



## GENERAL BODY MEETING

Date: August 6th, 2019

Location: The Break Espresso

Time: 7am-8am & 8pm - 9pm

Members present: Natalie Schmidt, Callie Morris, Maria Zepeda, Matthew Bainton, Josh Chai, Sean Burrell, Chris Richards, Aerial Martin, Roxy Quinn, Morgan Larson, Jesse Williams, Joe Glassy, Tom Benson, Jack Stob

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## TOPIC | Promotion

### 8:00-8:30pm - Updates:

#### President:

- Going the '501c3' route
  - We are working on an educational component
  - MAMA applied for a fiscal sponsorship through Arts Missoula
- Applying for grants
- Event: November 16th at the ZACC.
  - Artist submission form going out August 15th to apply to be a part of the event. By submitting this form you will be entered to perform at the event.
- Volunteers needed
  - For our November event
  - Acting as a research liaison: going to shows, finding out the cover charges and audience counts of shows
  - Help compiling a list of musicians and events. Please email [mama4mt@gmail.com](mailto:mama4mt@gmail.com) if you want to be added to our database. Eventually this will be a form on our website.
- Seeking donors
- Advisory board meeting
  - August 28th. Barb neilan, joe glassy, naomi siegal on the board. Bethany Joyce, James Randall, Matt Olson, John Floridis, Matthew Nord & Caroline Keyes.

#### Secretary:

- Newsletters will be going out the first of every month.

#### Website:

- August 31st launch - calendar of events, home page
- Added later - database & forms for artist submission and event submission.

**8:30pm-9:00pm - Promotion** - please email [mama4mt@gmail.com](mailto:mama4mt@gmail.com) if you have suggestions or answers to any questions listed below.

## How do you typically find out about shows to play at?

- Creating your own opportunities
- Socials
  - Facebook events & pages, Instagram, Twitter
- Email lists
- Busking
  - Missoula Art Museum
  - Is there a law in Montana for busking
- Events calendars
  - Livelytimes.net, missoulaevents.net, Missoula Live, Missoulia calendars
- Radio
  - Trail, MTPR, KBGA - all have interviewing opportunities
- Newspaper
  - Missoulia, Kaiman
- Tabling at farmers markets
- Walking around handing out pamphlets at events
- Music podcasts
- Physical copies of CDS as well as streaming/promotion websites:
  - ReverbNation
  - Spotify
  - Apple Music
  - Deezer
  - Bandcamp
  - Soundcloud
  - Youtube

## What impacts whether or not you'd go to a show?

- Venue & venue safety

- Friends going
- Price
- Knowing a band member

### **What are the things you're looking for in an artist promoting themselves at shows?**

- Chemistry on and off stage with band members and audience. Artists having fun on stage - or not - depending on what the vibe intended is.
- Having photos & videos as well as CD's and on streaming websites
- Electronic Press Kit
- Something unique
- Merch
  - Stickers, T-shirts, Something unique
- Having a plan as far as:
  - Your image so you can tell photographers, producers, website & graphic designers EXACTLY what you want so they aren't left guessing.
  - Your sound and how you want a show to be approached from beginning to end.

### **How do you get people to house shows/smaller less promoted shows?**

- Word of mouth. Sending texts/emails/pm or dms to people day of show.
- The empowerment of connection - if you see that a friend you haven't seen in a long time in a group text you're more likely to go.
- Instagram stories & posts that are going out day of as reminders.

### **How many shows would you go to a month?** These are answers from various people.

- every night i'm not playing
- 3-4 a month

### **What do you want to see more of?**

- Funk
- Crowd interaction

- Unique interaction between crowd and audience. EX: rubblebucket throwing sheet over crowd and everyone dancing under it.
- hip-hop & Jazz
- Student interaction
- Suggested donation vs. just having a cover charge seemed to be more.
- Labeling of musicians and music organizations
- Punctuality of musicians and promoters.
- Earlier shows
- More 'pop-up' shows at restaurants & local businesses.

*mama pours & mama brews*

Next Meeting: September 3rd, 2019