

Engaging Audiences in the 21st Century

Captain Christy Muncey
Sunday August 28, 2022
ACB Connects

Outline

- Introduction
- Definition of Success
- Engagement Strategies
 - Virtual
 - Live

Defining Success



FAERIE'S AIRE and DEATH WALTZ
(from "A Tribute to Zdenko G. Fibich")

Words and Music by
John Stump
Arranged by Accident

Based on a Cro-magnon skinning chant

Adagio cantabile with a rock tempo feel Cool Timpani with small fat

if there are no violas, go w/ *(vocal outburst)*

Keep both feet together *single bar* *slowly*

light explosives now... and... now... *Go fast* *Tempo VI*

Play Ball! *release the springs* *optional: If the Giant, take* *Flattly* *water pistol* *Water slip Kicks*

It shows to the Clarinet, some *add bicycle* *add Sirens* *Concave cattle from stage* *Gang dust*

begin to fall *down real fast, digress every instant* *(begin to sing flames slightly higher and louder)* *fast in*

Lakes in E, F, 3 *all the pilots stand up and wait* *5/20 min* *Like a New Orleans concert choir* *rests are imaginary*

only 16 players *(Sing "Hey, hey, hey-o, ho hey!")* *Man-unk* *comical "waltzing" motion*

whole arm on black notes *Trumpet sticks on bell* *Man-unk* *comical "waltzing" motion*

Balance your chair on 2 legs *Gradually slide from 12 bar blues to a more Viennese like waltz (Liszt/Schubert)*



USAF Bands

Honor



Inspire



Connect



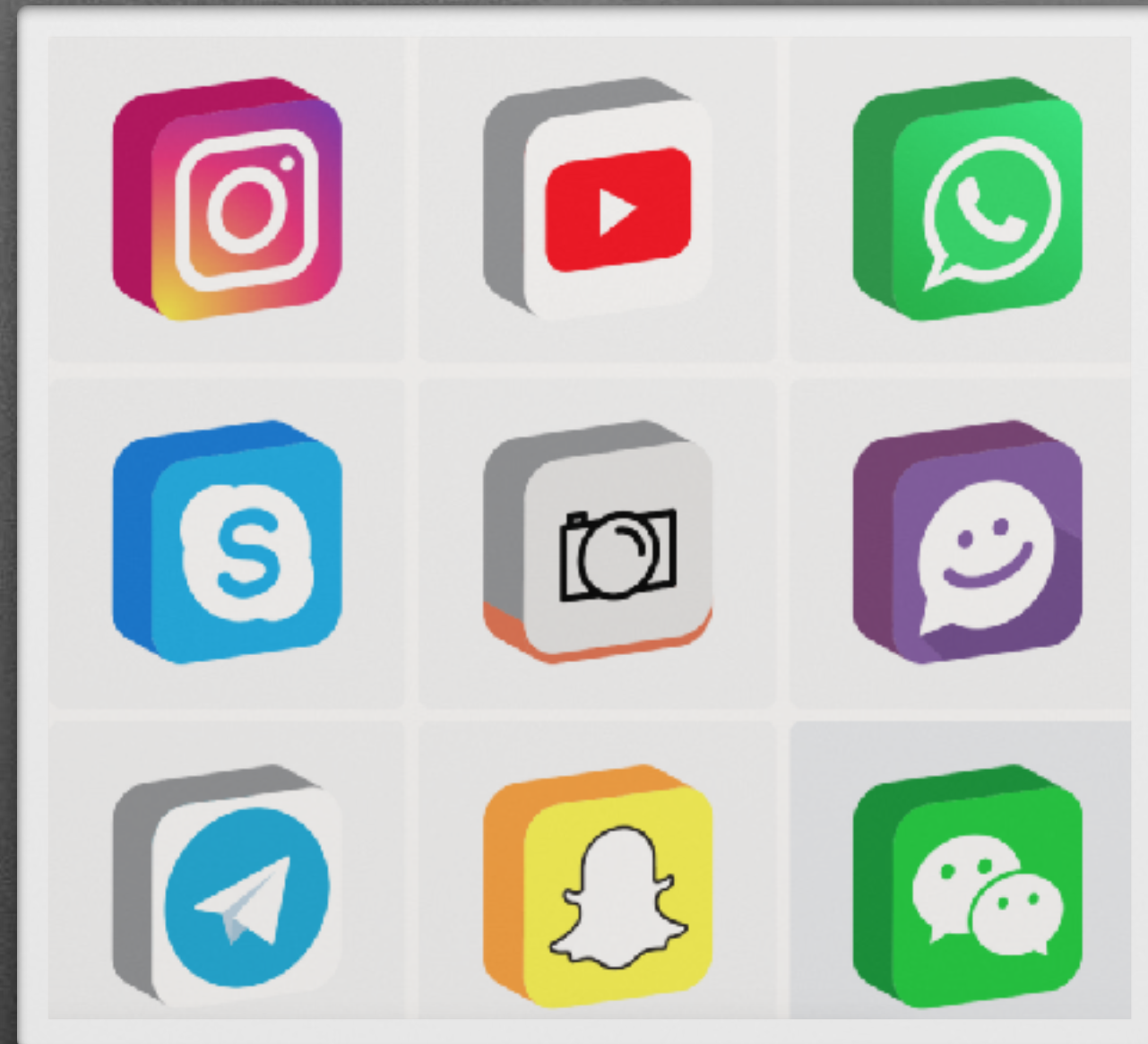
What do audiences want?

