

All information, including background and a photograph for the program is included in here. It is extremely important that every department head know where this information may be found. It may all be downloaded and hard copied.

<http://www.FrankKingstonSmith.com>

There are **four** numbered pages of support information following:

Page **2** — Information about acts, attractions, events, and raffles.

Page **3** — What is needed at the announcer's stand.

Page **4** — Lodgings, Transportation and Hospitality information

Page **5** — General information which I need to really sound SMART!

There are several items on Page **2** which I really **need** at the announcing position on the afternoon preceding the first airshow performance, especially the large clean table, fresh drinking water, and the trash can.

The press and program information can be directed to the persons responsible for press relations and to the persons who are assembling your program. The information may be edited and "personalized" for your show.

To provide the proper stroke for those people and organizations involved, well in advance of your show please supply the following:

1. A **full list** of sponsors requiring acknowledgement at the show.
2. A **complete** list of performers. Any late additions phoned, emailed or Faxed to us.
3. A scenario of any special events to take place during the show (presentations, etc.)
4. An advance copy of the printed program, if possible.
5. A copy of your site plan, showing potties, food, first aid, lost and found, etc.

All of this is covered on the website. With this information, I will be able to provide you with the best possible presentation, no matter what goes wrong, including the weather going sour. Remember, even if no one flies, I am still working. I want to make you and your show look as good as I can.

I appreciate your trust. Thank you for engaging me for your show.

FRANK KINGSTON SMITH — One *Fine* Announcer™

6345 E. Shea Blvd, Ste B, Scottsdale, AZ 85254-5427 Phone 480-607-1110 FAX 480-607-1112
E-mail: Frank@FrankKingstonSmith.com

FRANK KINGSTON SMITH — One *Fine* Announcer
Advance Material — 2007 Season

SUPPORT NOTES

Subject: INFORMATION REQUIRED TO ANNOUNCE THE EVENT:

Major acts are easy to talk about. We know each other and we see each other many times during the season. (Most airshow performers carry information kits for announcers to use.) However upon occasion airshows may have acts or events with which the announcer may not be familiar. It is for that eventuality that this list is provided.

The information listed below should be provided by performing acts to the announcer by press day morning, typed or **neatly legibly printed**. You could request that **they** fax it or email it to us.

Parachute Acts:

[] A complete list of personnel, including names, ages, where they are from, jump experience (number of jumps), and their occupations. Also include distinctive canopy markings. AND, name(s) of pilot(s) of jump aircraft. Their script, if they have one. [EXCEPT MILITARY PARACHUTE TEAMS.]

Ultralights, homebuilts, experimentals, warbirds, new factory-builts:

[] Name(s) of pilot(s). [Please make as many copies as you need of the attached "Warbird Info" sheet, and include one within each Warbird arrival kit.]

[] Type of and principal information on aircraft. (For warbirds, NOT type history unless it is an unusual or very rare plane.)

Military Flybys and/or Flyovers (and static display aircraft, if they would like specific attention):

[] Provide an accurate list of names of aircrews, their ranks, hometowns, squadron number and name, commanding officer and home base. [Please make as many copies as you need of the attached "Military Info" and "Warbird Info" sheets, and include one within each current military aircraft or Warbird arrival kit.]

Dignitaries, Color Guards, Live Bands and other participants:

[] Names (phonetically, if necessary) and proper titles.

Raffles and any other giveaways which I am to announce:

[] Specific information in very few sentences — What is the prize, where can people fill out an entry form, where must the form be taken, when and where will the drawing be held, whether they must be present to win, where winning tickets must be taken for verification. Raffle / giveaway pitch must be in text form and be readable in a maximum of thirty seconds. I will not ad lib any raffle / giveaway pitch, ever.

#####

Suggestion: FAX the military and warbirds info sheets to the appropriate points of contact, and ask those contacts to FAX the completed sheets directly to me AND to you. As long as I have the information in my hand, I can reformat it for use in the show.

FRANK KINGSTON SMITH — One *Fine* Announcer
Advance Material — 2007 Season

SUPPORT NOTES

Subject: WHAT IS NEEDED AT THE SHOWSITE:

This is a checklist of items necessary for a smooth day of announcing of your show. Please request that these items are in place no later than 9 A.M every morning of the airshow.

