

**Final Report Form for
Project funded by
Madison Arts Commission
Grants Program**

Madison Arts Commission
City of Madison Department of Planning and
Community and Economic Development
Planning Division
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1. Grantee Name: RGE Music Company, LLC
2. Project Title: Between the Waves Madison Music Festival and Conference (BTW-F&C)
3. Participating Artists or Organizations:

The Festival portion of the event was comprised of over 50 musical acts performing on six stages in three different venues in the heart of Madison. All of the bands were local and multiple genres were represented, from a hip-hop night to a heavy metal showcase, youth showcase, chick singer night, several songwriter-in-the-round sessions and much more.

Performers: FESTIVAL

Dogs of War	Old Society
Rob DZ	The Lower 5th
RIP	The Mascot Theory
Chris LaBella	Clyde Stubblefield Tribute Band
Keon Andre	Bliss Riot
Charles Grant	Cosmic Strings
Cold Black River	Hickory Road
Disgunt	Teddy Davenport Band
Subatomic	Gin Mill Hollow
Lords of the Trident	Kari Arnett
Mark Croft	Mudroom
Karen Wheelock	The Sharrows
Dana Perry	Sam Ness
Pat Fergussen	ESP
Jeffery James	Red Sky Warning
Jason Moon	Say it Ain't Soul
Joe Madsen & Tos Hopkins	Distant Cuzins
The Rotation	Youth Showcase w/ Trilogy and others
Sunspot	Mad Town Get Down
Modern Muse	Derek Ramnarace
Beth Kille	Madison Malone
Chick Singer Night	Craig Baumann
The Tortoise and the Finch	Lucas Cates
Blacker Brothers Band	Shawndell Marks
She She	Professor D
The Getaway Drivers	(Dexter Patterson, Luke Jorgensen, Rick Tvedt, Joe Bainbridge - emcees)
Compass Rose	

3. Participating Artists or Organizations, continued:

The Conference portion of the BTW Madison event provided educational resources for musicians. The primary venue was the Gordon Commons Dining & Event Center on the University of Wisconsin-Madison campus (available because the UW School of Music was a sponsor.) Sessions were also held at the Doubletree Hotel and at Audio for the Arts, a professional audio production facility.

The Conference was comprised of over 30 speakers/presenters with topics such as "Yes, Your Band Is a Business," "Music In Film," and "Mindsets and Strategies for a Successful Music Career." Two sessions included conversations about songwriting and the music business as well as live performances (Avett Brothers and Kip Winger.)

Speakers/Presenters/Sessions: CONFERENCE

- Ben Sidran: My Life in the Music Biz; The First Do-It-Yourself Guy
- Roy Elkins: This Is Madison
- Paul Broucek: Music in Film
- The Avett Brothers: Behind the Scenes & Songwriting
- Butch Vig: Interview/Q & A
- Kip Winger: Behind the Scenes, Songwriting and Classical Composition
- Roy Elkins: Making a Living Making Music
- ShaH Evans: Artist Management, Booking & Social Media
- Jim Reith: Composing Original/Custom Music for Ads
- DJ Pain 1: A Job We Don't Hate: Making Music, Making a Living
- Dexter Patterson: Social Media 101: The Secrets to Success Online
- Ty Christian: The DIY Musician – DIY Merch to Reinforce your Band's Image
- Craig Anderton: How to Get Started in Computer Recording
- Craig Anderton: Making Music with MIDI: The Force Awakens
- Craig Anderton: How to Make Amp Sims Sound Totally Fabulous
- Craig Anderton: DIY Mastering in your DAW (Digital Audio Workstation) Software
- Craig Anderton: Careers in the Music Industry
- Fett: Anatomy of a Mix: From Demo to Broadcast Quality
- Marla Frank: Yes, Your Band is a Business!
- Chris Taylor: Diversifying Your Income as an Audio Engineer
- Matt Smith: Composition for Licensing
- Matt Smith: Publishing Panel
- Ken Vandervrie: Publishing Panel

- Michael Brandmeier: Publishing Panel
- Matt Scherer: Publishing Panel
- Jonathan Suttin: Radio Panel
- Randy Hawke: Radio Panel
- Sybil Augustine: Radio Panel
- Rick Tvedt: Moderator, Radio Panel
- Nancy Moran: Activate Your Inner Music Mogul!: Mindsets, & Strategies for a Successful Career
- Nancy Moran: How to Get More and Better Gigs
- Beth Kille: Music Theory for Songwriters
- Beth Kille: Songwriting 101 – Lyrics and Melody
- Sue Baker: The Story of Les Paul
- Martin Adkins: Keynote Address
- David Spero: My 45 Years Managing Rock Stars
- Mixing Master Class at Audio for the Arts, with Buzz Kemper, Fett, Craig Anderton, Chris Taylor & Jake Johnson (Participants brought their mixes and the engineers listened, commented and made suggestions in front of the class.)
- Stephanie Elkins, interviewer – Avett Brothers & Kip Winger
- Jay Moran, Emcee

4. Total number of project producers/presenters:

There was a core group that met weekly in the year leading up to the event; focus areas included PR, building the website, marketing, sponsorships, booking the festival, conference arrangements and much more. At the conference and festival events, additional volunteers helped with everything from check-in to photography.

