

WE ARE
ALL IN
LOCAL

OPERATIONS MANUAL

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I. CAMPAIGN MANAGER'S GUIDEBOOK

Assembling An Alliance:

We have provided several tools to help facilitate bringing bands and artists together including branding, commercials, a flyer template, and an online community forum. All traditional and non traditional means may be explored from flyers, to internet advertising, introduction and Q & A events, introduction WE ARE ALL IN LOCAL sponsored shows to generate interest, and of course social media. Spending during this time should be smart, modest, and tracked. As it may be possible to recover expenses from these times from our venue in the form of a deposit or retainer. Your greatest asset as campaign manager will be the other musicians in your alliance as an alliance should grow like a community. When a band is assessed (recruited) the pledge sheet is returned directly or by proxy to the Campaign manager Manager. The pledge form should be signed by all core band members or decision makers in the band as joining an alliance should be a band decision. The campaign manager may or may not do a quick internet based verification simply to determine it is in fact a local band before placing the pledge sheet in a binder and writing the band's name on the discipline (roster). A band whose name appears on the discipline (roster) is referred to as a "disciplined band". A band who has removed themselves or has been removed due to breach in the non-compete pledge is known as "undisciplined". A band who is eligible for assessment (recruitment) but does not appear on the roster is referred to as "at large". When the discipline has the required number of bands to meet the needs of the campaign as directed by the campaign manager manager it is referred to as "full discipline". Upon achieving full discipline the Operations Manager will call an "assembly of full discipline". Membership cards will be given out. The bands will have an opportunity to declare any booked shows and show traditions. A group photograph is taken. That photograph should then go in a packet along with the service agreement and pledge forms. Venue selection and negotiations may then begin.

Venue Selection:

The order of operations of a WE ARE ALL IN LOCAL campaign is designed to be most advantageous for the bands and artists in the alliance. After the alliance is formed it will be time to "shop" venues. The needs of your campaign may dictate certain aspects of venue selection such as venue size and accessibility. It should always be a strategy to select a room and a venue with potential for long term growth and mutual benefit. As campaign manager you may seek input from musicians within your alliance. However, the decision is ultimately left to the campaign manager as signer of the service agreement on behalf of WE ARE ALL IN LOCAL, the position from which all real authority to manage the roster is derived. It is important for the campaign manager to always keep in mind that WE ARE ALL IN LOCAL was designed to help bands and should always serve to fight for the bands and artists in their alliance.

Venue Relations:

A responsibility of the campaign manager is maintaining mutually advantageous WE ARE ALL IN LOCAL/OUR VENUE relations by exploring and implementing strategies to increase attendance at WE ARE ALL IN LOCAL showcases. The campaign manager assigns cover charges and establishes the start time of the shows. The campaign manager should also ensure that panel members are efficiently and effectively completing the task of showcase assembly and reporting to our venue, and may elect to remove and/or replace ineffective panel members. It may be advantageous to select one panel member as lead panel to serve as a focal point for panel member/our venue and panel member/campaign manager communications. The campaign manager is responsible for ensuring panel members who assemble showcases are paid as it is a task. As in the service agreement there is a place for a per showcase payment from our venue to the campaign manager for the purpose of campaign operations. Other areas of spending may be paying the campaign manager and simple, smart advertising such as flyers, handbills, social media advertising campaigns, and stickers. The whole of this budget should be kept modest as WE ARE ALL IN LOCAL is designed to help bands and artists. As musicians in the alliance the campaign manager and panel members will not only serve the interests of the alliance but also themselves. The campaign manager should seek to facilitate transparency as much as afforded by the specific nature of the relationship with our venue. The task of showcase assembly should take no longer than one hour per showcase. Next is simply a matter of correspondence with bands and reporting to our venue. WE ARE ALL IN LOCAL is designed in such a way that in the regrettable event that our venue should close or decide that WE ARE ALL IN LOCAL is no longer a fit, then an alliance may be afforded the opportunity to move as a unit to another host venue in your city. This is not ideal as our venue itself is a mechanism to bring people together. The campaign manager's strategy should always be to select the ideal host venue based upon the needs of the campaign as well as allowances offered by and continue to build with the goal of filling the room with fans each night.

Managing The Discipline (roster):

It is the sole responsibility of the campaign manager to manage the discipline (roster). Upon assembling an alliance the campaign manager must establish their own guidelines and boundaries and then make fair decisions. There are four criteria upon which all decisions regarding the discipline are made. These are efficiency, protocol, decorum, and tradition. Adding bands and artists to the roster should always be done in a fair and inclusive way based on efficiency of the model and needs of the campaign. The roster's growth may only, at times be guided by genre. A band or artist may choose to leave an alliance at any time. In this case the campaign manager should simply remove them from the discipline and make note of the date they may be eligible for reinclusion. If bands are choosing to leave an alliance it is possibly an indication that it is time for the campaign manager reassess attendance strategies as an alliance is most efficient when it is stable. It is within the campaign manager's scope of responsibility to remove any band or artist from your alliance based upon:

Tradition - i.e. A band performed on a competing show. Was that show perhaps a declared show tradition for their band such as a yearly holiday show? If yes. OK If no. That band is in breach of the pledge and should be removed from the roster.

Decorum - An alliance band or artists is, in a public way, criticizing or “bad mouthing” another alliance band or artist or the alliance itself, in a way which goes beyond thoughtful critique or criticism and seeks to devalue that band, artist, or the alliance. Under these conditions a band or artist may be removed from the roster at the discretion of the campaign manager.

Protocol - An alliance musician or band is approaching the campaign manager or staff at our venue directly about placement on showcases. Panel members are charged with the task of assembling WE ARE ALL IN LOCAL showcases and should be a sole point of contact regarding such matters for the bands and artists. The campaign manager should only be approached by alliance bands and artists regarding placement on showcases if they feel they have been treated unfairly by panel members. Staff at our venue should never be approached by alliance musicians regarding placement on showcases. Breaches in protocol are cause for removal from the roster at the campaign manager’s sole discretion.

Efficiency- A band or artist is regularly not reporting non-affiliate appearances or cancelling appearances making showcase assembly inefficient. These bands and artists should be reported by panel members to the campaign manager and may be removed from the roster by the campaign manager on basis of efficiency.

All roster decisions are based upon band and artist collective action and identity. Meaning a campaign manager should never look beyond a band or an artist as a brand. In this regard musicians from alliance bands should always have the opportunity to perform with other bands outside of the alliance and employ any strategy they may choose with those bands and not be in violation of the pledge. Conversely it is always ok for alliance bands to use fill in players. Any action by any musician which may result in a campaign manager removing a band from the roster will always affect the band not just the musician. Just as it should be a band decision to join an alliance. Ultimately it will be a band decision to leave.

Needs Of The Campaign:

Needs of the campaign should be established before assembling an alliance. Determinants of the needs of your campaign are the size of your scene, number of venues, number of bands, etc... It is possible to have a successful WE ARE ALL IN LOCAL campaign with as few as 12-15 bands. It may even be advantageous to start with a small number of bands and perhaps one weekly showcase and build. Using the linear calendar to do a mockup of your campaign experiment with different time constraints of the pledge. i.e. two weeks instead of three weeks as well as number of bands and artists per showcase. The radius of the pledge, days that alliance showcases occur, and time constraints may be modified depending on the needs of

your campaign and number of local bands and artists in your alliance. Ideally the majority of bands in your alliance should be appearing on a WE ARE ALL IN LOCAL weekend showcases about once every 4-6 weeks with or without one smart, local non-affiliate appearance in between. However some bands in your alliance may choose to appear much less frequently. The measuring stick for all modifications to WE ARE ALL IN LOCAL is always attendance. If it ever becomes very difficult for panel members to assemble showcases during your campaign due to band and artist availability remedy this by allowing more bands into the alliance, hosting fewer showcases, placing fewer bands per showcase or modifying the language of the pledge. Modifying the pledge during a campaign is always the least desirable remedy. Addition of bands and artists during a campaign should be done fairly. From a standby by list of pledged bands or if no other bands have pledged then perhaps entice a new band to join the alliance by offering an immediate appearance on a showcase. That band however should be made to sign the pledge before performing on a WE ARE ALL IN LOCAL showcase as the stage at our venue should be reserved for disciplined bands, touring bands, friends of the alliance, and perhaps national acts depending upon the nature of our venue. As campaign manager you will have to decide which appearances by an alliance band or artist warrant the suspension of a WE ARE ALL IN LOCAL showcase to maintain good venue relations with our venue. A simple rule of thumb may be if it is an appearance with a national act that you would consider a concert vs. a show. At perhaps a larger venue that employs pre sale ticketing through websites, a box office, and a will call, especially if they employ pay to play methods. Remember WE ARE ALL IN LOCAL is designed to be a platform to fight for inclusion on those larger stages without pay to play.