- Authentic experiences
- Something different
- “Curated”
- Decision autonomy
- Interaction

Engagement Strategies

Engagement Strategies

- Virtual



- Live



Virtual - Facebook


The United States Air Force Band ✓
April 27 at 6:39 PM · 🌐

WHITACRE IN CONCERT | Our final Guest Artist Series concert is tomorrow night (April 28th) at 7:30 p.m. at the [Rachel M. Schlesinger Concert Hall and Arts Center](#), featuring the music of world-renowned composer, conductor, and GRAMMY award winner, [Eric Whitacre](#)!

For more information and to reserve your free tickets, please visit: www.usafband.eventbrite.com.

For more information about the venue, visit <https://www.nvcc.edu/schlesingercenter/>

Enjoy this clip of The Concert Band... [See more](#)







0:03 / 1:44

286 8 Comments 44 Shares

Like Comment Share

The United States Air Force Band ✓
April 22 at 1:34 PM · 🌐

HAPPY EARTH DAY | Observed every year on April 22nd, Earth Day celebrates the beauty of our planet while simultaneously emphasizing the importance of environmental preservation. This year's theme, "Invest in Our Planet", highlights the value of preserving and protecting our health, families, and communities. The United States Air Force Band is also proud to protect and serve, representing the over 680,000 Active Duty, Guard, and Reserve Airmen who serve across the globe. Thro... [See more](#)



1.2K 37 Comments 152 Shares


Like Comment Share

The United States Air Force Band ✓
March 14 · 🌐

[#MUSICMONDAY](#) | The United States Air Force Band is proud to offer free PDF downloads of the score and parts to Mykola Lysenko's "Prayer for Ukraine". The band and choral arrangement by Master Sgt. (ret.) John Romano is available for download at this link: <https://usaf-band.box.com/v/prayer-for-ukraine>

To view the Band's recording of the work, please visit: <https://bit.ly/34BxOPk>

[#StrongerTogether](#) [#StandWithUkraine](#) [#UkrainianStrong](#) [#Ukraine](#) [#USAFBand](#)



Prayer for Ukraine

YOUTUBE.COM

"Prayer for Ukraine" (Молитва за Україну) - The United States Air Force Band and Singing Sergeants

1K 71 Comments 214 Shares

Like Comment Share

Duet Initiative

Facebook Watch interface showing a video post from The United States Air Force Band. The video features Naomi from Idabel, OK, playing the trombone alongside a member of the Air Force Band. The post includes a caption, engagement buttons (Like, Comment, Share), and a comment section with two visible comments: "Great playing, ladies!" and "Amazing!! Absolutely beautiful".

The United States Air Force Band Following
posted a video to playlist **Duet Initiative**.
June 1, 2020 · 🌐

DUET INITIATIVE | Today's featured duet highlights one of the most talented young trombonists in the...
See more

Most relevant ▾

Barbara Taylor
Great playing, ladies!
👍👍👍👍👍
Like Reply 1y

Joan Thompson Willingham
Amazing!! Absolutely beautiful ❤️❤️❤️
Like Reply 1y

View more comments 2 of 130

Write a comment...

Duet Initiative featuring Naomi from Idabel, OK

Like Comment Share You, Lynette Muncey, Brian O'Donnell and 5.1K others · 149 Comments · 48K Views

Facebook Watch interface showing a video post from The United States Air Force Band. The video features Mitchell from Amherst, Ohio, playing the trumpet alongside a member of the Air Force Band. The post includes a caption, engagement buttons (Love, Comment, Share), and a comment section with two visible comments: "Very cool, great program!" and "You make the Airforce proud. Thank God for your talent and more God blessed you".

