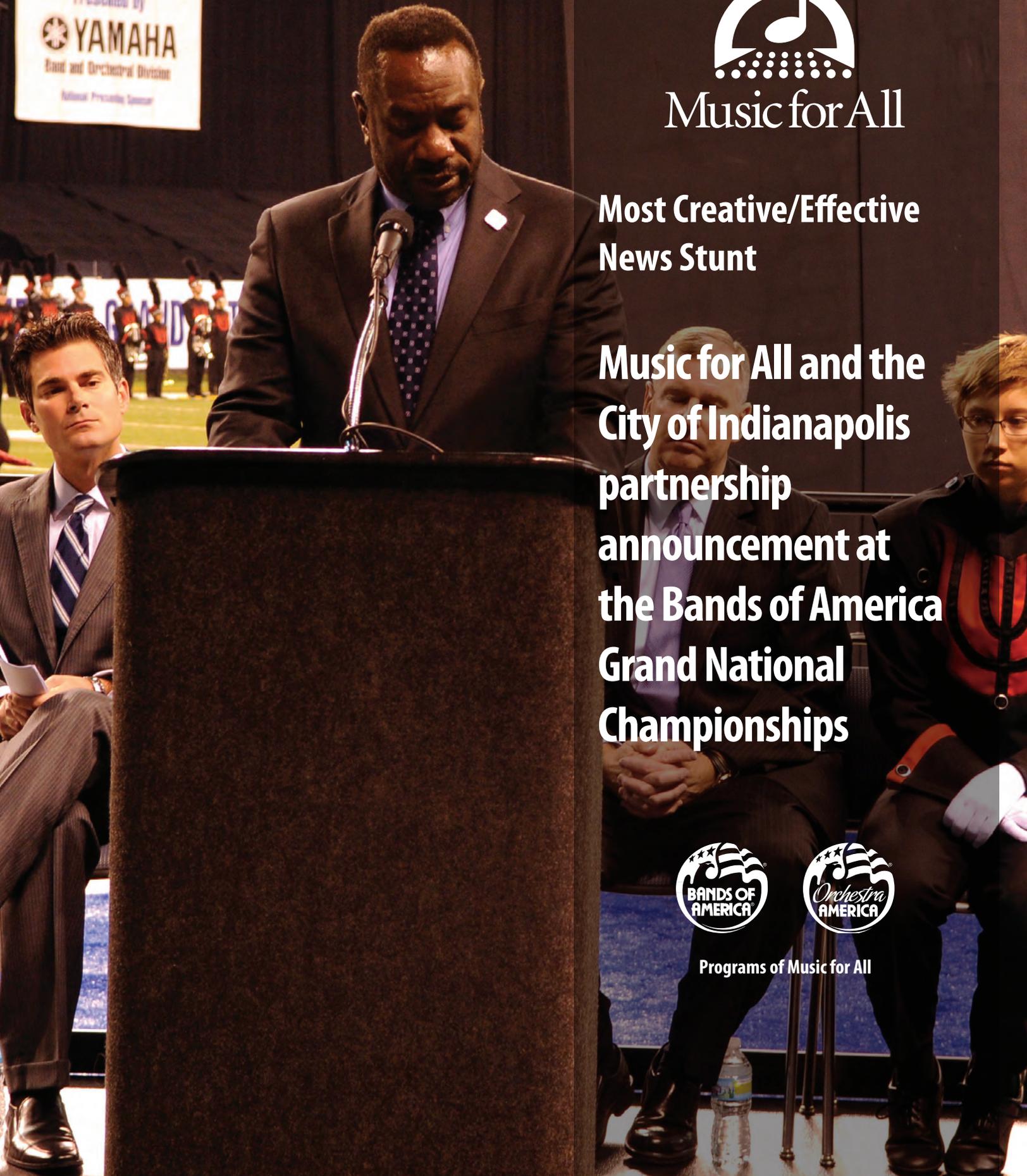




Music for All

**Most Creative/Effective
News Stunt**

**Music for All and the
City of Indianapolis
partnership
announcement at
the Bands of America
Grand National
Championships**



Programs of Music for All



Left to right: Indianapolis Mayor Gregory Ballard, Union High School Band, OK, drum major Cecily Yokum and Music for All President and CEO Eric Martin.