Needs Of Your Scene:

WE ARE ALL IN LOCAL is designed to help bands and artists and enrich local music communities. As campaign manager it is your responsibility to determine the needs of your campaign as well as the needs of your scene. Needs of your campaign can be measured using the linear calendar and adjusting radius and time constraints. The needs of your scene is more of a gut feeling. WE ARE ALL IN LOCAL is not designed to be used as a way to stifle venues or deny local bands access to one of two venues in your town. If there are 10 venues in your city and 100 bands then perhaps select one weekend night at one venue and assemble an alliance of 20 local bands. Only the largest cities should perhaps have multiple campaigns utilizing more than one venue as multiple campaigns may inadvertently make it difficult for touring bands to access your city.

ii. INTRODUCTION AND EXPLANATION

Introduction:

WE ARE ALL IN LOCAL is a powerful, genre-based, showcasing strategy designed by musicians and local music scene professionals to help local bands and artists achieve. WE ARE ALL IN LOCAL is designed to increase attendance at your shows while creating an environment where bands and artists can help each other, providing a platform to fight for inclusion on national stages without pay to play.

Mission:

Our mission is to help local bands and artists grow their fan bases thereby increase concert attendance in non pay to play traditions.

How it works:

Local bands and artists of all types voluntarily sign a simple pledge to one another forming an alliance. You will then champion one venue, establish a weekend residency, and considerately showcase yourselves on weekend shows, paying very close attention to your local music scene and doing your best never to divide genre audiences. By means of the pledge WE ARE ALL IN LOCAL alliance bands and artists do not play against each other which will establish an immediate support base and foster a scene. Whenever any local alliance band or artist has an opportunity to perform alongside a national act, that support base will become a powerful negotiating tool to fight for fair compensation and take a stand against pay to play. Instead of having a WE ARE ALL IN LOCAL show, alliance bands and artists should seek to rally support for each other during any such appearances. Over time every company, venue, agency, and promoter in your city that employs local artists to support national acts will know that they now have a stable of diverse, local bands and artists who, thanks to WE ARE ALL IN LOCAL showcasing strategies, bring a local fan base as well as a local support base in the form of an alliance of local musicians.

Origins:

WE ARE ALL IN LOCAL can be traced primarily to two origins. Parts of the model come from a local music scene supporter in Austin, TX who aspired to bring bands and artists together as a platform to seek fair compensation from local venues. The rest of WE ARE ALL IN LOCAL began simply as a conversation which evolved into formal, hosted discussions featuring local Austin, TX musicians and music scene professionals. Several themes were explored during these discussions including "Fairness Within The Austin Music Community" on Dec. 10th, 2017. The first time the brand was used in public. WE ARE ALL IN LOCAL eventually codified into a small, local company who, through hard work, were able to quickly assemble an alliance of local

Austin bands and artists. The company has since dissolved. However, the Austin Alliance remains intact and helmed by a local musician from within the alliance serving as WE ARE ALL IN LOCAL Austin, TX campaign manager. Realizing the true potential of this model, WE ARE ALL IN LOCAL is now presented to local artists and musicians everywhere in the form of a free business plan, an introduction and explanation video, free and fair use branding, and an online community message board hosted at www.weareallinlocal.com. Let us now begin to take a closer look at WE ARE ALL IN LOCAL.

The Pledge:

The pledge is the glue that holds an alliance together. It provides an experience that local alliance bands and artists all share in. And now the exact language of the pledge:

We _____ (band name) pledge not to play any shows within 20 miles of our venue on days there is a scheduled performance at our venue. We also pledge not to play any shows within 20 miles of our venue 21 days before or after our scheduled appearance at our venue. And to play only one local show in between scheduled appearances at our venue. We also pledge not to sell pre sale tickets or pay to play.

Some musicians may read this and only see a set of rules and limitations. However, let us now explain the incredible potential that this simple pledge presents. Firstly what this pledge does is maximize your local availability on weekends so WE ARE ALL IN LOCAL showcasing strategies may do what they are designed to do, engage a local audience and bring people together. Secondly it creates an environment where alliance bands and artists can support each other by attending each other's shows and bringing friends, fostering a scene, as all weekend shows take place at one venue which is simply known as "our venue". Also it affords incredible opportunity for cross promotion as alliance bands do not play against each other. Lastly it will help you manage your tempo of local appearances. As you will be building with and for each other all local appearances should be smart so attendance at WE ARE ALL IN LOCAL showcases is ever increasing. The good news is simply abiding by the pledge will ensure local appearances are smart and for those who wish to play more often certain types of shows are always permitted including any show featuring a national act as long as you are treated fairly and not asked to sell tickets or pay to play. Also any show outside of the radius is always OK. Joining a local alliance will even help you build or build upon a regional and national network of bands to begin playing regional shows and putting together your own tours.

Our Venue:

Our Venue refers to any venue at which WE ARE ALL IN LOCAL showcases take place. Ideally our venue is selected after your alliance is formed. Referring to our venue as such presents a sense of ownership and pride. Not just for the bands but, the fans as well. WE ARE ALL IN LOCAL is designed to help bands. But may also be very advantageous for our venue. This model could even be used as a way to save an endangered venue in your city. The primary

reason WE ARE ALL IN LOCAL showcases occur at one local venue is to help foster a scene as people simply like familiarity.

The Membership Card:

The WE ARE ALL IN LOCAL membership card is carried by each musician within an alliance and serves several functions. First it may be used by alliance musicians to get themselves plus a guest into any WE ARE ALL IN LOCAL show at our venue for free. This is just one more mechanism designed to bring people together. Secondly it facilitates a simple way for local alliance bands and musicians who may own businesses such as recording studios, publishing companies, screen print shops, and so on to grant each other exclusive discounts. A way for alliance bands and artists to help each other. In much the same manner your local alliance campaign manager may approach local music friendly businesses such as record stores, music stores, or perhaps food vendors and inquire about discounts as your alliance may potentially have hundreds of card carrying members. Lastly your membership card will become a bargaining chip against pay to play on any invitations to perform alongside national acts. Not only as a way to fight for fair compensation on any such appearances but could even be used to approach the venue, agent, company, or promoter about extending a discounted ticket rate to your alliance members. Your local fan base adds value to your brand. And the alliance will bring you power.

Panel Members:

Panel members are a select group of musicians from within your alliance. They are charged with the task of selecting and confirming the ideal bands for each showcase and reporting that information to our venue. They may also be called upon by your campaign manager to moderate social media pages or create social media event pages. The process of band selection is facilitated by the use of two simple tools. (For a detailed overview of how bands and artists are selected for WE ARE ALL IN LOCAL showcases please view the video “WE ARE ALL IN LOCAL - assembling showcases.” located on the business plan page of www.weareallinlocal.com). Although you may have several additional panel members, any two to three who attend the same show may complete the task of selecting ideal bands and artists for showcases together in little time. It only requires a basic knowledge of music genre, a familiarity with all artists in your alliance, and a general knowledge of your scene. WE ARE ALL IN LOCAL alliance bands and artists are selected 5 weeks before the day of the show and confirmed before one month out. When selected to appear, if an alliance band or artist is unavailable then the panel members will simply select the next best band based on their evaluation and the unavailable band will simply be in consideration for the next show they may compliment. Any cancellation or substitution of bands is handled by panel members and reported to our venue.