- Core planning group: 10
- Conference & Festival events: 25

5. Total size of audience:

- Majestic Theater Hip-Hop Show: 250
- Brink Lounge & High Noon Shows: 800
- Conference: 175

6. Locations and populations reached:

LOCATIONS: The Festival was held on stages at the Majestic Theatre, The Brink Lounge, The Brink Nightclub, The High Noon Saloon, The High Noon Saloon Patio

and the parking lot of the Brink Complex. The Conference was held at the Gordon Dining and Event Center on the University of Wisconsin-Madison campus, the Doubletree Hotel on W. Johnson, and at Audio for the Arts at E. Washington and Blair.

POPULATIONS REACHED:

- At the free all-ages hip-hop show at the Majestic Theater, the audience was made up of a highly diverse mix of hip-hop lovers, and they *loved* the show. The performers were all local and were paid – this reinforced the fact that Madison has a lot of rich talent in this genre, and helped to nurture a local corps of performers in one of the fastest-growing genres of music in the world.
- At the concerts held at the Brink complex, the audience was diverse age-wise, often changing depending on the performers. The venues were consistently filled with music lovers enjoying high quality local sounds, which ranged from metal, to singer-songwriter, to Americana to the Clyde Stubblefield All-Stars and their brass. BTW offered a discounted cover charge to all Avett Brothers ticket holders at Breese Terrace (through an agreement with Frank Productions), which led to a group of attendees coming over after that concert finished – audience members who might not otherwise have experienced some of the local bands that were showcased that evening (July 17th.)
- At the Conference, the population served included primarily musicians seeking to make a living at their craft and students exploring careers in the music business. In particular, an effort was made to reach emerging and young musicians through a Mentoring program – a group of volunteers already well established as working musicians who made themselves available throughout the conference to guide students. The Mentors helped students select which sessions to attend, met with them one-on-one between sessions and provided other guidance as needed.

7. Free Performance, Activity or Exhibit:

Performance: **A free all-ages Hip-Hop show**

Date provided: June 17th, 2017

Location: Majestic Theatre

Audience size: 250+

New audiences served (if known): Unknown if a new audience was served, but lovers of Hip Hop music came together to enjoy 5 local acts.

Performance: **Music on the Patio**

Date provided: June 16 & 17, 2017

Location: Outside of the High Noon Saloon

Audience size: 100+

New audiences served (if known): Unknown, although some in the audience were there only to eat, and encountered great local music and the Festival while there.

Performance: **Music, Vendors & Games in the Parking Lot**

Date provided: June 16 & 17, 2017

Location: Brink Complex Parking Lot

Audience size: 200+

New audiences served (if known): Unknown

Performance: **BTW Conference Free Admission Program for Students**

Date provided: June 15, 16, 17 & 18, 2017

Location: Gordon Event Center, Doubletree Hotel, Audio for the Arts

Audience size: 95

New audiences served (if known): Free to High School Students who registered through the Wisconsin School Music Association, and to local college students with a ".edu" email address

Performance: **BTW Conference Mentoring Program**

Date provided: June 15, 16, 17 & 18, 2017

Location: Gordon Event Center, Doubletree Hotel, Audio for the Arts

Audience size: 30

New audiences served (if known): Emerging and young musicians were paired with well-established musicians to help them navigate through the Conference and provide other support as needed.

8. Arts Education/Appreciation Activity: Not per se, however:

Two of the Conference sessions included live music; and some included constructive feedback on recorded music submitted by participants. The Festival itself was one long appreciation of the art of making music! And all speakers at the Conference reinforced to the participants that you can make your art and also make your living while doing it.

Date provided: June 15 – 18, 2017

Location: Brink Complex, High Noon Saloon, Gordon Event Center, Majestic Theater, etc.

Audience size: 1,225

9. Please briefly describe how the MAC grant was helpful to your organization, and how the citizens of Madison benefited. (Use back or attachments if necessary.)

The MAC grant provided the foundation upon which the whole event was built – it enabled us to build a website in advance for online registration, pay for graphic design/logo design, contract in advance to bring in well-known speakers who are industry leaders, compensate local performers, underwrite free student participation, print T-shirts in advance, and much more.

The MAC grant also served as important seed money, allowing us to leverage additional sponsorships. This was especially crucial in the inaugural year of the event.

