

‘September’  
Earth, Wind, and Fire  
Weekly Report 3  
9/3 to 9/9

This week in ISM marked the first week of September, meaning it was time to focus and get informational interviews scheduled as soon as possible in order to gather strong research for the year. Comparing this year in ISM to last year, it is important to branch out and be more open when gathering information on new contacts in order to have more variation within the venues and companies chosen in ISM II, whether it is in size and capacity or being company-owned compared to independently owned.

From here, I was able to reach out and contact two people who helped with ISM research last year or over the summer for two new interviews. One from Texas Live! in Arlington, and the other at House of Blues in Dallas. Both of these interviews will be beneficial to my research this year because they are two very different venues, varying in capacity and ownership.

Looking forward, these interviews will help grow my interpersonal skills and allow me to gain knowledge on new concert venues around the Dallas area. My goal after these two interviews is to obtain the skills to differentiate between how a company owned venue runs and a independently owned venue runs, learning what characteristics from a marketing standpoint make the biggest difference when promoting an upcoming show.