Assembling Showcases:

WE ARE ALL IN LOCAL showcases are always designed to compliment your local scene never to divide it. Musicians from within your alliance known as panel members will first conduct an evaluation of your local scene before assembling each showcase. By allowing others to assemble and advertise shows first and working with a diverse roster of pledged bands, panel members will be afforded the opportunity to tailor a calendar of unique shows designed to engage a live local music audience while never dividing genre audiences. For instance if there is a particular evening that no other venue is offering a heavy metal show then that perhaps is a perfect night to showcase heavy metal bands from within your alliance at our venue. Another strategy may be to compliment a nearby concert. For example if there is a national hip hop concert nearby that ends at 10PM. Then there is perhaps opportunity to showcase hip hop artists from within your alliance on a show that starts at 10PM in hopes of attracting hip hop fans who are leaving the concert. So long as there is no other advertized, local hip hop show nearby as WE ARE ALL IN LOCAL showcases are always designed in such a way that is most considerate of your local scene. Some evenings there may be simply too many diverse offerings to have a straight genre show. In these cases panel members should assemble a specialty or mixed genre show. WE ARE ALL IN LOCAL showcases should never be designed to intentionally compete or look like any other show in your city in an attempt to draw fans from that show. That is a short sighted strategy, as even if it worked it would only be hurting bands that may one day be in your alliance or that you may otherwise someday be sharing stages with. Beyond that it is very unfair to the fans and it is simply not all in. Live local music fans are very loyal. Especially genre fans such as punk or metal. When fans are too often faced with a choice of two or more shows that each feature bands and artists they wish to see then out of a sense that they may be betraying one to see the other, they may simply decide instead to stay home. Over time these fans will become disenchanted and your local music scene will erode. WE ARE ALL IN LOCAL is designed to re-energize and re-engage these fans by offering the most exciting and unique live local music experience in your city each night. The other consideration that panel members must heed before assembling a WE ARE ALL IN LOCAL showcase is each band's tempo of local appearances. By means of the pledge the most active bands in your alliance may be playing about once every three weeks in your city. This is to avoid what some refer to as "oversaturation". Oversaturation simply means playing too often in any one area. Young bands especially have a hard time coming to terms with the reality that playing too often in your home town is counterproductive and damaging to your brand. In order to build a fanbase you need to allow those that appreciate your art or music time to anticipate your next appearance. If your appearances are too frequent then only select fans will attend each show or worse all will simply stop attending your shows as you have made yourself too accessible and lost something very important in art, music, and entertainment - mystique. Your music, just like WE ARE ALL IN LOCAL should bring people together. Therefore by means of the pledge no band or artist you will share a stage with at our venue will be afforded the opportunity to overplay locally. An alliance is a place for builders.

Touring Bands:

Touring bands may be hosted on WE ARE ALL IN LOCAL showcases at our venue by the individual bands and artists in the alliance. When touring bands contact our venue with a weekend booking inquiry a response from our venue may be “our venue has a local residency on weekends. Perhaps try viewing our calendar and reaching out to any of those bands directly as they may be able to host your band on one of their showcases”. An alliance band will then have an opportunity to host that touring band on a showcase and maintain that contact. Touring bands are paid by our venue directly in the tradition of venue day to day operations along with a gas allotment in accordance with the service agreement with our venue. Any hospitality extended to touring bands by alliance bands and artists beyond that is at the discretion of those bands. This is designed to help alliance bands and artists build a regional or national network of bands. WE ARE ALL IN LOCAL alliance bands and artists should seek to accommodate as many touring bands as possible on showcases. As many of us know, touring is the hardest thing to do in music. A sole limitation may be if multiple touring bands are in need of the same date. Touring bands on WE ARE ALL IN LOCAL alliance showcases should always be treated as guests.

The Campaign Manager:

The campaign manager serves as a focal point for a WE ARE ALL IN LOCAL alliance. The campaign manager is the signer of the service agreement with our venue and is responsible for maintaining venue relations, determining cover charges, and ensuring any local music scene professionals working a show on behalf of WE ARE ALL IN LOCAL are paid. The campaign manager also has the unenviable responsibility of managing the roster and ensuring all local alliance bands and artists are abiding by the pledge. The campaign manager may also find it necessary to remove bands from the roster for a breach in protocol or for displaying poor decorum as any ill action towards another alliance artist or the alliance itself done in a public way may reduce the value of the entire alliance. It is important for the campaign manager to keep in mind that the well being of the alliance as a whole should always come before any individual artist. Any local musician in your scene may initiate a WE ARE ALL IN LOCAL campaign simply by viewing this video, downloading the free business plan and supporting documents, and bringing bands and artists together. Ideally a WE ARE ALL IN LOCAL campaign manager is already a leader in your scene. With patience and hard work it will be possible to bring twenty, thirty, or even fifty diverse bands and artists from your scene together who wish to share in the experience we call “all in”. Your alliance should grow like a community as WE ARE ALL IN LOCAL belongs to all local musicians and artists. The campaign manager is not an employer as all bands and artists will be paid by our venue in the tradition of day to day venue operations. The campaign manager’s role is closer to organizer than director. The campaign manager’s most important responsibility is ensuring all alliance bands adhere to the pledge.

The Assembly:

After the campaign manager has collected signed pledges from enough local bands and artists as determined by the needs of the campaign. The next step is to hold an assembly or gathering of all bands, artists, and direct affiliates (merch guys, local managers, sound guys, etc.). This serves a few purposes. First it gives the musicians a chance to meet one another and begin networking. Second it provides an opportunity for the campaign manager to distribute membership cards, to identify panel members, and for bands and artists to declare any booked shows. Lastly it is an opportunity for a group photograph as it will be invaluable to have a photographic representation of your local alliance during venue negotiations.

Joining An Alliance:

Joining a WE ARE ALL IN LOCAL alliance should be as simple as signing a pledge to the other bands and artists in the alliance. You should never be asked or give anybody money to join a WE ARE ALL IN LOCAL alliance. WE ARE ALL IN LOCAL alliances should be fully inclusive and hold no screening. An alliance is more efficient the more diverse it is. Not all bands and artists are destined for national success, but all should be afforded the opportunity to be a part of something as all artists, no matter how experienced, have the potential to delight and surprise audiences. Beyond that, WE ARE ALL IN LOCAL is about building something together. A local alliance will not appeal to every local band or artist. But all should be afforded the opportunity to join an alliance. An alliance may at times only need be guided by the campaign manager by genre. To prevent an alliance that is simply too undiverse musically. An ideal WE ARE ALL IN LOCAL alliance should look like a snapshot of your local music scene at large. A WE ARE ALL IN LOCAL alliance is not a gang, crew, club, or clique. It is a professional alliance of diverse, local bands and artists who see the value in working together and supporting their scene. There may be some types of bands that will not benefit from WE ARE ALL IN LOCAL genre based showcasing strategies such as cover bands or show bands. Even these bands should find inclusion on showcases at our venue which feature "friends of the alliance". Perhaps on evenings when an alliance band has an appearance with a national act and there is no WE ARE ALL IN LOCAL showcase. The number of bands in an alliance is determined simply by the efficiency of the model. It is not beyond reason that larger cities could have an alliance of 40-50 bands taking turns strategically appearing about once every 4-6 weeks at our venue on weekends and filling the room each night. As an alliance is forming its business as usual for the bands until the assembly when all bands will have an opportunity to declare any booked shows. No band or artists should be asked to cancel shows, instead to simply allow the WE ARE ALL IN LOCAL showcasing strategy take over. The only bands who should not find inclusion on WE ARE ALL IN LOCAL showcases are local bands that have not pledged. All local bands and artists should have the opportunity to join an alliance, or be added to a standby list if the roster is full as determined by the needs of your scene and the campaign, but no local band should appear on a WE ARE ALL IN LOCAL showcase at our venue without pledging.

Leaving An Alliance:

Leaving an alliance is as simple as joining. To leave an alliance simply express to the campaign manager that the alliance is no longer right for you. The campaign manager will simply remove your band from the roster. Another way to leave an alliance is to simply break the pledge. In these two cases, as stated on the pledge form, your band will not be eligible for reinclusion on the roster for one full year. This is to prevent bands from opportunistically floating in and out of your alliance. As the alliance is a place for builders and is most efficient when the roster is stable. The last way to leave an alliance, and the ideal way, is by graduation. This simply means that you have fallen under a national contract and are no longer considered a local band.

Terminology:

WE ARE ALL IN LOCAL has a number of identifying terms. Terminology is important because it establishes a sense of decorum and a common language as WE ARE ALL IN LOCAL campaigns may be launched in cities and towns around the globe. For a full list of WE ARE ALL IN LOCAL terminology please view or download the terminology document located on the business plan page of www.weareallinlocal.com.

