



Norwin Band 2024 Marketing Pitch

Evan Blenko

*Note:

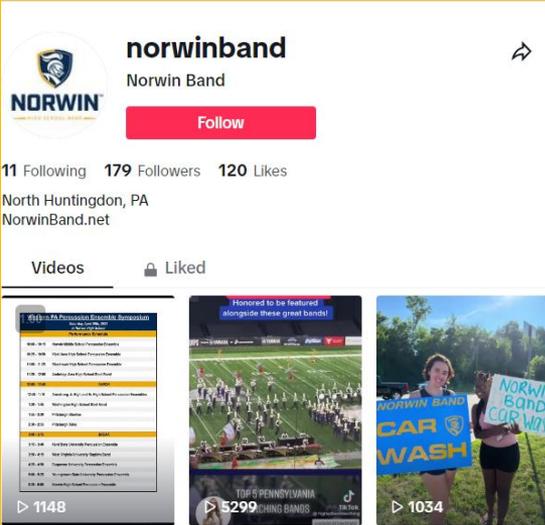
This slideshow is the original pitch to the band directors. The plans were then pivoted to the current initiative after their feedback.

Qualifications

- Television, Radio and Film Major
 - Concentration in Production
 - Marketing Minor
- Documentary filmmaker
- Experienced in one-man productions



Current State of Social Media



norwinband
Norwin Band

Follow

11 Following 179 Followers 120 Likes

North Huntingdon, PA
NorwinBand.net

Videos Liked

Honored to be featured alongside these great bands!

THE PENNSYLVANIA WASHING BANDS

11348

5299

1034

The Western PA Percu... There are so many gre... We work just as hard a...



norwinband Following Message

1,279 posts 1,890 followers 504 following

Norwin High School Band

Nonprofit organization
...We are musicians, performers, artists of sound and sight. Presence. Pride. Artistry. We move forward.
Norwin Knights North Huntingdon, PA
www.norwinband.net + 1

Class of 2024 Fundraisers Class of 2023 Class of 2022 #NorwinBan... Music Camp ... Class of 2021

POSTS REELS TAGGED

Jenna Greenawalt
Drum Major • French Horn • Colorguard
Class of 2024

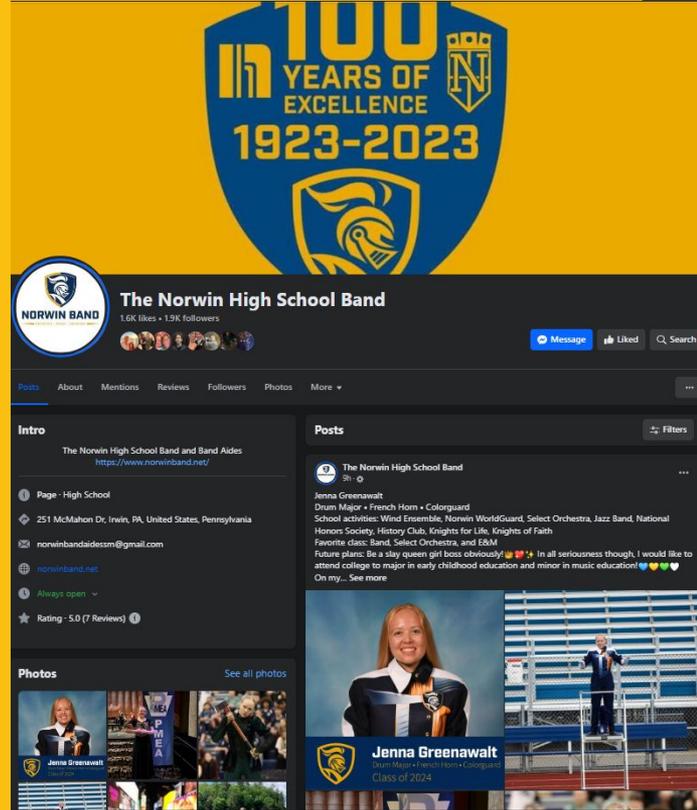
Téa McGraw
Drum Major • Clarinet
Class of 2024

CJ Haraburda
Low Brass
Class of 2024

Ryan Reed
Percussion
Class of 2024

Angelo Buffalini
Trumpet
Class of 2024

Norwin High School Band Aides
16TH ANNUAL CAR CRUISE
SUNDAY MAY 19 11 AM-3 PM
NORWIN MIDDLE SCHOOL
1620 Mockingbird Dr
North Huntingdon, PA 15642



