



GENERAL BODY MEETING

Date: Tuesday, October 1st, 2019

Location: The Break Espresso

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

People present:

(AM) Brenna Merrill (MMYM), Teri Vore, Dwayne Parton, Keith Hardin, Chris Hyslop, Tom Berich, Anthony Brown, Maria Zepeda, Callie Morris, Jack Stob, Daniel Curry

(PM) Aerial Martens, Natalie Schmidt, Mike Ruybalid, Dwayne Parton, Jackson Holte, Jack Stob, Anthony Brown, Dan Curry, Brenna Merrill, Jocie Collins, Dylan Dwyer, Chris Hyslop, Nic Stipson, Kyle Curtis

TOPIC | How to Train Your Audience

** Please save questions for Q&A portion after the updates **

Icebreaker question: What was your first album?

7:00am-7:30am and 8:00pm-8:30pm - Updates:

President:

- **Education Committee**
 - We now have three members: Chris Hyslop, Heather Adams & Dr. James Randall
 - Still looking for 1-2 members
- **Meet Your MAMA Artist Announcement**
 - The Vintage, MissAlaneous & The Caravan Band, The Sandman, Junior
 - Emcee - Aaron Jennings
- **Legacy Members**
 - 30 people donate \$100
- **Volunteers (6) for Meet Your MAMA. November 15th.**
 - Email mama4mt@gmail.com if interested in volunteering.

- **Safety Task Force & MAMA's involvement in venue safety**
 - Make Your Move Missoula (MMYM) fundraiser Show **Dec. 10th 7-Close @ The Badlander**
 - **Brenna of MMYM gave context and history** to MMYM. They are developing a curriculum for musicians and people in the entertainment industry surrounding missoula learning and educating on bystander intervention.
 - **This is taking place in two ways**
 - ONE: launching a survey this Friday to the last Friday of October - once completed, survey takers will be entered to win \$100. MAMA will share.
 - TWO: 3 Listening sessions (musicians, comedians & back end) about 8-12 people per session- meeting with groups in smaller groups. Once workshops are completed people attending will get paid \$15.
- **Songwriters Circle: Missoula presented by MAMA starting in November**
 - These occur the last Friday of each month at Wave & Circuit. \$10 suggested donation - money goes to artists. Four songwriters rotate sharing their music.
 - Starting in January, Jackson Holte will be hosting for 6 months.
- **First Night Missoula event, "Resolutions" presented by MAMA on December 31**
 - Happening at Downtown Dance Collective - still accepting artist submissions for that! Please fill out this [form](#) if interested.
- **December Self-Care Series:**
 - **Mind** (December 10) - mental health, Bryan Jae
 - **Body** (December 17) - dance/song @ DDC, Jocie Collins & Heather
 - **Spirit** (December 24) - partnering with Love Missoula for a potluck, Dwayne Parton
- **Event Coordinator**
 - Dwayne Parton will be acting as our event coordinator!!
- **Artist submission form for future events and database. See link above labeled 'form'.**
 - If you want to be involved in future events as your musical group and added to our musicians database fill this out
- **September Newsletter has been sent via email. The blog will be up on the website this week on last week's topic: professionalism and entrepreneurship.**
- **Website launched Aug 31st- what's there, what's to come**
- Sign up to receive emails, newsletters and updates
 - Have people email mama4mt@gmail.com with your name and email and any questions/comments
- **Baby MAMA (collegiate run chapter) update**
 - Event November 16th at the food zoo. Email babymama4mt@gmail.com if interested in performing. Must be a college student.

7:30am-8:00am and 8:30pm-9:00pm - How to Train Your Audience

MORNING:

- **What is the first thing that comes to mind?**
 - Knowing who your audience is prior to the show. Examples include:
 - Size of audience
 - Are you choosing money gigs? Are you okay with money gigs being loud and noisy? What kind of music are you creating and are you okay with the audience reacting to your music in regards to that.
 - Know your own music enough to know what to expect - what is your demographic - vocalize it.
 - **Dan:** dress the part, how you want your audience to act - whether that be a Bowie glam outfit or ball gowns. Acting as if the dress is setting the tone.
 - **Chris:** When the artist is authentic and engaging, if you're closed or faking it - that presents and brings back to the audience a vibe. What you give is what you get.
 - **Dwayne:** people connect on normality as well.
 - **Dan:** authenticity matters.

Story time:

Tom: about 4 years ago in medford, opener for white snake (15,000 ppl), next day a winery gig that nobody showed up to - polar ends of the spectrum. For white snake audience - there is no training. You get what you get. For winery - different story. Either way.... You can't take it personally. People take pride in the fact they paid a certain amount of money and feel that they DESERVE to be loud.

Teri: When playing in a folky background - when you know that you're background music. You're able to take advantage of the fact that you're not being listened to - using that mindset.

Maria: an artist incorporated “SHHH” into his loop pedal to get people to shut up. Later said, I did not drive x amount of hours for you to be loud.

How do you call out hecklers?

- **Dan:** You have to be humorous, you gotta get them on your side.
- **Anthony:** lean into what people are doing. If they say free bird: play freakin’ free bird! Have command!
- **Maria:** after reading them - invite them on stage!
- **Keith:** Diana Kroll leaned into it - know the venue. Sometimes they want you to play songs to dance. Sometimes you play songs to have people listen.

EVENING:

- **Who is your audience?**
 - **Jackson:** found that a 15 to 1 ratio of dance tunes is working out.
 - **Kyle:** because their band is mostly music majors (fertile crescent) they draw a music major audience.
 - **Dan:** because he plays to so many different crowds being able to read the crowd is important.
 - **Maria:** know your audience - do you have to explain to the audience proper concert behavior?
- **What do you expect from the audience?**
 - **Maria:** expect anything and everything. Setting yourself up to prepare for that. Match their enthusiasm with dynamics. If they’re being really loud - you can be quiet.
 - **Anthony:** venue can set the tone.

- **Jocie:** shared an anecdote about a time when she stepped up for herself and told an audience member “contrary to popular belief, we practiced these songs.”
- **Jackson:** the stage is yours to do what you want with it.
- **Maria:** shared a story from a Titus Andronicus show where they called out the things that they do want to see of the audience followed by the things they don't.
- **How have you dealt with hecklers?**
 - **Anthony:** after a long show where people were yelling out freebird they went home and wrote a song about it for the next time it happened.
 - **Kyle:** shared a story of a house show he was playing and everyone started yelling - he stopped playing entirely and the band picked up.
 - **Maria:** If it's your friend or otherwise - you can find ways to bring everyone back to the music. If a friend is being loud and annoying, turn the other way or towards the music.
 - **Natalie:** call & response and audience clapping are ways to engage if people aren't give you the attention you deserve!!
 - **Dan:** verbalize your demographic

-THANK YOU-

mama pours & mama brews

Next meeting: Tuesday, November 5th, 2019