The BTW Festival and Conference benefitted the citizens of Madison in multiple ways:

- Through fostering the growth of its creative economy: The musicians that came to the Conference said things like, “It’s like Rock & Roll University,” and “I never knew where I could go to learn these things.” Musicians who succeed and who are more skilled at the business side of things will in turn contribute more to the Madison economy.
- Through putting a spotlight on the substantial and powerful music scene in Madison: Over and over, we heard from the out-of-towners that there’s a lot of real talent here (including a prominent national manager who is scouting a couple of local bands to add to his roster – see comments below.) And we heard from locals that they had no idea how many bands were around, and how good they were. This also fosters the growth of Madison’s creative economy.
- Through contributing to the cohesion and growth of the Madison music scene: We heard from many of the participating musicians that there was a tangible sense of camaraderie and community that was fostered during the event; that there were bonds being forged, and great networking taking place that will continue to strengthen this segment of Madison’s creative economy.
- The city’s investment had a positive economic impact through the funds spent to compensate local artists, on hotel rooms booked, on the venues booked, on meals consumed and drinks purchased, and through other direct and indirect economic activity associated with the event.
- Long-term, the goal is for the BTW Festival and Conference to become a regional and ultimately national destination for musicians and music fans. An annual event of this nature that attracts nationally known musicians and industry leaders (as it already did in its first year) can lead to significant economic growth for the city -- the kind of growth that results in strong direct economic impact, indirect (multiplier) economic impact, and a sense of unity and civic pride.

10. Briefly describe the project, its strengths and weaknesses, and its impact on the audience. Comment on future plans, if any, for the project. (Use back or attachments if necessary.)

“It is the mission of the Between the Waves Festival and Conference to provide musicians the knowledge to pursue, the expertise to implement, and the tools to guide to their journey to make a living making music.” It’s a multi-pronged/multi-day event that showcases Madison’s musical talent and helps musicians succeed.

The strengths of the Conference included the strong industry connections and experience of its founder, Roy Elkins. The caliber of the speakers and the content they delivered was very high, especially for the first year.

The weaknesses of the Conference included too little time allocated to marketing and promotional planning, the need to engage more sponsors for financial support, and the need to follow the timeline more closely. And we learned that a free pass isn’t the best

idea -- while 364 participants registered, only 175 picked up badges at the Conference site. Of those who didn't show up, *all* were free registrants. We believe a nominal fee in the future would alleviate that disparity. We need to let participants know about food options and that they can eat during sessions – no time for lunch was a problem on the surveys.

The strengths of the Festival included the sheer diversity of the music, the diversity of the ages and ethnicities in the audiences, a strong positive sense of family and community among the musicians, and the size and scope of the Festival – it was substantial, especially for the first year.

The weaknesses of the Festival included not allocating enough volunteer resources early on; there was a snafu with a liquor license for the parking lot venue, which cost some expected revenue; not enough outdoor vendors; and not enough sponsors. And while attendance was satisfactory, we had hoped that it might exceed expectations.

FUTURE PLANS

Based on feedback from participants, there is a real demand, even a thirst for this kind of offering in the area (Conference sessions especially.) And there is certainly an excitement in the air and interest in supporting and fostering the burgeoning local music scene. So – we hope to do it again contingent upon future financial support. Conversations with others in this space revealed that events of this kind can generally become sustainable by Year 3 or 4; our goal at present is to create enough momentum so that sponsorships, ads and earned revenue grow steadily.

We don't plan to expand significantly next year, but rather to focus on streamlining and perfecting what's been put in place this year – and to work on the issues that need improvement. Both the Conference and the Festival may see minimal growth in the form of a few additional sessions and/or performances, but not in the form of structure or anything substantial.

PARTICIPANT FEEDBACK (Note: The event just finished, and we are still in the process of collecting and aggregating survey results and feedback. Having been told initially that this final report was not due until July 31, 2017, we thought there would be more time; with the new deadline of June 30th, 2017, we have only been able to include some of the anecdotal feedback; there are some outstanding video testimonials and photos that will be posted on the BTW website as time allows.)

Robert Halstead, Musician: “The festival ultimately 100% delivered on what I expected it to provide: an environment to immerse yourself in the idea that you CAN make a living on your music. From there, it is up to the attendee to make the most of that experience. Personally, I could have never imagined how inspiring this all would be.”

Dexter Patterson - Dogs of War: “I can't begin to express how proud I am to have been a part of this show. Not only did we pack the Majestic with an all local Hip-Hop bill but we did so in EPIC fashion. We had multiple live bands, light shows, visuals, DJ's, rappers, singers, and everything else you expect to see at a great live music show and more. We demonstrated that so many of our local artists are just as talented if not more

talented than many of the touring acts that come through our city on a regular basis. We showed that when people come together, there are no limits to the heights we can reach in our music scene."

David Spero (Manager, Kenny Loggins, Joe Walsh, etc): "I just want to thank you for an amazing experience at the BTW conference. I came up there as a speaker, but left with a lot more knowledge of my business than I came with. I was very impressed with the wealth of talent in your area. I saw over a dozen artists perform, and as a result, I'm currently talking to a couple of them to possibly join my roster at my management company.