100 YEARS OF EXCELLENCE 1923-2023

The Norwin High School Band
1.6K likes • 1.9K followers

Message Liked Search

Posts About Mentions Reviews Followers Photos More

Intro

The Norwin High School Band and Band Aides
https://www.norwinband.net/

Page - High School

251 McMahon Dr, Irwin, PA, United States, Pennsylvania

nonwinbandaidesm@gmail.com

norwinband.net

Always open

Rating: 5.0 (7 Reviews)

Posts

The Norwin High School Band

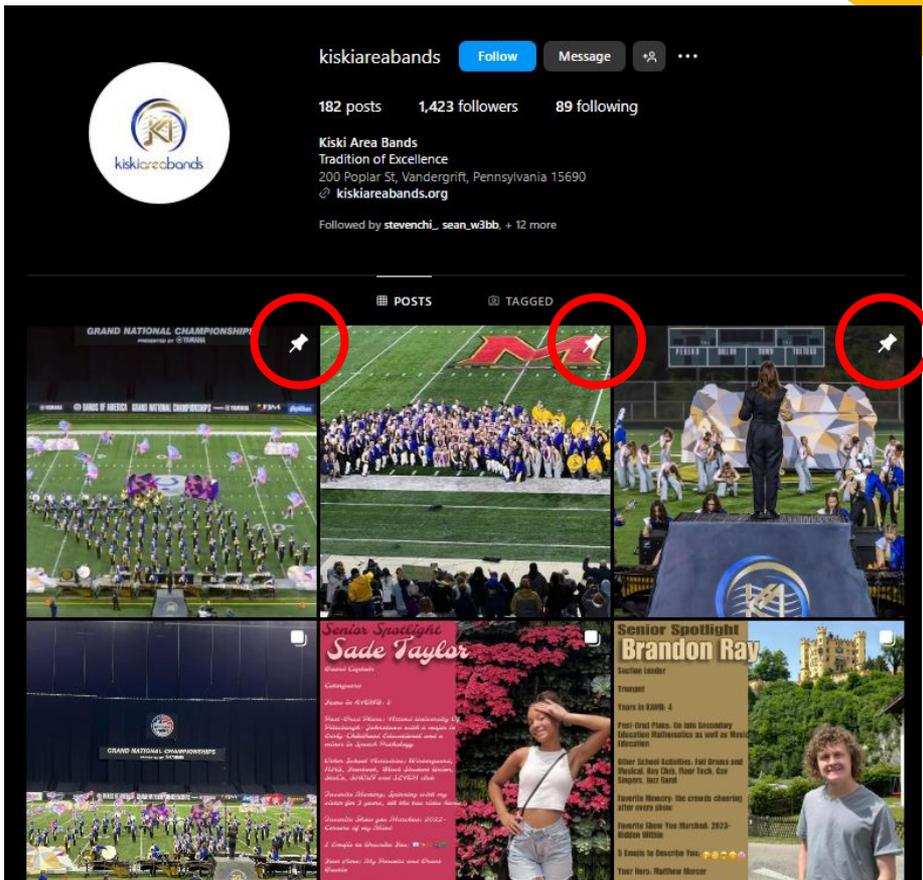
Jenna Greenawalt
Drum Major • French Horn • Colorguard
School activities: Wind Ensemble, Norwin WorldGuard, Select Orchestra, Jazz Band, National Honors Society, History Club, Knights for Life, Knights of Faith
Favorite class: Band, Select Orchestra, and ES&M
Future plans: Be a stay at home girl boss obviously! 🤪💪 In all seriousness though, I would like to attend college to major in early childhood education and minor in music education! 🎵💙💚💜
On my... See more

Photos See all photos

Jenna Greenawalt
Drum Major • French Horn • Colorguard
Class of 2024

Looking to Others

**RIFFS &
REVELATIONS**
BLUECOATS 2022



kiskiareabands Follow Message + ...

182 posts 1,423 followers 89 following

Kiski Area Bands
Tradition of Excellence
200 Poplar St, Vandergrift, Pennsylvania 15690
@ kiskiareabands.org

Followed by stevench_l_sean_w3bb + 12 more

POSTS TAGGED

GRAND NATIONAL CHAMPIONSHIP
GRAND NATIONAL CHAMPIONSHIP

GRAND NATIONAL CHAMPIONSHIP

GRAND NATIONAL CHAMPIONSHIP

Senior Spotlight
Sade Taylor
Central Leader
Transport
Years in BSNB: 4
Post-Grand Plaza: On into Secondary Education (Mathematics as well as Music Education)
Other School Activities: Fall Brass and Musical: Key Club, Year Book, Cue Sports, Ice Band
Favorite Memory: The crowd cheering after every show
Favorite Show You Marched: 2023-Nation Within
3 Emojis to Describe You: 🇺🇸 🎺 🎶
Your Hero: Matthew Maroon