Most Creative /Effective News Stunt – 60

Mayoral Press Conference and Announcement at the 2012 Bands of America Grand National Championships

a. Introduction and background of campaign/event

What will an 11 year commitment to a city get you?

Answer: The attention and presence of its Mayor.

The Mayoral Press Conference and Announcement staged at the 2012 Bands of America Grand National Championships was designed to:

- Position Music for All as an important and vital part of the fabric of our headquarters community.
- Draw attention and (free) event news coverage and interest at the start of our largest event.
- Create, lead and inspire community and national conversation and dialogue about the value of music education and celebration (including their social and economic value) that would last and be newsworthy throughout and after the event.
- Inspire interest in and sell tickets to the event.
- Announce Music for All's long-term commitments and relationship to our community.
- Show support for and build partnership/collaboration with our local government and convention and tourism related businesses and entities.

Music for All has been presenting its Grand Nationals competition in Indianapolis since 1984. It was the original marching musical event in the city's then-new Hoosier Dome and was one of the first national marching competitions in Lucas Oil Stadium.



For the most part, it is a national tourism event with the vast majority of tickets sold to travelers coming to our city for the event. Over the years, we have developed a strong regional participation base, but our marching band events have and are not strong enough (yet) to warrant/merit or garner large traditional media buys, campaigns or collaborations. For the most part, our print and television coverage has been post event, e.g. “Sunday morning reporting about who won on Saturday night.”

The Mayoral Press Conference/Announcement was our well-conceived and collaborative “stunt” to raise the game, draw attention and derive value as expressed in the bullet point objectives above.

b. A detailed description of the news stunt

The “stunt” itself was the Mayor’s November 8, 2012 Press conference and announcement on the floor of Lucas Oil Stadium just prior to the start of the 2012 Bands of America Grand National Championships.

While Music for All could and did regularly issue press releases about its programs and events, local coverage was rare. Releases by local participating bands, sponsors, and our Visit Indy tourism partner typically received a similar fate. Based on past experience and traceable results, making media buys in print, radio or TV was not a good value. We sell many tickets locally, but typically to parents, friends and neighbors of participants; to alumni; or to others who have an interest in music education, specifically marching band competitions.

However, when Visit Indy prepares a release that says, “Come to Lucas Oil Stadium (home of the Colts and Super Bowl XLIV) because the mayor has something to announce,” the media will show; and they did!

The invitation to the press conference was the result of months of proposals, conferences and negotiations that resulted in something major to say.

In 2003, Music for All moved its headquarters, with substantial local government and community investments and incentives, to Indianapolis, making a 10-year commitment to keep its major events in Indianapolis and Central Indiana venues. That agreement expired in March 2013. After more than a year of positive and good faith negotiations, Music for All, Visit Indy and the City of Indianapolis reached agreements that would extend and grow our local relationships in Indianapolis. We reached and executed agreements in September, but held the public announcement until Grand Nationals. In the meantime, we worked together, as partners, to orchestrate and extract benefit from the



announcement.

Visit Indy's communications team, in coordination with Music for All, crafted the press conference announcement and invitation, the conference's program and agenda, and promotion of attendance. At 10:00 a.m. on November 8, the mayor took the podium, with the Lucas Oil Stadium field and a Grand Nationals competing marching band from Oklahoma in the background, to announce that Music for All had made a commitment to keep its headquarters and events in Indianapolis and Central Indiana through 2023, which would bring more than 600,000 visitors to the city and produce and add more than \$221M in economic impact.

The press (four television, two radio, and two print outlets) listened attentively and reported on the Music for All CEO's statement of mission and commitment; to a student's view of the importance of music and music education and her gratitude to Indianapolis and Music for All; and Visit Indy's comments about the importance and value of our organization and its programs to our community, socially and economically. The student drum major, from Union, OK, then took the podium, baton in hand, and led her band in an on-field exhibition of their competitive show (recorded for b-roll by the media). Following the performance, Visit Indy, MFA Board members, visiting students and others were made available for "one-on-one" interviews.

c. How did the news stunt fit into the overall media campaign for your event?