Paul Broucek, President of Music, Warner Brothers Films: "Congratulations on creating and presenting the inaugural 'BETWEEN THE WAVES' Music Conference and Festival for 2017. I am truly honored to have been the keynote speaker the opening night of the conference. Madison is such a vibrant community of creatively engaged people across the various disciplines - music, video, film, games, documentaries, social media content. I was truly impressed with the high level of engagement that I felt coming off of my entire experience at the conference. I would deem it essential to have BTW grow and thrive as a key summer event for the Midwest. Personally, I can't wait to come back."

Pacal "DJ PAIN ONE" Bayley: "Madison deserves a sustainable entertainment economy-- we have the talent and we have the need. Opportunities such as Between the Waves contribute to this goal."

Steve Foldvari: "I had the opportunity to speak with musicians during the event's development as well as during the event itself. Throughout, their unanimous response has been "Finally! An event that takes Madison's music credentials seriously." Between the Waves attracts nationally recognized speakers, and showcases Madison's talent on a national level. That successful combination will firmly place Madison on the national music map. Future funding will help BTW establish Madison as a music destination."

Craig Anderton, Executive Vice President, Gibson Guitars: "I've presented seminars in 38 states, 10 countries, and in 3 languages, and have participated in many similar events over the past four decades. The first year for any kind of conference is always difficult, but BTW laid a solid foundation so that the event can grow. The level of organization was above average. The choice of topics to be covered was a good mix of technical, business, and art so the focus was not too narrow. Frankly I was not aware of what was happening in Madison prior to being asked to participate. I did a fair amount of research and it seemed there was a "scene" bubbling under the surface. I assume a reason why BTW brought in speakers from outside the area was so that we would make others aware of what was happening. Coordinating BTW with concerts in various live venues around Madison was brilliant, as was linking to the MAMA awards, because it created a more cohesive picture of the arts in Madison. It was also an opportunity to appreciate the Overture Center for the Arts.

Toby Klusmeyer, Attendee: "Such an awesome conference! For those who didn't come, you really missed out. I was so impressed with the speakers, the artists, the

performances, the venue and the people I met. I can't imagine all the 'behind-the-scenes' things that took place to keep things running smooth. I'm so looking forward to next year -- already!"

Joe Bainbridge, Volunteer/Attendee: "Wow, I can't really describe how powerful this music conference and festival was for music as well as how inspiring it was for everyone. From the bands we worked with, volunteers, venues, to the music fans who came out this was one synergistic giant leap forward for the incredible Madison Music Scene and music in general. The knowledge attendees received at the 4 day conference was worth years of "School of Hard Knocks" experience.

Derek Ramnarace, Old Soul Society: "I had a profoundly inspiring day yesterday. Not only performing with my band mates in Old Soul Society or hosting a songwriters showcase with some of my favorite artists around, but just watching, listening and networking with all of the amazing musicians that were a part of Between the Waves Music Festival."

Tim Lochner, The People Brothers Band: "Thanks for having us y'all. The whole band had a blast checking out various stages & speakers. So much love & community within our music scene."

Luke Jorgensen, Festival Organizer: "Between the Waves Music Festival was an incredibly rewarding experience. There was very much a community atmosphere the entire weekend. I have been all over this country and have experienced many different music scenes. I truly feel our scene here in Madison is unique in the fact that we are all so connected to each other. What we are putting together for this community has the potential to be an amazing thing for not only all of us today, but the musicians coming up in the next 5, 10, 20 years to come. With the support of our fans, our city, and our musicians, we have the potential to change the musical landscape of our community. We can draw new tourists and music enthusiasts into our great city, effectively allowing us to shape a new standard in how musicians in our city are viewed, compensated and appreciated for years to come."



Reported by: Roy G Elkins _____ Date: 6/30/2017 _____

Project Administrator: Roy G Elkins _____

E-mail Address: _____ Phone Number: 608-219-6022 _____

11. Final Financial Accounting:

Breakdown of Income:

- a. Cash (other than MAC): Please list all monies received for the project from admission fees, gifts, grants or sales.

Sources	Amounts
<u>Sponsorships</u>	\$ <u>11,500</u>
<u>Ticketing</u>	\$ <u>7,728</u>
<u>Grants</u>	\$ <u>5,025</u>
<u>Merchandise</u>	\$ <u>650</u>
Total	\$ <u>25,403</u>

- b. In-kind Contributions: Please list goods and services, if any, which were donated to the project, with amounts based on their fair market value.