Conclusion:

WE ARE ALL IN LOCAL was designed with care. WE ARE ALL IN LOCAL is not a magic wand. It is a set of tools. WE ARE ALL IN LOCAL considerate showcasing strategies can never replace hard work, great song writing, and putting 110% into each and every performance. But these strategies will spotlight your band in a way that will maximize local, live music audience engagement and offer an environment where local bands and artists can help each other to achieve while being most considerate of others' efforts. WE ARE ALL IN LOCAL is designed to enrich local music communities, not to divide them. To be "all in" means to be ever thoughtful of your local music scene. WE ARE ALL IN LOCAL has the potential to help countless bands and artists in cities big and small. Ultimately it is up to you. Even if there is no pay to play presence in your scene WE ARE ALL IN LOCAL is a great way to bring organization, increase attendance at shows, and get bands and artists to work together. We have no agenda other than to help local bands and artists. We look forward to seeing photographs of amazing shows and hearing your success stories for months and years to come. We care enough to share. We are they. We are them. We are ALL IN.

iii. SHOWCASE ASSEMBLY

Introduction:

Showcase assembly for WE ARE ALL IN LOCAL showcases is facilitated by the use of two simple tools. The GENRE HEAT MAP WORKSHEET and the LINEAR CALENDAR. The GENRE HEAT MAP WORKSHEET provides a visual representation of which type of shows, genres, and an estimated impact or “footprint” on your scene based upon projected attendance and proximity to our venue on a particular date. The linear calendar is a calendar which provides panel members, at a glance, each alliance band’s genre, tempo of appearances, non-affiliate performance activity, and eligibility in accordance with the pledge. Let us first take a look at the GENRE HEAT MAP WORKSHEET.

The Genre Heat Map Worksheet:

Starting in the upper left hand corner and working counterclockwise the components of the GENRE HEAT MAP WORKSHEET are:

SHOW TYPES - This key reveals which shapes represent which type of shows. Round for national and square for local.

SHOWCASE DATE/TIME - In this block place the date and time of the showcase you are assembling.

GENRE KEY - This key lists the number and genres to consider as directed by the campaign manager and the needs of your scene. (The campaign manager will be best served to keep genres basic here as there will be an opportunity to explore subgenre later in the showcase assembly process.)

DATE/PANEL MEMBERS - Today’s date and the names of each panel member working to assemble the showcase.

VENUES - This is a list of venues to be considered during the evaluation. (Ideally this is every venue in your city. However, due to the size of some cities and the sheer number of venues that may appear, the campaign manager may prescribe a list of some venues in your city which predominantly feature live, local music. This list should be periodically reviewed and updated to meet needs of your scene such as venue openings and closures as well as trends.)

RESOURCES - This is a list of resources panel members may use to determine which show type and genre are being offered by each venue on the venues list. Common resources may be social media event pages, individual venue websites, local entertainment guides, and so on.

In the center of the GENRE HEAT MAP WORKSHEET is a simple map of your city and a star to indicate the location of our venue.

To complete the GENRE HEAT MAP WORKSHEET panel members should first begin by filling out the showcase date and time, the date and panel member names completing the worksheet, the list of venues as prescribed by the campaign manager, and which resources you will use to determine the nature of shows offered by each venue. Also use an ink pen to mark the corresponding number to where each venue will appear on the map of your city. In this example today's date is Friday, May 18th and the date of the showcase is Friday, June 22nd; five weeks away from today's date. Any small group of two to three panel members who attend the same WE ARE ALL IN LOCAL showcase should complete GENRE HEAT MAP WORKSHEETS for each date of a WE ARE ALL IN LOCAL showcase five weekends away from today's date and will then have one week to confirm bands and artists. The idea is to allow such time so that other venues in your city can publish their calendars and advertise shows before assembling a WE ARE ALL IN LOCAL showcase while still allowing adequate time for alliance bands and artists to prepare for appearances and to advertise WE ARE ALL IN LOCAL showcases at our venue. This time frame may be adjusted by your campaign manager to meet needs of your scene.

The next step will require colored pencils, pens, markers, or crayons. Panel members will need one unique color for each genre in the genre key. Use one unique color to fill in each of the blocks in the genre key so that one color represents one genre.

And now the evaluation begins. Starting with the first venue on the venues list use the resources to determine the type and genre of the show being offered. (The GENRE HEAT MAP WORKSHEET is perhaps best completed in a quiet place as panel members may need to preview music from artists appearing on shows who they may not be familiar with.) It is determined that the first venue, BUSTER's is having a local metal show. Using a brown marker or colored pencil draw a square, signifying a local show, over the corresponding number (one) on the map of your city. The size of the square is based upon projected attendance and proximity to our venue. Simply put, larger shows and shows closer to our venue are larger shapes. The further away the venue is from our venue and the smaller the show the shape is smaller. Repeat the same process for venue number two, IMPORTED HONEY. It is determined that IMPORTED HONEY is having a national hip hop concert and also has a second stage featuring local rock acts. First draw a pink square using the same technique to determine the size of the pink square. And then since there is a second, national stage draw a yellow circle around the pink square keeping projected attendance and proximity in mind. Now we will do the same thing for the third venue, THE DOCK. It is determined that THE DOCK is having a mixed genre show featuring local indie and hip hop acts. Locate the number 3 on the map of your city and by best estimation draw a square that represents that show's impact on your scene in relation to our venue. Since it is a mixed genre show, indie and hip hop, simply draw a diagonal line and fill the square with half blue and half yellow. Continue with this process until you have determined the type and genre of each show at each venue on the venues list. Panel members

may also choose to annotate local events such as local music festivals on the GENRE HEAT MAP WORKSHEET. Any show which features highly specialized genres or three or more genres should be annotated in green for “specialty”. A completed GENRE HEAT MAP WORKSHEET, while not 100% scientifically accurate will provide panel members with a simple, visual reflection of which type of shows, size of those shows, and location of shows in relation to our venue will be offered on the date of the showcase being assembled. A new GENRE HEAT MAP WORKSHEET will need to be filled out for each WE ARE ALL IN LOCAL showcase.

Now let us take a look at the completed GENRE HEAT MAP WORKSHEET and determine which type of WE ARE ALL IN LOCAL shows would be most advantageous to offer on Friday, June 22nd at our venue.

Remember it is the goal of WE ARE ALL IN LOCAL to offer the most exciting and unique live, local music experience each evening in your city. The very first thing panel members may notice when viewing the map on the GENRE HEAT MAP WORKSHEET is there is no punk offered in your city on the evening of June 22nd. A showcase featuring punk bands from within your alliance would be the most advantageous show type that evening. Not only is it exciting, unique, and complimentary to your scene but it is also a genre showcase and would attract genre fans as there are simply no other alternatives that evening. A punk showcase may or may not be possible due to availability of bands on the roster. Some alternative show types that panel members may consider is perhaps a hip hop or country showcase to compliment one of the two large concerts. Being mindful of showtimes. Yet another option may be to bring those genres under one roof and have a mixed genre showcase which features hip hop and country artists from your alliance. While already unique, such a showcase could be given a theme such as “Atomic Hick Hop Showcase” to make it even more attractive. These options again are based on availability of bands on the roster. Another option may be to bring three or more genres under one roof and have a specialty showcase or feature some of the specialty bands in your alliance of highly specialized genres such as rocksteady or fusion. Several unique and engaging options, yet still dependant upon availability of bands in your alliance. In this example the types of shows panel members should not consider for the evening of June 18th would be indie or metal. Those two genres are already well represented, including two local shows in very close proximity to our venue. Those show types on this particular evening should be avoided as hosting either one of those show types would further divide audiences and would do no benefit for bands, fans, venues, or your scene.

The Linear Calendar:

Now that panel members have at least a few options for potential show types on June 18th let us now take a look at the second tool used by panel members to assemble WE ARE ALL IN LOCAL showcases, the LINEAR CALENDAR. First let us go over the components of the LINEAR CALENDAR.

