

‘Rollercoaster’
Bleachers
Weekly Report 4
9/10 to 9/16

Last week in ISM was extremely busy because I had two separate interviews scheduled the same week. On Monday, I was able to meet with Jenna Rushing, the Digital Marketing Manager at Texas Live! in Arlington, and later I was able to have an observational meeting with the House of Blues Music Forward Foundation Marketing Director, Nazanin Fatemian on Friday. Both meetings were amazing, and very beneficial to my studies in ISM this year, however during my interview at the House of Blues, I had a major reality check and am now second guessing if marketing is really the way to go in my career.

To explain, during the visit Nazanin, she had me help her on some digital web and social media housekeeping projects for the foundation’s website, and in doing so we were sitting in the marketing department's office. Having met with Nazanin and the rest of the marketing team during the summer, I had a good idea of what they did and how they went about marketing as a team of three people; however I had never actually sat in their office while they were working on a regular day. Doing this made me realize that if I follow through with promotions, I will be sitting in an office staring at a computer screen my whole life, which is something I can barely stand to do now. The interview however was definitely important because I was able to see what a real day in the office looked like compared to just a twenty-minute interview with a professional outside of their office.

Going on this meeting with Naz made me realize that I don’t think this is what I want to do anymore, and is making me begin to look into management and festival production more.

After leaving this meeting, I feel lost and stressed about what I am going to pursue through this year in ISM and as a career. Hopefully with some new interviews and more research, I can guide my topic into something I will genuinely enjoy because continuing to study concert promotions this year isn't going to be beneficial in the long run.