Sources	Amounts
<u>Broadjam Technology & Staff</u>	\$ <u>10,000</u>
<u>Marketing Public Relations</u>	\$ <u>2,500</u>
<u>Graphic Design</u>	\$ <u>500</u>
<u></u>	\$ <u></u>
Total	\$ <u>13,000</u>

- c. **MAC Grant Amount:** \$ 25,000

- d. **Total Income (Items a + b + c)** \$ 63,403

B. Breakdown of Cash Expenses:

	MAC Funds Used for Item	Total Spent (including MAC Funds)
a. Personnel Fees (Speakers/Performers/Comm)	\$ <u>8,950</u>	\$ <u>17,450</u>
b. Supplies and Materials (Printing/Bills/Posters)	\$ <u>6,000</u>	\$ <u>10,500</u>
c. Equipment/Facility Rental (Sound/Venues)	\$ <u>2,950</u>	\$ <u>6,175</u>
d. Promotion (Website/PR/Advertising)	\$ <u>4,500</u>	\$ <u>6,000</u>
e. Transportation	\$ <u></u>	\$ <u>2,500</u>
f. Other: <u>Conference Food</u>	\$ <u></u>	\$ <u>949</u>
Other: <u>Conference Lodging</u>	\$ <u>2,600</u>	\$ <u>5,291</u>
Other: <u>Conference: Meeting & Transportation</u>	\$ <u></u>	\$ <u>4,600</u>
g. Total Expenses (Items a + b + c + d + e + f)	\$ <u>25,000</u>	\$ <u>52,465</u>

THE CITY OF MADISON PRESENTS

BTW

BETWEEN THE WAVES
MADISON MUSIC FESTIVAL + CONFERENCE

BETWEEN THE WAVES

Madison Music Festival & Conference

is the Midwest's first event for musicians and anyone interested in music creation, production, licensing, collaboration, or performance.

This special event will bring together musicians, educators, and music industry thought leaders for instruction, inspiration, networking, and support. If you're already in or looking to get started in the music biz, this is the place where you'll learn, work, meet and interact with Madison's top musicians and national music industry executives.

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JUNE 15TH - 18TH • GORDON EVENTS CENTER • UNIVERSITY OF WISCONSIN



CONFIRMED SPEAKERS

Butch Vig // PRODUCER, GARBAGE, FOO FIGHTERS
Paul Broucek // PRESIDENT OF WARNER PICTURES MUSIC GROUP
Kip Winger // WINGER, 2017 GRAMMY FINALIST
Ben Sidran // JAZZ LEGEND
David Spero // LEGENDARY MANAGER (JOE WALSH, KENNY LOGGINS)
Craig Anderton // HIGHLY RESPECTED TECHNOLOGY EXPERT
Roy Elkins // FOUNDER OF BROADJAM
Martin Atkins // AUTHOR, SPEAKER
Marla Frank // FRANK PRODUCTIONS
Shah Evans // INDIE PROMOTER
DJ Pain // PRODUCER, DJ
Fett // PRODUCER, AUTHOR, SPEAKER
Nancy Moran // SPEAKER, 'FOUR BITCHIN' BABES

Dexter Patterson // UW MADISON, SOCIAL MEDIA EXPERT
Chris Taylor // LECTURER, RAPPER, AUDIO ENGINEER
Beth Kille // SINGER/SONGWRITER AND TEACHER
Jonathan Suttin // RADIO PERSONALITY
Sue Baker // LES PAUL FOUNDATION
Jim Reith // COMPOSER AND PRODUCER
Michael Brandmeier // ACOUSTIC FOLK/POP ARTIST
Ken Vandevrie // COMPOSER AND PRODUCER
Matt Smith // COMPOSER AND ENGINEER
Ty Christian // SINGER/SONGWRITER AND COLUMNIST
Randy Hawke // WJJO
Sybil Augustine // WORT

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MUSIC FESTIVAL

PURCHASE TICKETS AT
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JUNE 16TH & 17TH • BRINK LOUNGE • HIGH NOON SALOON • MAJESTIC THEATRE

OVER 50 ACTS ON 6 STAGES OVER 2 DAYS

PEOPLE BROTHERS BAND
COMPASS ROSE
THE LOWER 5TH
BETH KILLE
THE MASCOT THEORY
MARK CROFT
TEDDY DAVENPORT
ROB DZ
DOGZ OF WAR

EUGENE SMILES PROJECT
SAY IT AINT SOUL
OLD SOUL SOCIETY
GIN MILL HOLLOW
DISTANT CUZINS
LORDS OF TRIDENT
RIP
DISGUNT
RED SKY WARNING

LUCAS CATES
STACY HANSON
CLYDE STUBBLEFIELD ALL STARS
PATRICK FERGUSON
SAM NESS
BLISS RIOT
THE ROTATION
MUDROOM
MAD TOWN GET DOWN

SHAWDELL MARKS
KABI ARNETT
TOURTISE AND FINCH
WHEELHOUSE
MADISON MALONE
HICKORY ROAD
SUBATOMIC
COLD BLACK RIVER
DANA PERRY

JEFFERY JAMES
CRAIG BAUMANN
CHRIS LABELLA
KEON ANDRE
CHARLES GRANT
THE GETAWAY DRIVERS
KAREN WHELOCK
JASON MOON
TOS HOPKINS

KELSEY MILES
KATE SCULLIN
BLACKER BROTHERS
JOE MARSDEN
MODERN MUSE
AND MORE!



