MUSIC CUNDINCORPORATED

How to Grow and Establish Your Local Music Scene

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PHOTO HERE



- Television-Radio and Art History student at Ithaca College
- CBI StudentRepresentative
- Local Music Director for 91. 7 FM WICB
 Ithaca
- Host of <u>Homebrew</u> on WICB



Laura (she/they)

- 20 years old
- Has been running the <u>Local Beat</u> for 2 years
- Social Work student

it allows you to shape your community and directly impact the music-making process. It is more accessible and hands-on in all aspects.

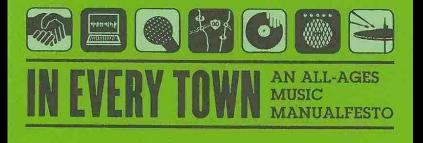
Local music exists as a grassroots movement in a community, town or city, by residents to share their collective passion for music, arts, and culture.

Against the corporate machine of pop culture and viral one-hit wonders, finding an artistic niche on a small scale can be extremely challenging.

This workshop is designed as a guide to invigorating your community through the development of an ongoing local music scene.

Ultimately, how do you grow your local music community within the sphere of corporate music?

What do YOU want to get out of this presentation?



How to find the right space, keep the neighbors happy, raise money, and get your scene off the ground

WRITTEN AND COMPILED BY SHANNON STEWART . INTRODUCTION BY KIMYA DAWSON

WRITTEN AND COMPILED BY SHANNON STEWART + INTRODUCTION BY KIMYA DAWS

Written and Compiled by Sharon Stewart

Introduction by Kimya Dawson 66

You can do this for yourself.

So, start small. Be open-minded.

Don't be judgemental.

Let everyone in.

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-Kimya Dawson

Pros

- ★ At times, monetary support
- Larger shows and spaces
- ★ A broader audience
- ★ Exposure
- ★ Industry connections
- ★ Easier ability to go on tour to farther out places

Cons

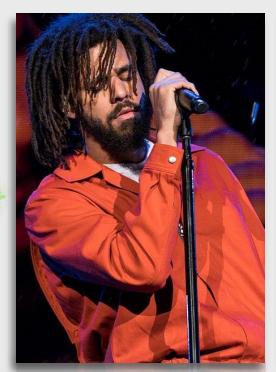
- "Pay-to-Play" shows
- Little to no salary accruement for artists
- Limits access to smaller venues
- Audience funds are limited, if they spend more on big shows they may be less inclined to pay to get into local events



Corporatism & Local Music



Local Music Expansion: Examples





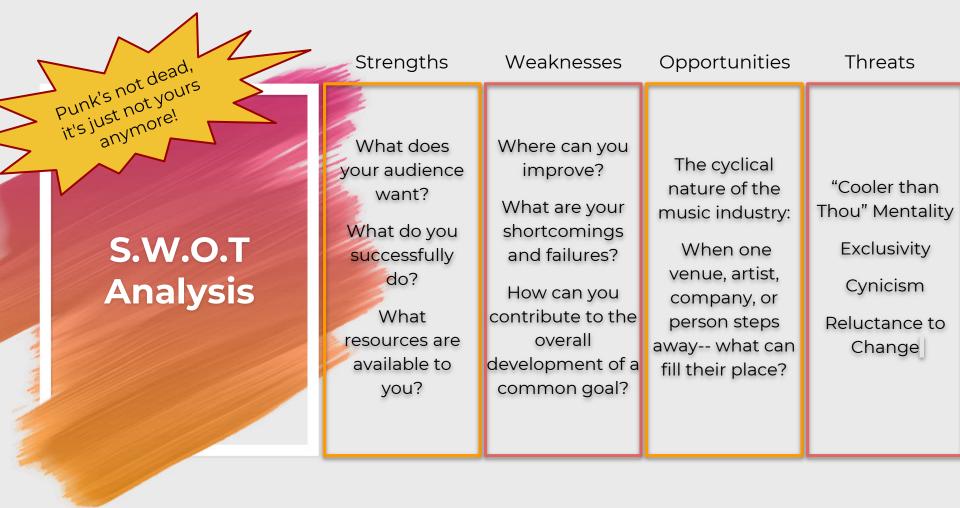






Start small

- Host shows in your friend's basement or backyard
- Porchfest
- College radio
 - Bring artists and bands on-air
- Promotional Content
 - Videography, photography, and social media are all great avenues to explore
- Give Support to Get Support
 - Go to shows!



The Role & Influence of a Local Music Director

- Providing a space for artists and bands to showcase their work
- Creating interpersonal connections with artists and bands
- ➤ The concept of "Free-Press" and how to distribute it evenly without being taken advantage of
- Attending and promoting local gigs
- Curating a narrative about your local music community

Reach Out Via:

- > Word of mouth
- > Social Media
- ➤ Email

Reach Out to:

- > Artists (of all forms)
- > Fans
- > Peers
- > Friends
- Local groups to sponsor and participate in events

Don't limit yourself!

Local Music as a Collective: How to Get Others Involved



Is there any other information we can provide for you?



Homebrew on 91.7 FM WICB Ithaca



92 WICB Homebrew Pia Rizzo-Wittlin



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wicb.org www.piarizzowittlin.com



The Local Beat on WKNC 88.1 HD-1



Facebook.com/WKNC881



@wknc881 / @canadasnack



wknc.org/podcasts.php



Citations/References/Thank Yous

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