



**Texas Bandmasters Association  
Convention/Clinic July 21-23, 2022**

**Weaving Your Band Into the Fabric of  
Your Community**

**CLINICIAN:  
Stephen Cox**



**HENRY B. GONZALEZ CONVENTION CENTER - SAN ANTONIO, TEXAS**



# Weaving Your Band Program Into Your Community

TEXAS BANDMASTERS ASSOCIATION 2022

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## Part 1: Perform Away From Campus

### CONSIDER ALL LOCATIONS AS POTENTIAL PLACES TO PERFORM

- WHEN YOU PERFORM IN A NEW PLACE YOU CONNECT WITH NEW PEOPLE
- CHANGING VENUES CAN CREATE EXCITEMENT "NEWNESS" FROM YEAR TO YEAR
- CONSIDER THE ORGANIZATIONS/BUSINESSES/PEOPLE YOU CAN CONNECT WITH
- SOME IDEAS
  - CONCERTS IN THE PARK
  - BLOCK PARTIES
  - CHURCHES
  - LOCAL BUSINESSES
  - TRADITIONAL PERFORMANCE AREAS
  - CHRISTMAS CAROLING

## Part 2: Advertise the Program to the Community

### ANYTHING THAT HAPPENS IN THE PROGRAM, MAKE A DIGITAL PRESS RELEASE AND SEND IT TO:

- LOCAL NEWSPAPERS
- SCHOOL WEBSITE
- LOCAL RADIO STATION
- LOCAL SOCIAL MEDIA

## Part 3: Community Service

### CARING FOR YOUR COMMUNITY MEANS THEY WILL CARE FOR YOU:

- CANNED FOOD DRIVES
- DECORATING
- ASSISTING / PERFORMING FOR THE ELDERLY

## Part 4: History and Alumni

### RESEARCH YOUR SCHOOL AND COMMUNITY AND CELEBRATE IT

- CONVERT OLD MEDIA TO SHARE ONLINE
- LEARN ABOUT AND CELEBRATE MUSICAL ALUMNI
- ASK PEOPLE ABOUT THEIR TIME IN THE BAND
- CREATE EVENTS THAT CELEBRATE YOUR COMMUNITY THAT CENTER AROUND MUSIC

## Part 5: Partner with Community Organizations

### GIVE THE COMMUNITY A CHANCE TO COLLABORATE

- CHAMBER OF COMMERCE
- LOCAL BUSINESS
- LET THE COMMUNITY SPONSOR YOUR PROGRAM, IT IS MUTUALLY BENEFICIAL