We continued to do all of our usual pre-event announcements, email alerts and phone calls about Grand Nationals. We gave no hint about the secret announcement. Before the press conference, we received a few hits on the upcoming event, simply mentions in coverage of state and regional competition result reporting, and community upcoming events interest reporting and interviews.

The press conference was intentionally programmed the morning of the first day of competition. Post announcement, we received immediate coverage from all media outlets and an increase in interest and requests for story and reporting opportunities at the event.

d. Sponsor /charity involvement (if any) and why.

The involvement of our sponsors and strategic partners was their presence and ongoing support. They were present for the press conference and available for interview. Notably, part of the economic value delivered to the local community is the location of our National Presenting Sponsor, Yamaha, and their four-person Artist Relations and Education Team that resides in our Indianapolis office, contributing to the local economy with their earning/spending and larger corporate meeting and events staged around their “Music for All” property.

e. Was there an increase in media coverage for your event as a result of the stunt?



Yes. We received noon, evening, and late night coverage of the announcement on all four local stations. Each report mentioned the commitment and its context of the upcoming and ongoing event.

We had at least three TV crews on-site reporting remotely at various times “live from Lucas Oil Stadium.” We had two on-camera studio interviews featuring our special guest artist, Shaun Canon, his performance at our event and his “Live for the Music” tour and music advocacy campaign.

The *Indianapolis Star* reported on the announcement in print and electronically. The *Indianapolis Business Journal* reported heavily on the announcement and furthered our case with business leaders and the civic and foundation funding communities.

Supporting Question:

What challenges/obstacles did you foresee/encounter in creating the promotion, and how did you handle them?

Aside from orchestrating a 13-year deal, our challenges were not huge or plentiful. Once the deal was done, we focused on:

- Getting the Mayor’s commitment and making his schedule work based on other commitments and unexpected duties. (Notably, had the event been two days later, we would have lost him and the media to a major, loss of life gas explosion and fire that occurred later that weekend.) The Mayor actually made four appearances/visits to the 2012 Grand Nationals, a record. That’s what a \$221M *positively good news* announcement will buy.

- Having entertainment/storytelling value available. It was central to our “story” that a non-local, hotel room-buying participating band be our focal point/backdrop. The problem was how to keep secret a 200+ member band’s commitment to come early and participate. Moreover, how do you manage the competitive “blow back” when a band staff member posts on social media that the band will get a special and extra rehearsal in the competition venue, when no other competitor is allowed that opportunity? Our response, we simply told the truth – *after the press conference!*
- Keeping the secret. Many in the community knew we were in negotiations. Late in the “game” we leveraged this information by making other communities (St. Louis, Atlanta, San Antonio, Detroit and Dallas) aware that our programming was in negotiation and might possibly go to bid. With all the information out, we went very quiet when the deal was done, even holding back the finality from our staff, sponsors and strategic partners. Secrecy, media and community curiosity were essential elements of our success.
- What might had been a problem (the venue, Lucas Oil Stadium) was not, since the press conference and announcement were scheduled for a day for which we were already paying the rent.



**Most Creative/Effective
News Stunt
Support Materials**

**Promotional
Materials
Examples**



Programs of Music for All

From: **Gahl, Chris** <cgahl@visitindy.com>
Date: Thu, Nov 8, 2012 at 10:00 AM
Subject: Music for All Stays in Indy Through 2023: \$225 Million in Economic Impact
To: "Gahl, Chris" <cgahl@visitindy.com>

Members of the Media,

A piece of news announced today at 10 am from the floor of Lucas Oil Stadium.

