



# **MUSIC CUNJINCORPORATED**

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**How to Grow and Establish Your Local Music Scene**

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# 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  
MANUALFESTO

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

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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*

## 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 accrument 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



“

*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!

Punk's not dead,  
it's just not yours  
anymore!

## S.W.O.T Analysis

### Strengths

What does your audience want?

What do you successfully do?

What resources are available to you?

### Weaknesses

Where can you improve?

What are your shortcomings and failures?

How can you contribute to the overall development of a common goal?

### Opportunities

The cyclical nature of the music industry:

When one venue, artist, company, or person steps away-- what can fill their place?

### Threats

"Cooler than Thou" Mentality

Exclusivity

Cynicism

Reluctance to Change



## **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**



“

***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 You

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