MUSIC (UN)INCORPORATED

How to Grow and Establish Your Local Music Scene

Pia Rizzo-Wittlin and Laura Mooney
Who We Are, & Why Local Music Matters to Us

Pia (she/her)
- Television-Radio and Art History student at Ithaca College
- CBI Student Representative
- Local Music Director for 91.7 FM WICB Ithaca
- Host of Homebrew on WICB

Laura (she/they)
- 20 years old
- Has been running the Local Beat for 2 years
- Social Work student

Local music matters because 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?
IN EVERY TOWN
AN ALL-AGES MUSIC MANUAL
FESTO

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

Written and Compiled by Sharon Stewart
Introduction by Kimya Dawson
You can do this for yourself. So, start small. Be open-minded. Don’t be judgemental. Let everyone in.

-Kimya Dawson
Corporatism & Local Music

**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 accrue 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

Exposure is not payment!
How has corporatism impacted various local music communities?
Local Music Expansion: Examples
Local Music Contraction: Examples

OH, SO YOU'RE A PROMOTER?

YOUR LIFE MUST BE SO INTERESTING.
How to Grow Your Scene
(Our Suggestions)

● 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!
<table>
<thead>
<tr>
<th>S.W.O.T Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Strengths</strong></td>
</tr>
<tr>
<td>What does your audience want?</td>
</tr>
<tr>
<td>What do you successfully do?</td>
</tr>
<tr>
<td>What resources are available to you?</td>
</tr>
<tr>
<td><strong>Weaknesses</strong></td>
</tr>
<tr>
<td>Where can you improve?</td>
</tr>
<tr>
<td>What are your shortcomings and failures?</td>
</tr>
<tr>
<td>How can you contribute to the overall development of a common goal?</td>
</tr>
<tr>
<td><strong>Opportunities</strong></td>
</tr>
<tr>
<td>The cyclical nature of the music industry: When one venue, artist, company, or person steps away--what can fill their place?</td>
</tr>
<tr>
<td><strong>Threats</strong></td>
</tr>
<tr>
<td>“Cooler than Thou” Mentality</td>
</tr>
<tr>
<td>Exclusivity</td>
</tr>
<tr>
<td>Cynicism</td>
</tr>
<tr>
<td>Reluctance to Change</td>
</tr>
</tbody>
</table>

Punk’s not dead, it’s just not yours anymore!
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!
vera et recti amici
Is there any other information we can provide for you?
Follow our Socials

**Homebrew on 91.7 FM WICB Ithaca**

- 92 WICB Homebrew
- Pia Rizzo-Wittlin
- @wicbhomebrew
- @piarizzowittlin
- 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

2. Henry Boyd, Program Director of WKNC, for his insight and interview.