

‘Radio Ga Ga’
Queen
Weekly Report 18
1/21 to 1/27

This past Friday I had my second mentor visit with Ally. I was able to go to her house again to discuss the success of various upcoming shows, and afterwards was given the privilege to go with her to Entercom Radio’s offices to see a private VIP acoustic session, and sit in on a meeting with her and promoters from Entercom to discuss the upcoming promotions for their annual ‘Lost 80’s’ concert they put on at the Verizon Theater each year.

Before we drove to Entercom, we went over how different the budgets and spending for concerts was compared to large festivals like AEG’s ‘Off the Rails Fest’, and how competition with other large events can make or break your sales. For example, I learned that the new ‘Kaboo’ music festivals current date was not when it was supposed to occur and was the result of a fued with ‘Off the Rails’. Having two festivals within the same city during the same weekend would’ve caused serious budget issues for both festivals, and ticket sales would have plummeted on both ends.

After learning how scheduling and booking will directly affect marketing and promotions, especially when it comes to large festivals, Ally and I went to Entercom radio to see what is talked about at partnership meetings. Because Ally is personally friends with the Entercom staff, the meeting was extremely casual. However, I was able to see what the necessary points were that were needed to be successful in both local and region-wide reaches. Overall, everything we did on Friday was beneficial for me because I was able to get genuine primary knowledge about what the spends and sales look like for different shows and festivals and how promoting events with other companies can result positively for both groups in the long term.