

WE ARE
ALL IN
LOCAL

INDEX OF COMPANY TERMINOLOGY

ALL IN - A belief and characteristic shared by all musicians, artists, and bands who understand that it is better to work together to achieve while being considerate of their scene.

ALLIANCE - The bands that appear on a WE ARE ALL IN LOCAL discipline (roster) who are bound by a pledge that they have signed to one another.

ALLIANCE NOTEBOOK - A notebook kept at our venue accessible by all musicians from within an alliance to facilitate communication with panel members such as requests to appear on a particular weekend or notification of an upcoming tour.

ASSEMBLY - A gathering of local alliance artists, band members, and direct affiliates (roadies, local managers, etc...). Ideally the assembly takes place after an alliance is formed but before venue negotiations begin.

ASSESS - Refers to how bands are brought into an alliance. Similar to recruit.

AT LARGE - Refers to the status of a local band that is eligible, but not in the alliance.

CAMPAIGN - The term of WE ARE ALL IN LOCAL operations in a particular city or scene.

CAMPAIGN MANAGER - Signer of service agreement with our venue on behalf of WE ARE ALL IN LOCAL. The campaign manager arbitrates the discipline (roster), employs strategies to increase attendance, and ensures local music scene professionals working the show on behalf of WE ARE ALL IN LOCAL are paid.

DISCIPLINE - Roster.

DISCIPLINED -The status of a band that appears on the roster.

GRADUATED BAND - A band who is removed from a local alliance due to falling under national contract.

FRIENDS OF THE ALLIANCE - Refers to bands such as cover bands, show bands, or tribute bands who are supportive of a local alliance but simply due to the nature of their band will not benefit from WE ARE ALL IN LOCAL genre based showcasing strategies. May also refer to touring bands on WE ARE ALL IN LOCAL showcases.

GENRE HEAT MAP WORKSHEET - A worksheet used by panel members to facilitate band selection for WE ARE ALL IN LOCAL showcases.

HOST - Any WE ARE ALL IN LOCAL musician serving as host or “emcee” of a show. Utilized at times to enhance fan experience.

HOST BAND/ARTIST - An alliance band or artist serving as host to a touring band.

LEGACY - Refers to an artist or venue with 20+ year operating history commanding courtesy, consideration, and respect.

LINEAR CALENDAR - A tool used by panel members during showcase assembly. It provides panel members, at a glance, each alliance band and artists' genre, tempo of local appearances, and eligibility to be placed on showcases as dictated by the pledge.

LOCAL BAND - A band, not under national contract, that resides in your local scene.

MIXED GENRE SHOWCASE - A WE ARE ALL IN LOCAL showcase featuring two different genres.

NATIONAL BAND - A band which falls under national contract.

OUR VENUE - Any venue which hosts WE ARE ALL IN LOCAL showcases.

PANEL MEMBER - Charged with the task of selecting and confirming the most ideal alliance bands for each showcase. Also may be tasked by the campaign manager with moderating social media pages, creating social media event pages, etc...

PAY TO PLAY - Defined by the act of an artist, band, or performer handing money to an agent, promoter, venue, or company in relation to a scheduled performance. PAY TO PLAY is dissimilar from an application fee, buy on, or facility rental as PAY TO PLAY methods are generally used in congruence with a scheduled appearance and target the artists themselves. The most common PAY TO PLAY method employed by companies is the pre sale ticket model where bands are required to sell, or afforded the opportunity to sell in hopes of gaining favor, pre sale tickets to their own scheduled appearance and are required to hand money along with any unsold tickets back to the agent, club, company, or promoter.

REGIONAL ACT - A moniker adopted by some artists who would otherwise be known as local.

SCENE - Refers to a community of musicians, music professionals, and music fans in a particular area such as a city or town.

SPECIALTY - Refers to highly specialized genres such as tejano, polka, or reggae.

SPECIALTY SHOWCASE - A WE ARE ALL IN LOCAL showcase featuring specialty genres or more than two genres.

THE FOUR CRITERIA - Efficiency, decorum, tradition, protocol. The criteria with which all decisions regarding roster management are based. Also called "the campaign manager's watchwords".

TOURING BAND - A band, not under national contract, that is from a different scene. Could be an adjacent city, across the country, or overseas.

TOURING BAND ROSTER - A roster of all touring bands seeking inclusion on WE ARE ALL IN LOCAL showcases. To be referenced by panel members during showcase assembly.

UNDISCIPLINED - The status of a band that has removed themselves or has been removed from the roster due to breach in the non-compete pledge and is not yet eligible for re-inclusion

(YOUR CITY) - City of your WE ARE ALL IN LOCAL campaign.