

‘Ob-La-Di, Ob-La-Da’

The Beatles

Weekly Report 7

9/30 to 10/8

Over the weekend, I was able to attend the Austin City Limits (ACL) music festival in Austin for the first time as an early birthday present. Not only was the festival amazing in itself, it was incredible to see just how different concerts were from festivals in almost every aspect possible. For example the amount of sponsorships at the festival was more than any show I have attended, with each of the festival’s eight stages named after a sponsoring company, eg; the Honda Stage, and the Miller Lite stage. And in addition to the stages, national and local companies were always there handing out free things such as food samples, bandanas, lanyards, tote bags, etc. In addition to marketing for sponsors, the festival was constantly marketing itself too. For example, ACL’s social media was a huge part of the festival because of their active posting on Instagram and their own hashtag, which when used, allowed a fan’s picture to be shown on at least one of the festivals many screens around the park. With this, one of the major differences I found from Austin City Limits compared to other concerts was the direct interaction with the attendees, including the fans, staff, and artists. The festival was responding to comments and pictures on social media to make the fans feel included, and at the physical festival itself they had water stations, phone charging stations, hammock towers, and shaded areas all for fans to make sure everyone had the resources they needed to enjoy the festival as much as possible.

All of these things allowed me to see how fun and different music festivals actually were, which has pushed me to want to pursue some sort of career within the field even more so than before went to Austin. It was such an amazing opportunity to see how festivals ran and operated,

but to also be surrounded by so much music in one place. I am so thankful for the opportunity to go to ACL this year, and hopefully I will be able to go as a staff member in the next few years.