Thanks.
Chris

Indianapolis-Based Music for All Commits to Staying in Indy and Holding Events Through 2023

11-year deal with the city will create \$225 million in economic impact

For Immediate Release – November 8, 2012

INDIANAPOLIS – Music for All, an Indianapolis-based non-profit with nationwide reach, announced today it plans to keep its office and staff in the city, in addition to keeping its events in Indianapolis through 2023. This 11-year extension to the existing agreement will generate an additional estimated \$225 million in economic impact and bring in more than 600,000 visitors to Indianapolis. The organization moved from Chicago to Indianapolis in 2003.

“The City of Indianapolis will benefit from the economic impact attributed to Music for All’s commitment, but also the impact of future leaders coming to Indianapolis annually for events,” said Indianapolis Mayor Greg Ballard. “Students having a positive experience in Indianapolis during one of Music for All’s signature events will encourage them to return to Indianapolis to attend college, enter the workforce, or visit again with family and friends.”

Programs and events held in Indianapolis as part of Music for All include the National Festival in March with an attendance of 3,000, marching band Super Regionals that welcomes 11,000 in October, and Grand Nationals each November that draws 39,000 visitors to the city.

“We are proud to call Indianapolis home, a city that has fully embraced our events, staff, and visitors,” said Eric Martin, President and CEO of Music for All. “Our board and key stakeholders agreed that keeping Music for All and its events in Indianapolis would help foster our continued growth and benefit our mission of providing positively life-changing experiences through the arts.”

Music for All is part of a larger strategic initiative of Visit Indy called MusicCrossroads, a program led by civic volunteer leaders from the Lacy Leadership Association. Since its inception in 2007, the program has welcomed organizations and events to Indianapolis that have generated more than \$490 million in economic impact and brought in over 2.3 million visitors. Other Indianapolis-based arts and cultural institutions part of MusicCrossroads include: the Percussive Arts Society; Drum Corps International; International Violin Competition of Indianapolis; the American Pianist Association; and Heartland Truly Moving Pictures.

Music for All’s mission is to create, provide and expand positively life-changing experiences through music for all. Music for All’s vision is to be a catalyst to ensure that every child across America has access and opportunity to participate in active music making in his or her scholastic environment. Music for All provides national and regional music education programs that recognize and support students’ performance and success, offer music educator training and professional development, and deliver tools and resources to participants that assist in supporting music education by promoting awareness of music’s impact on student growth and achievement. Headquartered in Indianapolis, Music for All is a 501(c)(3) not-for-profit educational organization. Learn more at www.musicforall.org.

The mission of Visit Indy is to increase Indianapolis economic growth by strategically selling the destination to conventions, meetings, events, and leisure travelers. According to Vantage Strategy, D.K Shifflet & Associates, 20 million visitors annually provide \$3.58 billion in total annual economic impact of tourism on the Indianapolis economy resulting in 70,000 employment positions in the hospitality industry. For more information, www.VisitIndy.com.

7/11/13

Fwd: Music for All Stays in Indy Through 2023: \$225 Million in Economic Impact - erin.f@musicforall.org - Music for All Mail

###

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Indianapolis Star Indianapolis Business Section

Written by Dana Hunsinger Benbow dana.hunsinger@indystar.com

indystar.com

This is music to city leaders' ears.

Music for All, one of the largest music education organizations in the nation, said today it will keep its headquarters in Indianapolis for at least another 11 years.

The nonprofit said it will keep its offices and staff in the city -- as well as its events which draw more than 600,000 visitors to Indianapolis and generate an estimated \$225 million in economic impact through 2023.

...



Music education group to remain in city through 2023

IBJ Staff November 8, 2012

Music for All, an Indianapolis-based music-education not-for-profit with nationwide reach, announced Thursday that it has reached an agreement with the city to keep its headquarters, staff and events in Indianapolis through 2023.

The 11-year extension to an existing agreement with the city will generate an additional estimated \$225 million in economic impact and attract more than 600,000 visitors to Indianapolis, according to city and Visit Indy officials. The organization, which has 24 employees, moved from Chicago to Indianapolis in 2003. It is housed in Union Station.

Music for All's biggest annual event is the Bands of America Grand National Championships, which draws 39,000 visitors to the city each November, according to Visit Indy, the city's tourism marketing arm.