The United States Air Force Band Following
posted a video to playlist **Duet Initiative**.
May 7, 2020 · 🌐

DUET INITIATIVE | And the award for "Youngest Trumpeter to Perform with The USAF Band" goes to...Mitch...
See more

Most relevant ▾

Bob Shea
Very cool, great program!
Like Reply 1y

Resie Mitchell
You make the Airforce proud. Thank God for your talent and more God blessed you
Like Reply 1y




View more comments 2 of 71

Write a comment...

Duet Initiative featuring Mitchell from Amherst, Ohio

Love Comment Share You, Michael Hoerber, Blake Arrington and 1.1K others · 76 Comments · 25K Views



 **The United States Air Force Band** 
July 17, 2021 · 



God Bless America TSgt Adrienne Kling

7TH INNING STRETCH | Soprano vocalist from The United States Air Force Band's Singing Sergeants, Tec...
[See more](#)




  17  3M Views




 Like  Comment  Share




Up Next

 **Peaches · Justin Bieber feat. Daniel...** 
Justin Bieber 
3 weeks ago · 10.6M views






 **Aaron Diehl Performs Stars & Stripes...** 
The United States Air... 
a year ago · 95K views

 **Scars in Heaven (Song Session) · ...** 
Casting Crowns 
23 weeks ago · 27.9M views

 **Pretty Hurts (Video) · Beyoncé (Official...** 
Beyoncé 
a year ago · 15.4M views

 **Sleep · Eric Whitacre (Official music video)** 
Eric Whitacre 
a year ago · 31.2K views

Comments [See All](#)

 Write a comment...    

Virtual - YouTube

The screenshot shows a YouTube live stream interface. At the top, the search bar contains 'The USAF Band'. The main video area features a dark blue background with the USAF logo and the text 'THE UNITED STATES AIR FORCE BAND' at the top. Below this, the phrase 'BE OUR GUEST' is written in large, glowing pink letters. A 'LIVE STREAM' icon is on the left, and a timer shows '01:10'. The title 'Music from Broadway to Hollywood' is written in a cursive font at the bottom of the video area. A green arrow points from the video area to the chat window on the right. The chat window is titled 'Top chat replay' and contains several messages from viewers, including 'Greetings from Washington D.C.!' and 'Col Schofield is looking forward to being with everyone today!'. At the bottom of the page, the video title is 'The United States Air Force Band "Be Our Guest" Interactive Livestream', with 3,484 views and a stream date of Mar 31, 2022. Navigation icons for like, dislike, share, download, clip, and save are visible. A small video player for 'Glenn Miller and the Army Air' is partially visible at the bottom right.

YouTube

The USAF Band

THE UNITED STATES AIR FORCE BAND

BE OUR GUEST

LIVE STREAM

01:10

Music from Broadway to Hollywood

#TheUnitedStatesAirForceBand #BeOurGuest #MusicOutreach

The United States Air Force Band "Be Our Guest" Interactive Livestream

3,484 views • Streamed live on Mar 31, 2022

91 DISLIKE SHARE DOWNLOAD CLIP SAVE

Top chat replay

- hinsdalegrade4 ann king Hinsdale, NH fourth grade! So excited to watch the program!
- 78Athena Jaskolka 🥳
- 78Mia Graziano hiii
- Melinda Mauter Hello from Drew Charter School in Atlanta, Georgia!!! Ms. Pepper's class is ready to find everything on their "I Spy" list!!!
- 78Kennedi Blair-Silver hi
- 78Keaonna-lynn Durham-Monkister !!!! 🥳
- Stefanie Wright Altura Elementary in Colorado says hello and we are SO excited to watch!
- Gene Hopkins Hello From Wayne Highlands Middle School in Honesdale, PA
- 78Zoe Wilson-Fiomo hi
- The United States Air Force Band ✓ Greetings from Washington D.C.!
- The United States Air Force Band ✓ Col Schofield is looking forward to being with everyone today!
- N Nanci Kucharski Hello from Richfield Ohic
- 78Athena Jaskolka 1
- Gary Smith Hello from Millmont Elementary School in Reading, PA!