At first glance you may notice that the LINEAR CALENDAR is primarily made up of a number of different size rows and columns. The first column, on the far left of the linear calendar is a place to list all bands on your roster. For efficiency and ease of use, bands should be grouped by genre in this vertical list along with other bands and artists in your alliance that most closely fit together in one of the genres indicated by the genre key which is located along the bottom of the LINEAR CALENDAR. The genres indicated by the genre key of the LINEAR CALENDAR should correspond with the genres indicated by the genre key on the GENRE HEAT MAP WORKSHEET. Beside the genre key, in the bottom right hand corner of the LINEAR CALENDAR is a key that reflects each band or artists' eligibility as dictated by the pledge. X for unavailable and filled in for confirmed. It may then be deduced that any square block that is not filled or marked with an X means eligible in terms of the language of the pledge. Along the top of the LINEAR CALENDAR you will see days of the week written in the smaller of the columns above the top row. In this version of the LINEAR CALENDAR the smaller columns represent the days of the week Friday, Saturday, and Sunday (The days of the week WE ARE ALL IN LOCAL showcases occur at our venue in this example). The larger column represents the days of the week Monday through Thursday. The LINEAR CALENDAR may be modified depending upon days of showcases in each campaign. For example if there are twenty bands in your alliance and showcases occur only on Saturdays at our venue as determined by the needs of your campaign and the campaign manager then the LINEAR CALENDAR may be modified to feature only one small column representing Saturday divided by one larger column representing Sunday through Friday. In this example the months and dates of the year have been populated. Beginning with Friday, May 18th in the far left column. The very next small column working from left to right represents Saturday, May 19th and the very next column represents Sunday May 20th. Next is a larger column which represents Monday May 21st through Thursday May 24th although the dates are not noted. The next group of three small columns represent Friday May 25th, Sat May 26th and Sunday May 27th and so on. It is called the LINEAR CALENDAR because dates of the calendar year advance in columns from left to right. In this example the very last date that is noted is Sunday July, 8th along the right side of the calendar meaning this page would represent and track approximately seven weeks of WE ARE ALL IN LOCAL campaign activity. The LINEAR calendar is designed in such a way that pages may be bonded end to end to continue advancing dates from left to right and could potentially reveal at a glance six months or even a years worth of campaign activity to include past and future showcases as well as each band's non-affiliate local appearances and more. Along the top of the linear calendar are months of the year, in this example, May, June, and July divided by month lines which extend upwards beyond the grid to mark a distinction between the last date of the previous month and the first date of the following month.

To utilize the LINEAR CALENDAR first begin by filling in the genre key with unique colors that should correspond with the colors used to represent genres on the GENRE HEAT MAP WORKSHEET. Then list months, dates, and alliance bands grouped by genre in the left column. In this example these have all been pre populated. Then use colored pencils, pens or markers to highlight which bands belong to which genre based upon the colors signified by the genre key

and which should correspond with the colors used to signify those genres on the GENRE HEAT MAP WORKSHEET.

For teaching purposes this LINEAR CALENDAR will be left blank at first so you can clearly see how you as potential panel members will need to make marks. (A linear calendar will never be blank during a campaign as even before the first showcase it may reflect declared shows that alliance bands had booked prior the assembly and venue selection). In this example let us say that the GENRE HEAT MAP WORKSHEET revealed that on Friday, May 18th the most advantageous show type on that evening would be a country showcase featuring local country bands and artists from your alliance. After consideration and confirmation it is determined that alliance bands LAZY RIVER, JOHN BOAT, and BEER have been selected and are scheduled to appear on Friday June 18th at our venue. To annotate this simply locate the column which represents Friday June, 18th which is located on the far left side of the LINEAR CALENDAR and the rows which represent LAZY RIVER, JOHN BOAT, and BEER and use a pencil to color in the block at those intersections. This signifies that they have been confirmed or, if it is a past date then it reveals a prior performance. After filling in the blocks then use a pencil to mark an x in each block to the right of the filled blocks to represent a period of 21 days. Marking through the two, adjacent small blocks. Then the larger block. Then the three smaller blocks which represent the following weekend and so on. The final mark should be on the date Friday June 8th in this example. 21 days from the day of the scheduled appearance at our venue. This is determined by the pledge. In this example during this campaign the pledge has a time clause of 21 days as determined by the needs of your scene, the needs of your campaign, and ultimately by the campaign manager based upon evaluation. For scheduled appearances X marks are only made on future dates, not past. Now let us look at a non affiliate appearance. Let us say that heavy metal band TERROR DOGS has booked a show at a local venue other than our venue on Tuesday, June 5th. Using traditional means such as email or social media or perhaps passed along in the alliance notebook that is housed at our venue TERROR DOGS must notify panel members of the show so that it can be annotated on the linear calendar. This serves two functions. First it will foster efficiency and prevent panel members from considering TERROR DOGS for weekend showcases that are too close to their show on June, 5th as determined by the pledge. Second it will provide a notice for panel members to spotlight that appearance on social media pages. To mark a non affiliate local appearance panel members will simply write the date and venue in the corresponding long block which intersects the column of the date range and the row of the band, TERROR DOGS. Remember that authorized non affiliate local appearances may only occur on days there is no scheduled show at our venue. In this example this WE ARE ALL IN LOCAL campaign is hosting shows on Friday, Saturday, and some Sundays. Therefore bands are able to play at other local venues on Monday through Thursday and perhaps on Sunday dependent upon if there is a WE ARE ALL IN LOCAL showcase scheduled on that particular Sunday. Non affiliate appearances are marked in a similar fashion as WE ARE ALL IN LOCAL appearances. Using a pencil to mark Xs in a horizontal line within the row that represents the band TERROR DOGS. This time for 21 days forward AND backwards in time. If at any time while marking Xs you run into another non affiliate appearance, or a scheduled or past appearance on a WE ARE ALL IN LOCAL weekend showcase signified

by a filled in block then an appearance on that particular non affiliate show would be in violation of the pledge. In any such circumstances panel members should immediately notify the campaign manager so the campaign manager can communicate to that band or artists that they have booked a competing show which is outside of the guidelines of the pledge. That band or artist will then have three choices. 1. Cancel the non affiliate show. 2. Play the non affiliate show and perhaps cancel an upcoming WE ARE ALL IN LOCAL appearance. This option runs the risk of that band or artist being removed from the roster by the campaign manager at the campaign manager's discretion on the basis of efficiency. 3. Play two shows closer than 21 days apart at which time the campaign manager should without hesitation remove that band from the roster as that is in violation of the pledge. As long as alliance bands and artists are paying attention to their own scheduling and reporting non affiliate shows to panel members in a timely manner then this situation should never occur as all alliance bands and artists will know about scheduled appearances at our venue one month in advance and it is simply a matter of minding the pledge. For bands and artists who may find it difficult to say no to an invitation to perform on a show which would place themselves in violation of the pledge a simple response to any invitations could be, "we appreciate this opportunity however due to scheduling we are unable to perform on this date at your venue. Please do keep us in consideration for future shows". Panel members should also be ever mindful of two non affiliate appearances in a row. As this is in violation of the pledge as well. If there is ever a question then just refer to the pledge. The LINEAR CALENDAR is simply a tool to help stay organized and facilitate band and artist selection for WE ARE ALL IN LOCAL showcases. Other activity that may be tracked on the LINEAR CALENDAR is any tour activity of alliance bands. Also there are certain types of shows alliance bands may always play even on days of WE ARE ALL IN LOCAL showcases and without regard to any time frame. These are open mics, multi-day multi-stage music festivals advertised as such, on air radio and television appearances, unadvertised private parties, music conference showcases, any show outside of the radius of the pledge, and any show featuring a national act as long as it is not pay to play. For these show types panel members may choose to mark them on the linear calendar for purposes of spotlighting these appearances on your WE ARE ALL IN LOCAL campaign social media pages. If these show types are marked then no Xs are necessary as these show types can be played at any time without being in violation of the pledge. If an alliance band has an appearance with a national act then the campaign manager should be notified immediately as the alliance should seek to support each other on any such appearances. If that appearance should fall on a weekend then the campaign manager may relinquish that date back to our venue as there should be no WE ARE ALL IN LOCAL showcase on that date or plan for a show which features "friends of the alliance" such as a cover band or perhaps a DJ. By most traditions any time a local band will have a chance to appear alongside a national act there will be plenty of notice so that if the date is relinquished to our venue there will be time for our venue to plan for a contingency.