At the showsite:

- [] A firm stage or flatbed trailer, approximately 24 to 30 feet long and 6 to 8 feet wide, and a sturdy, stable, clean ladder or stairs. The stage should be far enough away from the spectators or roped off such that people cannot climb onto it.
- [] A clean, dry, unwaxed, non-oily, smooth-surface table (preferably TWO tables) approximately 8 feet long and 3 feet wide (picnic tables) and three or four folding chairs.
- [] TWO microphones with at least 50 feet of cable each, and a “**monitor**” speaker on the stage — **very important**. The operator of the public address (sound) system positioned very near the announcer, NOT shouting-and-waving distance away. The P.A. system should have at least two cassette playback capability and CD player capability as well.
- [] **LOTS** of ice water, a plentiful supply of cups, if required, and a clean, weighted container in which to store the cups.
- [] A trash barrel adjacent to the stage. (This serves ALL the performers.)
- [] A field potty (Porta-John) near the stage, facing away from the spectators. (This serves ALL the performers.)
- [] Immediate communications with the “Airboss.”
- [] A place to position my car immediately adjacent to the announcing stage area. The vehicle provides an air conditioned refuge if it is hot and a location from which I can continue to announce if the weather turns bad.
- [] Please make certain that both Lost-and-Found tents and Medical tents are **well-marked** and **easy for the spectators to see from ground level**. They should be so obvious that no one has to describe where they are. Please do **not** say: The Lost and Found is behind Building 417. Most of your spectators have never been here before.
- [] Provide one representative empowered to make unilateral decisions as to what general informational announcements (other than the airshow itself and participating sponsors) should be made. It is ESPECIALLY CONVENIENT if that person has a small dry-erase “white board” and a pen to write names of people imprisoned in the Lost and Found. (Generally these names MAY be read once and tossed.)
- [] Provide information to the announcer as to the location of a performers’ autograph area and times when the performers will be there. (Please make certain the performers know this as well.)

FRANK KINGSTON SMITH — One *Fine* Announcer
Advance Material — 2007 Season

SUPPORT NOTES

Subject: LODGINGS / TRANSPORTATION / HOSPITALITY:

This is a checklist of items for an “Arrival Kit” which all performers should receive upon arrival at the show office. It is sometimes referred to as a “WELCOME ABOARD” kit. (Well in advance of arrival, all performers should be given a single phone number, a contact which they may call if they are delayed en route, or if they become lost on the very airport at which they are expected.) This list makes for a smooth arrival at the airport and departure for the hotel. It is not a list of absolutes, but it may serve as a guideline.

Upon Arrival, performers should be supplied with an arrival kit containing:

- [] Automobile assignment (and key, if possible.)
- [] Hotel name, location and directions to it.

My hotel reservation must be under the name: **SMITH, FRANK K.**

- [] Vehicle pass, valid for anywhere on the grounds, including flight line.
- [] Detailed map of the general area noting: location of airport, our hotel, locations where there will be events which we are expected to attend.
- [] At least **two** sets of credentials (I.D. Passes) with **NO** restrictions.*
- [] A list of probable media assignments and an agenda of proposed press activities **including the press show**, and time and location of press show briefing.
- [] Proposed Airshow Schedule and time and location of briefing.
- [] A list of names and phone numbers of key personnel at the airshow.

* Here is a suggestion, something we have found some shows to be doing which is extremely helpful. If you use a badge as a performer’s I.D., have a listing of important telephone numbers printed on the reverse side. This eliminates carrying a loose piece of paper, and since the badges are our passes, we always will have the information with us.

FRANK KINGSTON SMITH – One *Fine* Announcer
Advance Material – 2007 Season

SUPPORT NOTES

Subject: ANNOUNCING INFORMATION which I would APPRECIATE in advance:

Having the information requested in this sheet in hand in advance, even having it gathered in a single folder upon arrival at the showsite, is a HUGE help. If this is NOT available to me in advance of or upon arrival, I will have to lean on people to find out where I can learn this information. Remember that information gathered or offered under stress is usually wrong.

Some of these items are repeated on the accompanying sheets.

[] What is the PRICE of the PROGRAM?

[] Where is the program being sold, by whom, and if a charity, who gets the money?

[] Where are your WELL-MARKED and EASY-TO-LOCATE “Lost & Found” and Medical areas? Are they SPONSORED? By whom?

[] If a spectator is desperate for some kind of help, how may they recognize on-site help? In other words, whom do they approach if they need support at your event? How are they recognized?

[] I need an ACCURATE and COMPLETE list of sponsors, by dollar category if there are varying financial levels of sponsorship. And if they want to utilize a descriptive "positioning" line, make it a MAXIMUM of 15 seconds. It's a sponsorship recognition, not a commercial.

[] Do you have any “Special Events” in addition to the flying show? Are you having a concert? Which night and at what time? Admission charge? Do you have theatrical attractions, like simulators on site?

[] Is anyone offering airplane or helicopter rides before and after the show? Where can people purchase ride tickets? Where are the aircraft loading?

[] Do you have “special needs” areas? A “Rock ‘n’ Rest area or diaper changing area? Are they SPONSORED? By whom?

[] Is there an ATM on-site? Is there a “cool down” or misting tent on-site? Is there FREE water available? Is there sunscreen and/or camera film available? Where ARE these things?

[] **IMPORTANT:** What are your absolute SMOKING regulations? No smoking anywhere on the ramp? Smoking in designated areas only, such as a so-called “Penalty Box”? No smoking with 150 feet (50 meters) of any aircraft? (The usual)....



FAX 480-607-1112 Email: Frank@FrankKingstonSmith.com

V 07.1

Not for Publication

QUESTIONS? PHONE US at 480-607-1110