Other events include the Music for All National Festival in March with an attendance of 3,000 and the Bands of America Super Regional Championships in October, which draws about 11,000.

Indianapolis outbid Atlanta, Dallas, Houston and St. Louis to retain Music for All's headquarters and events, city officials said. As part of the deal to stay in town, the group will get free rent for its Union Station headquarters for the first two years of the 11-year deal, with its rent escalating over the last nine years of the deal.

Also, Music for All will get discounted rental rates for use of Lucas Oil Stadium and the Indiana Convention Center to host its events, according to Visit Indy officials.

"Our board and key stakeholders agreed that keeping Music for All and its events in Indianapolis would help foster our continued growth and benefit our mission of providing positively life-changing experiences through the arts," Music for All CEO Eric Martin said in a prepared statement.

Music for All is part of a larger Visit Indy strategic initiative, [MusicCrossroads](#), a coalition led by civic volunteer leaders from the Lacy Leadership Association. Since its inception in 2007, the program has lured organizations and events to Indianapolis that have generated more than \$490 million in economic impact and brought in more than 2.3 million visitors, according to Visit Indy spokesman Chris Gahl.

Other Indianapolis-based arts and cultural institutions that are part of MusicCrossroads include the Percussive Arts Society; Drum Corps International; International Violin Competition of Indianapolis; the American Pianist Association; and Heartland Truly Moving Pictures.

Music for All was previously known as Bands of America and built a reputation for organizing a series of regional marching band competitions culminating in a national event in Indianapolis each November.

In 2006, the organization broadened its scope through a merger with an East Coast advocacy group that promoted the importance of music education programs in schools.

Music for All's mission is to create, provide and expand positively life-changing experiences through music for all, Martin said.

Music for All provides national and regional music education programs, offers music educator training and professional development, and provides resources to participants to assist in their education and music-making endeavors.

“The City of Indianapolis will benefit from the economic impact attributed to Music for All's commitment, but also the impact of future leaders coming to Indianapolis annually for events,” Indianapolis Mayor Greg Ballard said in a prepared statement. “Students having a positive experience in Indianapolis during one of Music for All's signature events will encourage them to return to Indianapolis to attend college, enter the work force, or visit again with family and friends.”



News Release

CONTACT: Erin Fortune, Marketing Coordinator
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Erin.f@musicforall.org • www.musicforall.org

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-MORE-

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**Most Creative/Effective
News Stunt
Support Materials**

**Video/Audio
Documentation
Examples**



Programs of Music for All

Indiana News

Music for All Commits to Keep Headquarters, Events in Indy

Grand Nationals happening now at Lucas Oil Stadium

by Ray Steele - rsteele@wibc.com | [@WIBC_RaySteele](https://twitter.com/WIBC_RaySteele)

11/8/2012



The Pulaski County High School marching band from Kentucky at the Grand National competition at Lucas Oil Stadium (*wibc.com photo by Ray Steele*)

Cecily Yoakam knows why Music for All is important. The drum major for the marching band at Union High School in Tulsa, Oklahoma is going to college thanks to the music education group based in Indianapolis, an organization that will continue to help young people like Cecily for the foreseeable future thanks to a new deal with the city.

Listen to Ray Steele's interview with Cecily Yoakam, Music For All Scholarship Winner:

Couldn't load plug-in.

Listen to Ray Steele's interview with Eric Martin, President and CEO of Music for All:

Couldn't load plug-in.

"Everyone deserves the opportunity to have music touch their lives in some way," says Yoakam, in what could just as easily be the mission statement of Music for All. The non-profit group will be headquartered in Indianapolis for the next eleven years in a deal announced Thursday, and it will also continue to hold its signature marching band and orchestral events in the city. The biggest of those events, the Grand National Championships marching band competition, is underway this week.

"We are proud to call Indianapolis home, a city that has fully embraced our events, staff, and visitors," said Eric Martin, President and CEO of Music for All. "Our board and key stakeholders agreed that keeping Music for All and its events in Indianapolis would help foster our continued growth and benefit our mission of providing positively life-changing experiences through the arts."