Putting It All Together:

We now see what the linear calendar may look like near the start of your campaign. In this example panel members are assembling a showcase for the date of Friday June 22nd. Also in

this example today's date is Friday May 18th. If you may notice there is no WE ARE ALL IN LOCAL showcase scheduled for Sat June 9th due to an alliance band having an appearance with a national act. Instead there is a WE ARE ALL IN LOCAL matinee showcase on Sunday June 10th. Panel members John, Sue, and Mike, are attending this evening's showcase featuring JOHN BOAT, BEER, and LAZY RIVER. They have found a quiet area and have already completed the GENRE HEAT MAP WORKSHEET for Friday June 22nd and have determined a few show types which would be advantageous to host on Friday June 22nd and a couple of show types which should be avoided. Now looking at the vertical column that represents Friday June 22nd it is possible to easily discern which bands and artists in the alliance are eligible to appear on that date. Any band with an open square is eligible while any band with an X is ineligible due to the nature of the pledge. All eligible bands should then be surveyed by panel members as to availability. As eligibility does not necessarily reflect availability. This is probably best facilitated in a group communication such as a private social media group or perhaps in the online community forum at www.weareallinlocal.com. Declaring availability is not a promise to appear it simply means that if selected by panel members for a showcase on that date that you would be available. If at any time between declaring availability and selection for the showcase a band wishes to change its status from available to unavailable for any reason it should be without fear of penalty or any recourse as the notice of availability is simply a response to a survey conducted by panel members to facilitate ideal band and artist selection for showcases. At this time no appearance has been confirmed for Friday June 22nd. Bands and artists should respond to the panel members' inquiry in one of two ways. "Yes we would be available to perform on that date" or "No we are not available on Friday June 22nd". Bands and artists may respond that they are not available for a number of reasons to include, going on tour, a pending non affiliate show, a scheduling issue, or that they simply wish to space their local appearances further. As the pledge states each alliance band and artist will not perform any more often than every three weeks in your city. However, there is nothing preventing bands and artists in your alliance from spacing their local appearances further apart. Some bands in your alliance may only choose to perform locally a couple of times a year. These are perhaps more tenured local bands in your alliance who already see the value in smart, local appearances. Each band or artist should be given adequate time to reply to the panel members' survey but no longer than one week. After panel members have determined which bands are available they will use that information in conjunction with the GENRE HEAT MAP WORKSHEET to craft the most ideal showcase for Friday June 22nd given these conditions and keeping in mind the needs of your scene and what is best for each band and artist in your alliance. Another consideration by panel members when assembling showcases should be each band and artists' history of appearances. Meaning if there are several bands which may compliment particular showcases the bands with the longest time since their last appearance should be considered first in an attempt to leave no alliance band or artist behind. Secondary considerations during showcase assembly may be sub genre or brand identity. For example: are they nerdy, hipster, punky, activists, partiers etc... Or perhaps which part of your city they hail from. In an attempt to find a commonality among artists on the showcase which will help panel members select a theme. In the example of June 22nd it was determined that a punk showcase would be the most advantageous after completing the GENRE HEAT MAP

WORKSHEET and VOMIT QUEEN, OLLIE NORTH'S, BROKE DICKS, and LAZER RAZOR have all reported availability. VOMIT QUEEN, BROKE DICKS and LAZER RAZOR have been selected for the showcase based on history of appearances, sub genre, and brand identity as two of the bands VOMIT QUEEN and OLLIE NORTH'S last appearance was on the same date. Panel members have selected a theme for the showcase "PUNK EXPLOSION". The next step is to refer to the touring band roster to determine if a touring band is in need of the date June 22nd. The touring band roster may be housed in physical form at our venue or digitally but should be accessible by all alliance musicians. The touring band roster will show date needed, name of touring band, and name of alliance band or artist serving as host. Genre is not a consideration for touring bands as touring bands are always treated as guests on WE ARE ALL IN LOCAL showcases. Addition of touring bands on showcases should simply be first come first serve. As guests, touring bands on WE ARE ALL IN LOCAL showcases should always get preference of performance time within the line up. Due to the nature of WE ARE ALL IN LOCAL showcasing strategies host bands may or may not perform alongside touring bands on showcases but hosts should always make an effort to attend the show to serve as initial point of contact for the touring band. And now the final step in showcase assembly, presenting a simple flyer. Panel members should make a very simple flyer with all pertinent information including WE ARE ALL IN LOCAL PRESENTS: the date of the showcase FRIDAY JUNE 22nd and the name of the showcase PUNK EXPLOSION Featuring: VOMIT QUEEN (street punk), BROKE DICKS (politically charged pop punk), AND LAZER RAZOR (East Side folk punk heroes) (bands should be listed last to first with a brief description of their style underneath) with FRIENDS OF THE ALLIANCE: HALF SANITY (alternative hip hop from Shermer, IL). APPEARING LIVE AT OUR VENUE, (VENUE'S PROPER NAME). Also include showtime, age policy and cover as determined by the campaign manager. The presentation of this simple flyer in your social media group or perhaps in the community message board at weareallinlocal.com serves as the alliance bands' and artists' confirmation. Panel members should then report this information to our venue using traditional means where, depending on the nature of our venue a proper flyer featuring all pertinent information may be made as in the service agreement our venue should always advertise WE ARE ALL IN LOCAL showcases within the tradition of venue day to day operations. Alliance bands and artists should never be discouraged from creating their own brand specific posters and flyers as no band or artist in an alliance should ever feel at risk of losing their unique brand identity. After the simple flyer is presented and bands are confirmed then other musicians from other bands within the alliance will have every opportunity to cross promote as they will not be playing against the show. It may be as simple as sharing a social media event page, or sending social media invites, or perhaps a simple status post as the show nears. "There's a kick ass punk show at our venue this Friday featuring a band from Shermer, IL". It may be deduced by all other available bands and artists in the alliance that since they were not selected for the showcase on June 22nd they will simply be in consideration for the next WE ARE ALL IN LOCAL showcase they may compliment. Any band or artist who cancels an appearance after the presentation of the simple flyer by panel members will be at risk of being removed from the roster by the campaign manager on basis of efficiency. It is never ok for an alliance band or artist to seek their own substitution for a showcase as that is not considerate showcasing and thereby not all in. Upon any cancellations, panel members should revisit the

GENRE HEAT MAP WORKSHEET and the LINEAR CALENDAR before making a new band selection. Remember alliances are for bands and artists with adventurous spirits. As part of the experience of being a disciplined band you do not get to choose which bands you appear with and when. But that should be part of the fun and perhaps a great way to make friends as alliance bands and artists will undoubtedly share the stage on showcases at our venue with bands and artists from their scene they didn't even know existed before joining an alliance. There is always opportunity for alliance bands to perform together on non affiliate shows. Alliance bands and artists should put trust in the model and their panel members that every appearance is always based upon needs of the scene and the alliance with each specific band and artist's interest in mind. For alliance bands and artists another advantage of this method is it will free up some of your band's time as you will not have to put any effort into local booking except in the case of any non affiliate shows you may choose to play. Bands may potentially choose to just wait to be selected for WE ARE ALL IN LOCAL showcases while focusing on other aspects of being a band such as tour booking, writing, rehearsing, or recording. It is suggested that panel members always complete the task of showcase assembly in small teams to prevent favoritism, cronyism, and cliquish behavior. Panel members should seek to publish completed GENRE HEAT MAP WORKSHEETS either physically or digitally after each showcase as a reassurance to alliance musicians that showcases are being assembled properly. Also consider that if this were actual campaign operations, these panel members may simultaneously be applying the same processes to select bands and artists for the other showcase that weekend, Sat June 23rd and being mindful of how band selection for each showcase may affect the other. It may seem like a lot. But the process of periodically updating the linear calendar, completing the GENRE HEAT MAP WORKSHEET, surveying alliance bands' availability, selecting bands, making a simple flyer, and reporting to our venue should take less than one hour of each panel member's time per showcase. Alliance musicians should not approach panel members about future appearances that have not yet been confirmed but should feel free to request an appearance on a particular date or weekend in the alliance notebook. It will simply be another secondary consideration for panel members during showcase assembly but the needs of the scene come first. Ultimately everything is measured by showcase attendance. Attendance will form the basis of your campaign manager's relationship with the owner of our venue. Retention of bands and artists on the roster bringing stability will affect attendance placing pressure on the campaign manager to run a campaign that is attractive to bands. Attendance will also help campaign managers determine the panel's effectiveness and the campaign manager would be well within their scope of responsibility to remove or replace panel members at any time on basis of non performance or underperformance. Just as panel members should not be approached about future non confirmed shows the campaign manager should not be approached by alliance musicians about shows except in the interest of fairness. If alliance musicians feel they have been or are being treated unfairly by panel members then the campaign manager should always seek to grant audience to those concerns. This however is perhaps best facilitated by a semi formal communication such as an email as during a show, if your campaign manager is attending, their focus will be on attendance, fan experience, venue relations, possibly their own performance, and perhaps even having fun.

