

‘Don’t Stop’
Fleetwood Mac
Weekly Report 22
2/18 to 2/24

This past week in ISM I was able to go on my third mentor visit with Ally, however it was the first time I was able to meet her colleagues and go to her office in Grand Prairie at the Verizon Theater. This was the best mentor visit we’ve had in a while because I was able to see what her office looked like and how it functioned compared to the office at Granada Theater.

During the mentor visit, I was able to work with Ally on her upcoming shows and promotions, which included us talking with other radio stations to talk about what was going to work for each show. We made our spreadsheet for certain shows and planned out what ads we were going to send out, where they would be sent, how often, and how much that would cost. This was really cool to see because AEG Presents is a corporate company with large budgets that is able to do things that small theaters like Granada are not able to do. I was able to do radio with Ally last year, but this was so interesting because it was so many more levels than what I was used to doing. So far our mentor visits have been getting better and better as the year goes on, and as we continue I am more than excited to start making progress on my final product this year.