER beyond touchdowns (even if limited)
 Work in visual & chant moments with short tunes
 Drum Cadences & Chants "save chops" too
Find a way to stay in stands at least half of 2nd Quarter
 Work an "in the stands" warm up sequence
 Streamline approach to stands exit and pre field warm up
Stay in Stands 3rd Quarter
 Snacks or drinks in stands (uniform friendly)
 Work in visual & chant moments with short tunes
Support Team in Stands 4th Quarter
 Use visual & chant moments to advantage
 Play "smart" with regards to offense & defense
 Work for "Down specific playing" ...
 Ask Football coach what will help with game ...
 Get head coach on your side You get all staff/players
 Football Fans will notice
 Communicate with your neighbor marching band
 Coordinate with Cheer and Dance/Pep Groups
 Increased impact with unified approach
 Crowd more likely to join in
 Traditional "End of Game" sequence for Home and Away

CHANGE SHOW AFTER CONTEST SEASON

Works best with a GREAT ANNOUNCER! ...
 Announcer should "prompt" crowd for applause
 Announcer should be energetic
 Announce "spellouts" with sequence etc ...
 Work to get Dance and/or Cheer involved thruout
Add in School Letter Sets or Logo Images or Pictures
 Best use at arrival moments ...
 Rework Solid forms

SPIRIT SHOW FOR EARLY OR LATE SEASON

Change to EASY 6-10 SET "Spirit Show" (Includes Alt's)
 March every student in the program!
 Design Drill so numbers can be flexible
 Include School Letter sets where possible

CONNECT WITH US!

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