We Are All In Local Discipline
Austin, TX Campaign

1. _____
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30. _____

WE ARE ALL IN LOCAL TOURING BAND ROSTER

DATE NEEDED

TOURING BAND

HOSTED BY

WE ARE
ALL IN
LOCAL

[illegible]

SHOW TYPES



= NATIONAL SHOW



=LOCAL SHOW

SHOWCASE
DATE/TIME

GENRE KEY



-ROCK



-PUNK



-METAL



-INDIE



-HIP HOP



-COUNTRY



-SPECIALTY

GENRE HEAT MAP WORKSHEET

(template)

YOUR CITY



DATE: _____

PANEL MEMBERS: _____, _____, _____

RESOURCES

1. _____
2. _____
3. _____
4. _____

VENUES

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

SHOW TYPES








 = NATIONAL SHOW

 =LOCAL SHOW

SHOWCASE
DATE/TIME

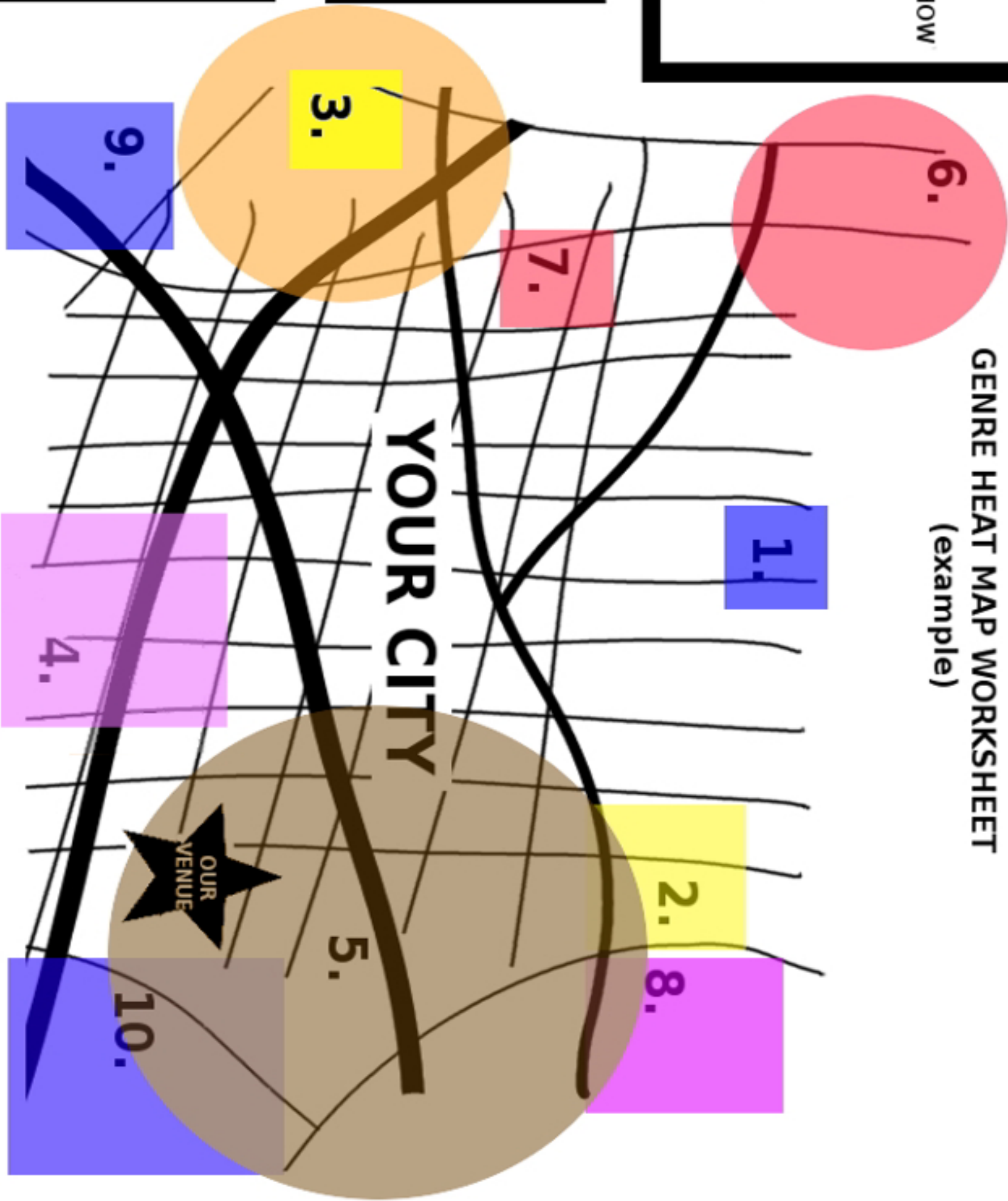
6/22/18
9PM

GENRE KEY

-  -ROCK
-  -PUNK
-  -METAL
-  -INDIE
-  -HIP HOP
-  -COUNTRY
-  -SPECIALTY

GENRE HEAT MAP WORKSHEET

(example)



RESOURCES

1. (SOCIAL MEDIA) _____
2. VENUE WEBSITES _____
3. (LOCAL EVENT GUIDE) _____
4. (LOCAL MUSIC WEBSITE) _____

VENUES

1. BUSTER'S
2. IMPORTED HONEY
3. THE DOCK
4. DOLLAR TOWN
5. MILSAP'S
6. THE LOCAL
7. DUKE'S INN
8. TIME OUT
9. DICK'S DREAM
10. COFFEE CLUB