BETWEEN THE WAVES

MADISON MUSIC FESTIVAL + CONFERENCE

MUSIC FESTIVAL SCHEDULE

THURSDAY, JUNE 15TH

6:00pm - 6:30pm Check In/Social Hour
6:30pm - 7:00pm Roy Elkins - *This Is Madison*
7:00pm - 9:00pm Paul Broucek - *Music In Film*

FRIDAY, JUNE 16TH

8:00am - 8:45am Check In/Social Hour
9:00am - 9:45am Roy Elkins - *Make A Living Making Music*

10:15am - 11:15am ShaH Evans - *Artist Management, Booking And Social Media*

Jim Reith - *Composing Original/ Custom Music For Ads*

DJ Pain 1 - *A Job We Don't Hate: Making Music, Making A Living*

11:30am - 12:30pm Dexter Patterson - *Social Media 101: The Secrets To Success Online*

Ty Christian - *The DIY Musician - DIY Merch To Reinforce Your Band's Image*

Craig Anderton - *How To Get Started In Computer Recording*

12:45pm - 1:45pm Marla Frank - *Yes, Your Band Is A Business!*

Dexter Patterson - *Social Media 101: The Secrets To Success Online*

Chris Taylor - *Diversifying Your Income As An Audio Engineer*

2:00pm - 3:00pm Matt Smith - *Composition for Licensing*

Marla Frank - *Yes, Your Band Is A Business!*

Craig Anderton - *Making Music with MIDI: The Force Awakens*

3:15pm - 5:00pm **Publishing Panel** - Matt Smith, Ken Vandevrie, Michael Brandmeier, Matt Scherer

Radio Panel - Jonathan Suttin, Randy Hawke, Sybil Augustine, Moderated By Rick Tvedt

SATURDAY, JUNE 17TH

8:00am - 8:45am Check In/Social Hour
9:30am - 11:00am Nancy Moran - *Activate Your Inner Music Mogul: Mindsets & Strategies for a Successful Career*

Fett - *Top 12 Recording Tips*

11:15am - 12:30pm Beth Kille - *Music Theory For Songwriters*

Craig Anderton - *How to Make Amp Sims Sound Totally Fabulous*

12:45pm - 1:45pm Butch Vig session

Beth Kille - *Songwriting 101 - Lyrics And Melody*

2:00pm - 3:00pm Nancy Moran - *How To Get More & Better Gigs*

Craig Anderton - *DIY Mastering in Your DAW (Digital Audio Workstation) Software*

3:30pm - 4:30pm Fett - *Anatomy of a Mix: From Demo To Broadcast Quality*

SUNDAY, JUNE 18TH

9:00am - 9:45am Breakfast/Social Hour

9:15am - 10:00am Sue Baker - *The Story Of Les Paul*

10:00am - 11:00am Martin Atkins - *Keynote Address*

11:15am - 12:00pm Craig Anderton - *Careers In The Music Industry*

12:15pm - 12:45pm Lunch

12:45pm - 1:45pm Ben Sidran - *My Life in the Music Biz; The First Do It Yourself Guy*

2:00pm - 3:00pm David Spero - *My 45 Years Managing Rock Stars*

3:15pm - 4:00pm Kip Winger session

BETWEEN THE WAVES

MADISON MUSIC FESTIVAL + CONFERENCE

MUSIC CONFERENCE SCHEDULE

THE BRINK LOUNGE

FRIDAY, JUNE 16TH

8:00pm - 11:00pm Songwriter Showcase Hosted By Mark Croft - ft. Karen Wheelock, Dana Perry, Pat Fergusson, Jeffery James, Jason Moon, Joe Marsden, Tos Hopkins

11:30pm - 12:30am The Rotation

SATURDAY, JUNE 17TH

12:30pm - 1:30pm Cosmic Strings

2:30pm - 3:30pm Hickory Road

4:30pm - 5:30pm Teddy Davenport Band

6:30pm - 7:30pm Mudroom

8:30pm - 9:30pm Bliss Riot

10:30pm - 11:30pm Eugene Smile Project

12:30am - 1:30am Red Sky Warning

THE BRINK NIGHTCLUB

FRIDAY, JUNE 16TH

7:00pm - 9:00pm Beth Kille Chick Singer Night

10:00pm - 11:00pm 105.5 Triple M Project M Winner The Tortoise and the Finch

11:30pm - 12:30am Blacker Brothers Band

SATURDAY, JUNE 17TH

1:00pm - 1:30pm Say It Ain't Soul

2:00pm - 5:00pm Youth Showcase Featuring Distant Cuzins and more

6:00pm - 9:00pm Songwriter Showcase Hosted By Derek Ramnarace - ft. Shawndell Marks, Kari Arnett, Madison Malone, Sam Ness, Craig Baumann, Lucas Cates

9:30pm - 10:30pm The Sharrows

11:30pm - 12:30am Wheelhouse

THE HIGH NOON SALOON

FRIDAY, JUNE 16TH

8:00pm - 12:00am Hard Rock/Metal Showcase ft. Cold Black River, Disgunt, Subatomic, Lords of the Trident