Senior Spotlight
Brandon Ray
Central Leader
Transport
Years in BSNB: 4
Post-Grand Plaza: On into Secondary Education (Mathematics as well as Music Education)
Other School Activities: Fall Brass and Musical: Key Club, Year Book, Cue Sports, Ice Band
Favorite Memory: The crowd cheering after every show
Favorite Show You Marched: 2023-Nation Within
3 Emojis to Describe You: 🇺🇸 🎺 🎶
Your Hero: Matthew Maroon

Room for Improvement

- Lack of content during season
- Consistency
- Professionalism
- SEO (Search Engine Optimization)



[Home](#) [Performance Ensembles](#) [New Members](#) [Calendar](#) [Band Aides](#) [Play It Forward Fund](#) [Media](#)

CONTACTS

STAFF:

Tim Daniels

The screenshot shows a YouTube search for "norwin band". The search results are displayed in a vertical list. The top results are from the "Norwin Live" channel, featuring videos for "Hilcrest Intermediate 6th Grade Choral Concert" (517 views, 3 days ago), "Norwin Middle School Middle School Orchestra" (220 views, 4 days ago), "Norwin Marching Band 2021 - Bands of America Semifinals" (4.2K views, 2 years ago), "Norwin Band 1980" (12-18), "Norwin Marching Band 1984 BOA Grand National ..." (11-29), "Norwin Middle School Middle School Band" (616 views, 6 days ago), and "Norwin High School" (428 views, 2 weeks ago). Below these are results from "The Chalking Dad" channel, including "Norwin Marching Band 2021 - Bands of America Semifinals" (4.2K views, 2 years ago), "Norwin Band 1980" (12-18), "Norwin Knights Marching Band under the direction of L.J.Hancock. Music includes: Spring Lake Overture, Korean Folk Song Suite and Why Not." (11-29), and "Norwin Knights Marching Band under the direction of L.J.Hancock. Music includes: Salvation is Created, Tritico, Left Bank Express and Take Me Home." (11-24). The bottom result is from "The Chalking Dad" channel, "HC Marching Band NORWIN" (11-24).

The screenshot shows a search engine results page for "norwin band". The search results are displayed in a vertical list. The top results are from YouTube, including "Norwin Marching Band 2021 - Bands of America Semifinals" (4.2K views, 2 years ago), "Norwin Band 1980" (12-18), "Norwin Marching Band 1984 BOA Grand National ..." (11-29), "Norwin Middle School Middle School Band" (616 views, 6 days ago), and "Norwin High School" (428 views, 2 weeks ago). Below these are results from "The Chalking Dad" channel, including "Norwin Marching Band 2021 - Bands of America Semifinals" (4.2K views, 2 years ago), "Norwin Band 1980" (12-18), "Norwin Knights Marching Band under the direction of L.J.Hancock. Music includes: Spring Lake Overture, Korean Folk Song Suite and Why Not." (11-29), and "Norwin Knights Marching Band under the direction of L.J.Hancock. Music includes: Salvation is Created, Tritico, Left Bank Express and Take Me Home." (11-24). The bottom result is from "The Chalking Dad" channel, "HC Marching Band NORWIN" (11-24).

Target Audiences and Goals

- Community
- Alumni
- Prospective Students
- Admin
- Community Support
- Legacy Support
- Recruitment
- Stand Out
- Time Capsule

Why Now?



The Plan

- Three short documentaries
 - Edited down into promos
- Posted to all media channels

#1 Legacy



- History of the band
- Archive footage
- Interviews with past and current members
- Lean into theme of 100 years

#2 Tradition

- Follows one freshman
- POV of them learning the ropes throughout summer
- Ends with the creed



#3 Excellence

- Focus on this year's show
- Behind the scenes of the production
- Planning, writing, choreographing, building, learning, and performing



Promos

- A flagship 1-minute promo
- Incorporates clips from all three docs
- Docs cut into short-form vertical videos for Tiktok/Instagram Reels

Production

- One-man production
- Filming at practices throughout summer
- Drone specialist for some shots

Timeline

- Filming primarily in July till Preview Show
- Editing throughout August and September
- Posting docs/promos as they are finished to support fall schedule

What Do I Need From You?

- Connect with social media manager
- Information on show theme
- Introduced to band
- Video releases?
- Rehearsal Schedules
- Interviews
- Connections with other interview subjects
- Title for role

Thank You

The image features a white background with a decorative graphic in the bottom right corner. This graphic consists of several overlapping curved shapes: a light gray arc, a dark blue arc, and a yellow arc, all curving towards the bottom right corner.