HIDE CHAT REPLAY

All Concert band From The United States Air Force Band

Glenn Miller and the Army Air

Live



Pre and Post Concert Mingle



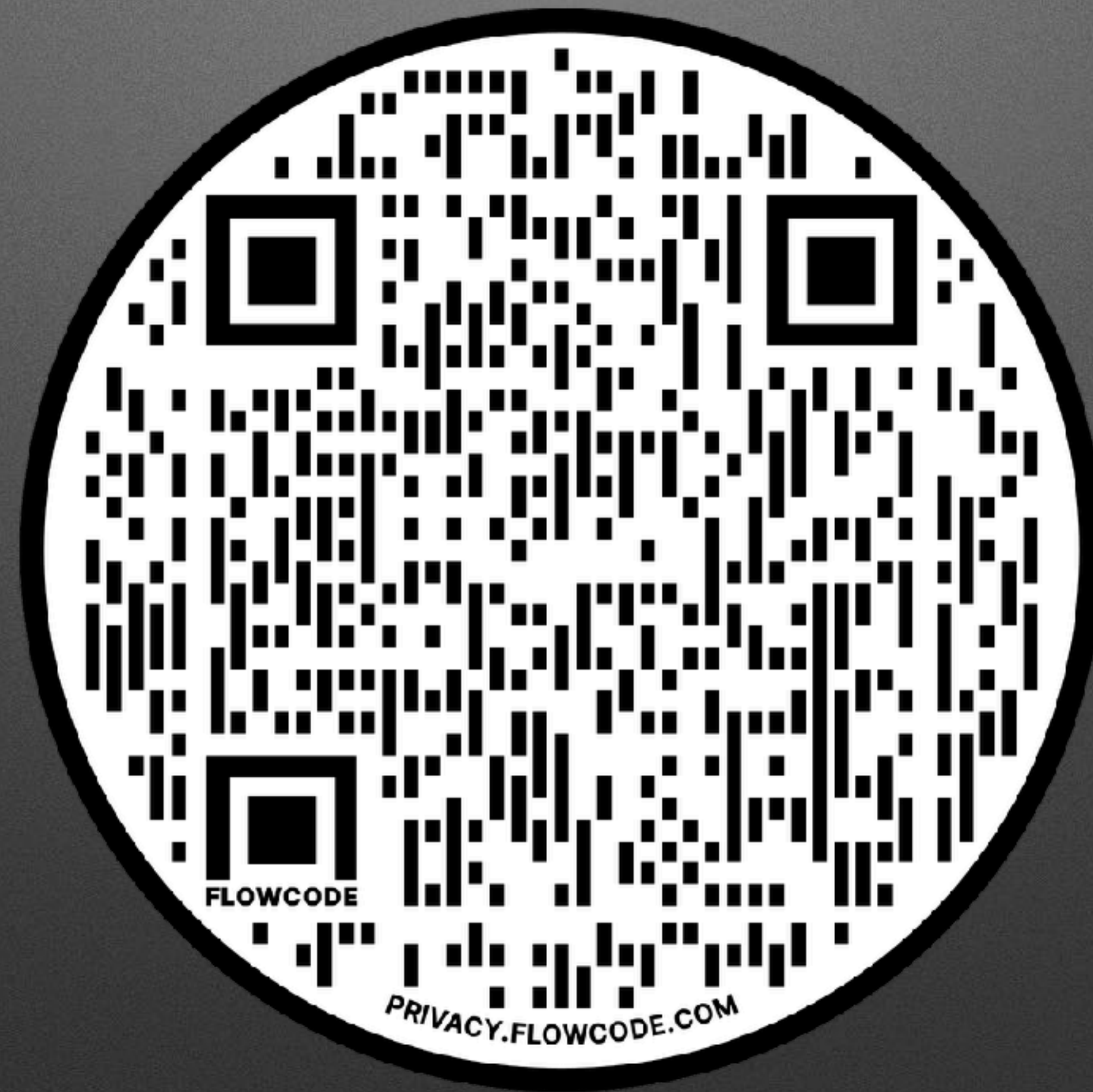
Audience Immersion



Audience Participation



Involve Cell Phones



Video Enhancement



Integrate Star Power



Creating a Curated Experience





Questions?

Captain Christy Muncey
christina.muncey@us.af.mil
christyw@gmail.com
970-310-9661

Additional Resources

- QR code generator - www.flowcode.com
 - Search for “QR code generator” for several more options, both free and paid
- Live polling - www.polleverywhere.com
 - Search for “live polling” for several more options, both free and paid
- Social media manager applications

*Listing these links does not imply Department of Defense or Air Force endorsement.