SATURDAY, JUNE 17TH

12:30pm - 1:30pm SHE SHE

2:30pm - 3:30pm Old Soul Society

4:30pm - 5:30pm Mad Town Get Down

7:00pm - 9:00pm Clyde Stubblefield All Stars

10:30pm - 12:00am The People Brothers Band

SOUND GARDEN

FRIDAY, JUNE 16TH

No Events

ATURDAY, JUNE 17TH

12:00pm - 1:00pm Getaway Drivers

2:00pm - 3:00pm Compass Rose

4:00pm - 5:00pm Gin Mill Hollow

6:00pm - 7:00pm The Mascot Theory

9:00pm - 10:00pm The Lower 5th

THE PATIO

FRIDAY, JUNE 16TH

5:00pm - 6:00pm Sunspot
- Free BTW Happy Hour Kick Off

7:30pm - 8:30pm TBD

9:00pm - 10:00pm Modern Muse

SATURDAY, JUNE 17TH

1:30pm - 2:00pm Sam Ness

3:30pm - 4:00pm Kari Arnett

5:30pm - 6:00pm Shawndell Marks

8:00pm - 8:30pm Jeffery James

THE MAJESTIC THEATRE

FRIDAY, JUNE 16TH

No Events

SATURDAY, JUNE 17TH

8:00pm - 12:00am Madison All Ages Free Hip Hop Showcase - ft. Dogs of War, Rob Dz, RIP, Chris LaBella, Keon Andre and Charles Grant

THE CITY OF MADISON PRESENTS



Communications/PR/Marketing

A sample of the PR & Marketing events and communications

BTW Press/ Marketing Plan: October 2016-June 2017

Target topics

- 1st of Its Kind Conference in Madison area serving musicians
- Hands-On Educational Opportunities
- High School Students admitted for FREE
- Submit your band for a chance to play
- High Caliber & Quality Industry Presenters including Paul Broucek, Kip Winger, Butch Vig, Marla Frank, Martin Atkins
- Festival featuring Local artists
- Free 18+ Hip-Hop Show
- Dane Arts Partnership

October 2016:

- Reached out to press for press event on **Tuesday October 25, 2016**
- Over 100 people in attendance

March 7, 2017

- Sent press release to over 150 members of media announcing name change and early speaker and festival lineup
- Reached out to specific members of the media to secure interviews for April-June

April 18, 2017

- Conference lineup announced, sent to 150+ members of press

April 27, 2017

- Festival lineup announced and call for bands to enter sent to 150+ members of press

May 24, 2017

- Hip-Hop showcase sent to 150+ members of press

Between May 20-May 31

- Individual members of media communicated with about BTW Press Day happening on May 31

May 31, 2017:

- Press day interviews including: Triple M radio
- NBC 15 – in studio interview, and on location interview with Butch Vig and Roy Elkins
- Capital Times
- Wi State Journal
- Madison.com

June 1, 2017

- Live interview with WKOW Ch. 27

June 2, 2017

- Interview with Channel 57

Coming up:

- Distribute press release about Dane Arts Scholarship
- Week of press outreach inviting them to attend the conference & festival providing day-of coverage

Media Secured by month

October 2016:

- http://host.madison.com/ct/entertainment/music/new-madison-songwriting-conference-festival-unveiled-for/article_c62a0b38-5114-5bbe-b080-1fbfc8c0916e.html

February 2017:

March 2017:

- http://host.madison.com/ct/business/technology/madison-will-host-m-dev-a-new-video-game-developers/article_b7e3a555-a2ca-55a7-b2bc-88a26cf26088.html
- <http://www.artswisconsin.org/between-the-waves-madison-music-festival-conference/>
- <http://www.visitmadison.com/event/between-the-waves-madison-music-conference/41342/>
-

April 2017:

- <http://www.608soundandlight.com/event/between-the-waves-madison-music-festival-and-conference/>
- Isthmus community calendar: <http://isthmus.com/events/between-the-waves/>

May 2017:

- Included on Calendar/night life: <http://nsaimadison.com/may-2017-workshop-and-writers-night-review/>
- NBC 15 TV interview:
- Triple MMM Entercomm live interview on Wed. May 31st

June 2017:

- TV Interview on WKOW Ch. 27: <http://www.wkow.com/category/135519/wake-up-wi>
 - <http://www.wkow.com/story/35554685/2017/05/31/madison-unveils-new-songwriter-conference-and-festival>
- Maximum Ink magazine article: June 2017
- Capital Times: http://host.madison.com/ct/entertainment/music/butch-vig-comes-home-to-madison-to-boost-new-music/article_cf4a4978-75fe-57c1-9abc-594cf0e67b09.html