The organization hosts several events each year, including the National Festival, Super Regionals, and Grand Nationals

that bring in more than 53,000 visitors annually. Over the next 11 years, the city estimates an economic impact of \$225 million.

Headquartered in Indy since 2003, Music for All started writing its song with the city long before then - the first Grand Nationals competition was held at the old Hoosier Dome in 1984. "We've been in Indianapolis for our Grand Nationals Championship every year except for two since then. We moved over to Lucas Oil Stadium when it first opened, and here we are again at Grand Nationals," said Martin.

In town for the third time at Grand Nationals is Yoakam and her band, and this year Yoakam gets extra attention for winning Music for All's scholarship, funded by musical instrument maker Yamaha. She won it by explaining what Music for All means to her. "Music is a universal language that everyone deserves to have the opportunity to speak. Everyone understands music in some way, shape or form, and everyone in the world deserves to experience it," Yoakam said prior to her band's performance.

Yoakam will use the scholarship money to attend her "dream school", the University of North Texas, and eventually wants to be a band director. In an era when music programs in school are often in peril, Yoakam is undaunted. "Music is essential to growing a young life. If you don't have music in your life, it's hard to feel like a well-rounded person."

The Cecily Yoakam's of the world make Eric Martin's job easy and great fun. "We build our reputation off of being and delivering culminating experiences for students who do individual practice and ensemble practices and ensembles in their school and scholastic environments. We bring them together to perform before a great audience on a world class stage."

That stage this week is the Grand Nationals at Lucas Oil Stadium, where more than 90 bands are competing for spots in Saturday's night's finals. The winner of the competition gets an invitation to the 2014 Rose Parade in Pasadena, California.

[@WIBC_RaySteele](#)

Development deal to lure 600,000 more visitors to Indy

Updated: Thursday, 08 Nov 2012, 5:54 PM EST
Published : Thursday, 08 Nov 2012, 8:57 AM EST

- David Barras

INDIANAPOLIS (WISH) - A non-profit music group will help keep Indianapolis' economic engine humming along for the next decade. Music For All is one of the nation's largest music education organizations. Lured from Chicago in 2003, it now has agreed to stay in Indianapolis through 2023.

Its 17 full-time employees are important to the economy, but that's only the tip of the iceberg on the impact the group has to the local economy.

Cicely Yokum of Union High School in Tulsa, Okla. has been coming to Lucas Oil Stadium to compete in the Music For All Grand National competition for three years. The competition is under way this weekend. She likes it.

"This stadium is unmatched in every single way, and it's amazing," she says.

Even after Cicely graduates, her high school band will continue coming to Indianapolis for regional and national band competitions for at least the next decade.

In agreeing to keep its corporation in Indianapolis until 2023, Music For All has also agreed to hold four national or regional competitions at Lucas Oil Stadium each year. The deal is expected to bring more than 600,000 visitors to Indianapolis over that span and inject some \$225 million into the local economy.

"But there's something about Indianapolis that makes it different. Because they are much more interested in more than the economics of it, but they're also involved in the critical success of our organization and its mission," says Eric Martin, CEO of Music for All.

Music For All's mission is to create life changing experiences through music education. Their commitment is one part of a growth strategy that Visit Indy has been working on since early 2007. Called Music Crossroads, it includes six organizations in music and the arts all headquartered in Indianapolis.

"And collectively these groups have now generated about \$490 million dollars in economic impact and brought 2.3 million visitors," says Leonard Hoops, CEO of Visit Indy.

The city hopes visitors and students like Cecily Yokum might some day move here, work here, and make the city stronger.

"Music has changed my life. And Music For All has given me the opportunity to succeed and become better. I'm looking at my future as becoming a music educator," says Yokum.

Music For All holds a national festival in March with an attendance of 3,000. It also has its marching band Super Regionals that draws 11,000 to Indy in October and the Grand Nationals each November that brings another 39,000 people to Indianapolis. All of those events are now locked up for Indianapolis until at least 2023.

Advertisement



November 8, 2012

News Release

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Source: Visit Indy