DATE: 5/18/18

PANEL MEMBERS: STAN, BETTY, LEWIS

SHOW TYPES

● = NATIONAL SHOW

■ = LOCAL SHOW

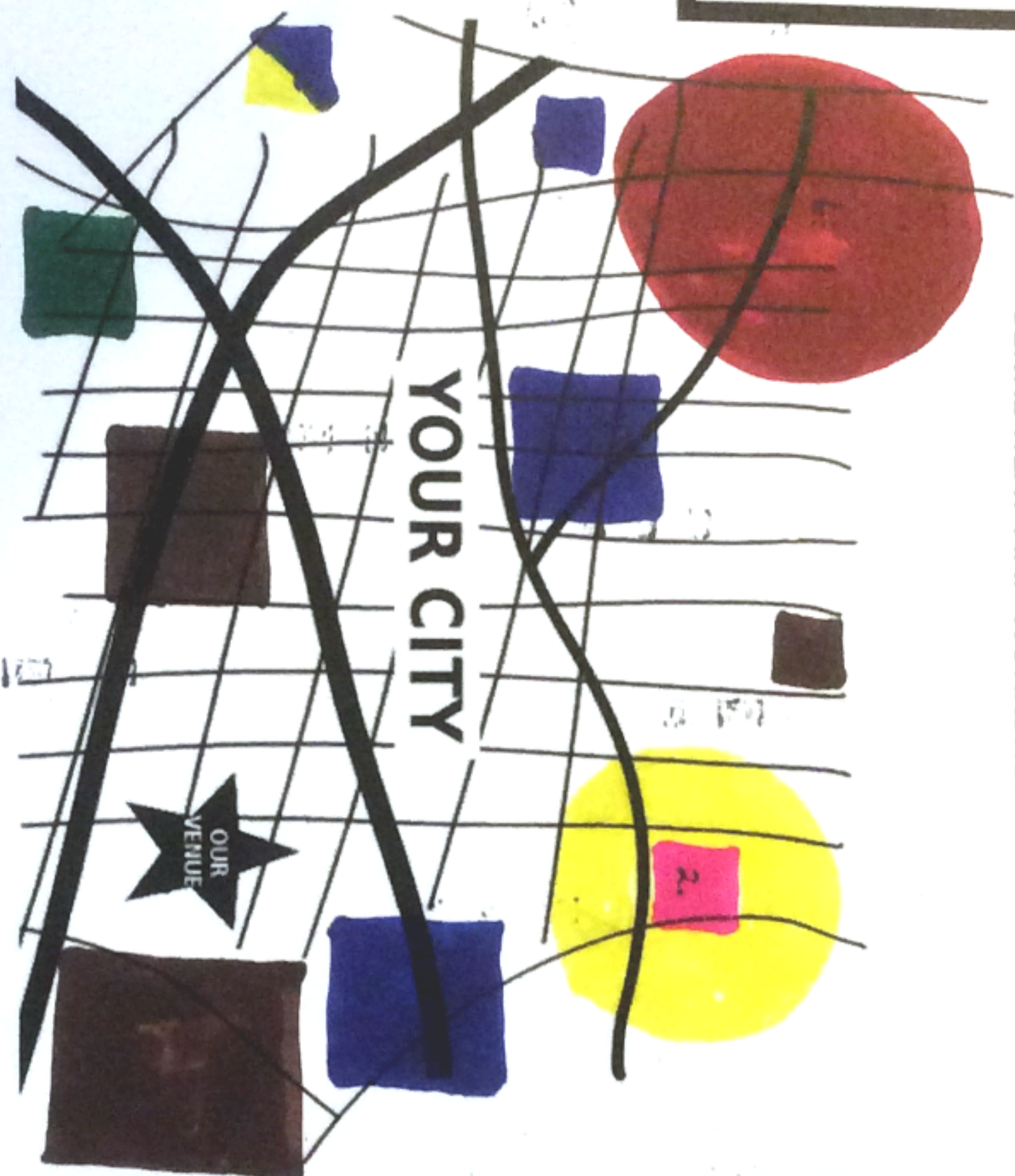
SHOWCASE DATE/TIME

6/18/18
2 PM

GENRE KEY

- - ROCK
- - PUNK
- - METAL
- - INDIE
- - HIP HOP
- - COUNTRY
- - SPECIALTY

GENRE HEAT MAP WORKSHEET



DATE: 5/18/18

PANEL MEMBERS: John, Sue, Mike

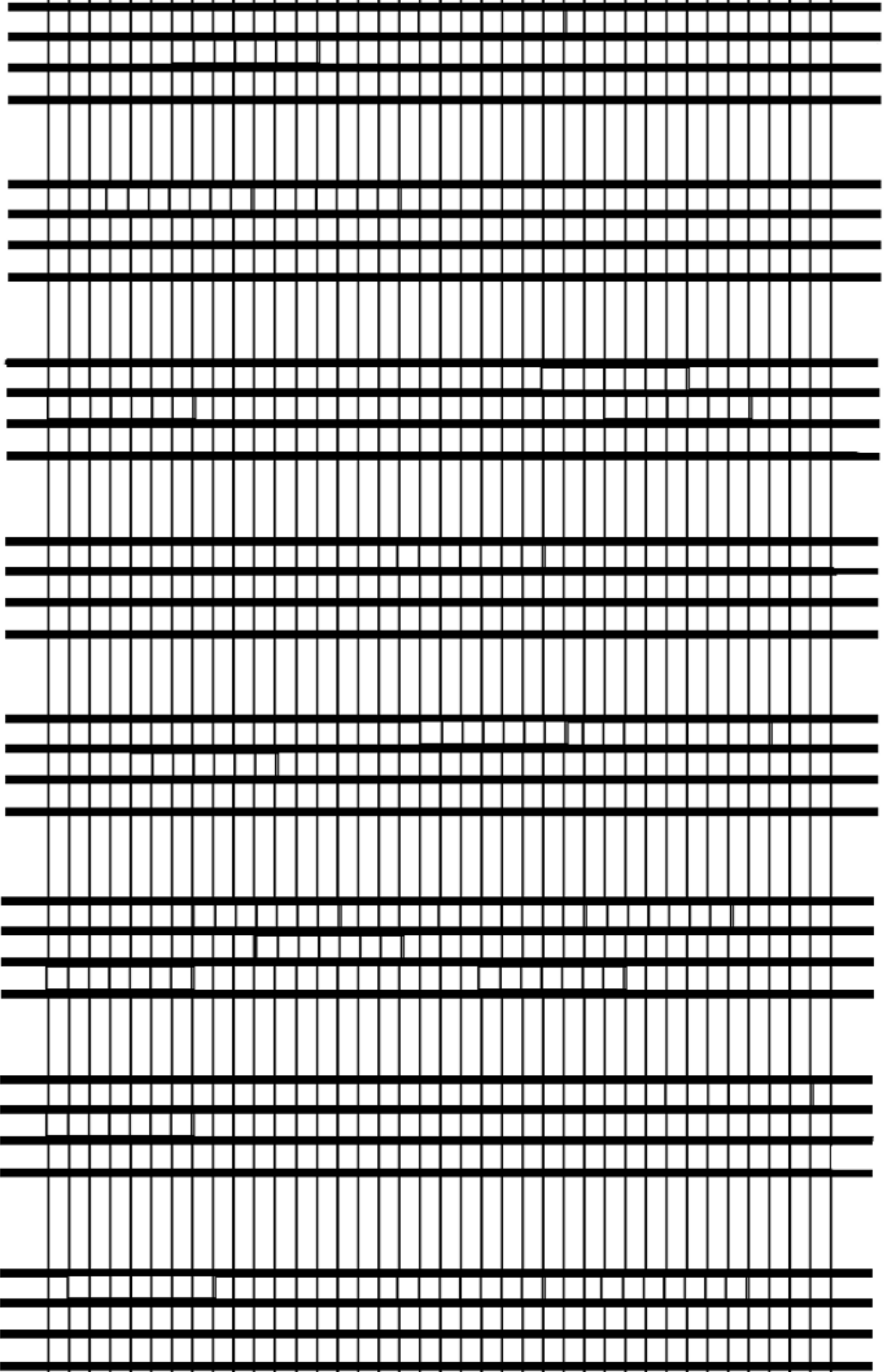
RESOURCES

1. Social media event pages
2. Venue websites
3. Local entertainment guide
4. _____

VENUES

1. Buster's
2. Imported Honey
3. The Dock
4. Dollar Town
5. Milsap's
6. The Local
7. Duke's Inn
8. Time Out
9. Dick's Dream
10. Coffee Club

LINEAR CALENDAR



METAL - ☐ ROCK - ☐ PUNK - ☐ INDIE - ☐ HIP HOP - ☐ COUNTRY - ☐ SPECIALTY - ☐

UNAVAILABLE - ☐ CONFIRMED - ☒

LINEAR CALENDAR

MAY

JUNE

(EXAMPLE)

JULY

	MAY							JUNE							JULY						
	F	Sa	Su					F	Sa	Su					F	Sa	Su				
THE NIGHT	1	8	19	20											29	30	1				
LOWER LEVEL																					
CROWN DEMON																					
TERROR DOGS																					
DEATH ADDER	X	X	X																		
MUTATION																					
SATAN'S MAGIC																					
HOT ROD BOYS	X	X	X																		
MY VISION	X	X	X																		
THE WAKE	X	X																			
THE CLAYMORES																					
DIAMOND JAX																					
LADYGRAVE																					
ELECTRIC OX																					
VOMIT QUEEN																					
OLLIE NORTH'S																					
SPIDERS																					
BROKE DICKS																					
QUEEFS																					
LAZER RAZOR																					
FLOWER CANDY																					
FLYING JUMP	X		X																		
THE SPRINGS																					
LAST NIGHT																					
AUTUMN PAIN																					
MC AJAX																					
SHORT TRIP																					
BELLA ACE																					
RYHME SPREE																					
DJ BOGGLE																					
LAZY RIVER																					
DEER																					
JOHN FRANCIS																					
THE SAPLINGS	X	X	X																		
JOHN BOAT																					
DJIB SLIDERS																					
POLKA KNIGHTS																					
GATO FEOS	X	X	X																		

METAL - ROCK - PUNK - INDIE - HIP HOP - COUNTRY - SPECIALTY -

UNAVAILABLE - CONFIRMED -

LINEAR CALENDAR

MAY

JUNE

JULY

	F	Sa	Su	F	Sa	Su	F	Sa	Su	F	Sa	Su	F	Sa	Su	F	Sa	Su	F	Sa	Su	F	Sa	Su
THE NIGHT																								
OWER LEVEL																								
BROWN DEMON																								
ERROR DOGS																								
HEATH ADDER																								
MUTATION																								
ATAN'S MAGIC																								
OT ROD BOYS																								
MY VISION																								
HE WAKE																								
HE CLAYMORES																								
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ADYGRAVE																								
ELECTRIC OX																								
OMIT QUEEN																								
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HE SAPIINGS																								
OHIN BOAT																								
UB SLIDERS																								
OLKA KNIGHTS																								
ATO FEOS																								

METAL - ROCK - PUNK - INDIE - HIP HOP - COUNTRY - SPECIALTY - UNAVAILABLE - CONFIRMED -