Weeks leading up to/Activity planned during the events/Addenda

- Press release for Hip hop show –distribution date of Tuesday May 30th
- Facebook ads purchased and are up and running
- Managing PR Requests
- Media Sponsorships: Entercomm is willing to giveaway tickets and do media mentions for us
 - 94.9 wolx and Triple MMM
- Friday morning on 94.9 WOLX Radio, May 12, 8:30-9am, also LIVE on WOLX Facebook
- Scheduled the 3 main musicians for Friday night's Pre-BTW show:
 - Katie Scullin, Luke Jorgensen, and Derek Ramnarace to be live, twice between 8:30am and 9am to promote the show (and how people can learn more about BTW at the show), along with playing a new song the three have never performed together before. This IS Madison, and why it makes me proud.
 - Their appearance will also be Live on the WOLX Facebook page which has 50,000+ followers. Anytime we do anything live on FB, it blows up, so it will be great.
- Friday night I'll be on the BTW Facebook page LIVE to showcase what is happening at the event, talk to a few people about it, along with showcasing a song or two from each musician.
- Teri Barr on Facebook and Twitter previewing / highlighting the many amazing musicians who will be performing at BTW. I will be starting this Friday, with the show featuring Katie, Luke, Derek.

PRESS RELEASES

BETWEEN THE WAVES MUSIC FESTIVAL LINEUP AND PRICING ANNOUNCED

Top local performers tapped for two days of entertainment

MADISON, WIS. – April 27, 2017 – The inaugural Between The Waves Madison Music Festival & Conference, happening June 15th – 18th at the University of Wisconsin's Gordon Dining & Event Center, has announced its two-day festival schedule.

The Between the Waves Festival is scheduled to take over many of the High Noon Saloon Complex's stages on Friday, June 16th and Saturday, June 17th. Throughout the day, each venue will feature specific genres and highlight Madison artists. Showcases will include singer/songwriters, heavy metal, rap and hip-hop, blues, country, a youth showcase, and more. Saturday night will also feature a star-studded Clyde Stubblefield tribute.

Artists scheduled to perform include:

The People Brothers Band, Clyde Stubblefield All Stars, Compass Rose, Wheelhouse, The Mascot Theory, Beth Kille, The Lower 5th, Old Soul Society, Dogs of War, Mark Croft, Lucas Cates, Thirsty Jones, Gin Mill Hollow, The Rotation, Katie Scullin, Teddy Davenport, Mudroom, Lords of Trident, Subatomic, Disgunt, Red Sky Warning, Shawndell Marks, Kelsey Miles, Madison Malone, Kari Arnett, Stacy Hanson, Sam Ness, Derek Ramnarace, Kirstie Kraus, Pat Ferguson, Say It Ain't Soul, Madtown Get Down, Eugene Smiles Project, Bliss Riot, Cosmic Strings, Distant Cuzins, Hickory Road, The Sharrows, SHESHE, Sunspot, and more.

Tickets for the festival cost:

\$10 for one venue on one night

\$20 for one day to all venues

\$35 for two days to all venues

An up-to-date list of artists can be found at, <http://www.btwmadison.com/artists>. A call for submissions for bands to perform at the festival is currently open and ends April 30, 2017. Bands can submit their information through this link, http://www.broadjam.com/contests/details/contest/index.php?contest_id=12348.

Media Contact:

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#ThisIsMadison #TheWorldNeedsToKnow

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MADISON SONGWRITER CONFERENCE AND FESTIVAL NEW NAME AND LINE-UP

Music conference rebrands to reflect expanding scope

MADISON, WIS. – February 13, 2017 – The upcoming Madison Songwriter Festival and Conference, scheduled for June 16th – 18th 2017, has been rebranded as Between The Waves Madison Music Festival & Conference.

Between The Waves will be the first and only national conference in the Midwest dedicated to the independent musician, with a focus on the business of music creation and technology. It will provide attendees with the knowledge and expertise to make a living making music. Original programming will include celebrity Q&As, master classes, songwriting and composing workshops, publisher and business panels, one-on-one sessions, DIY career building workshops, showcases and performances, song feedback panels, state-of-the-art technology demos as well as leading music industry exhibitors.

“As the curriculum and festival expanded, it became evident that we needed a bigger umbrella to welcome all musicians and musical genres,” stated festival founder and Broadjam CEO Roy Elkins. “The name also recognizes Madison’s place on the isthmus, and establishes the city as a destination for all forms of musical entertainment.”

The three-day Between The Waves conference is scheduled to be held at the UW Gordon Dining and Event Center. Topics to be covered at the conference will include production, management, licensing, songwriting, and much more. Scheduled presenters include Butch Vig (Smart Studios, Garbage), Kip Winger (Winger), Paul Broucek (President, Music Warner Brothers Pictures), and others to be announced.

The Between The Waves Festival will be held at The Brink Complex and will offer three nights of music across all of the venue’s multiple stages: High Noon Saloon, The Brink, and The Brass Ring. Scheduled performers include The People Brothers Band, Mascot Theory, and many more. The roster continues to expand.

For updates and full information on the 2017 Between The Waves Madison Music Festival & Conference visit the event’s website at btwmadison.com or contact press liaison Amber Swenor to put your name on the press list.