

‘Gold’
Manchester Orchestra
Weekly Report 8
10/8 to 10/14

Last week I was able to go on one of my favorite interviews yet. I met with Mr. Jonathan Swinnea, Marketing Director of the Bomb Factory, Canton Hall, and Trees; which are three well-known music venues in Deep Ellum Texas. Although our interview was short, Mr. Swinnea discussed every aspect of his job in detail, with his hours going from 9:30 am to after 1 o’clock in the morning because he stays for the concerts, sometimes helping with set-up and take-down. From here, Mr. Swinnea also explained that not only did he not have a marketing team with him at his main venue, the Bomb Factory, he was the only person marketing for all three venues at the same time. This means that he would make ads, sponsored posts and advertisements for all the upcoming artists, their shows, and for the venue itself, in addition to doing all the social media, marketing plans, and digital graphics.

This interview was so special to me was because not only did Mr. Swinnea take time out of his insanely busy day to meet with me and actually asked me questions about myself and my work so far in ISM, I was able to speak with someone who had more passion for his job than almost everyone I have interviewed in the past which was an amazing way to re-focus and set my mindset for ISM this year. Mr. Swinnea started out in the concert industry at a at age before college by slowly working his way up the ladder, and his hard-work and love for music were what drove him to be successful. Mr. Swinnea is a great example of the person and professional I strive to be when I am older, and I am so grateful to have been able to meet with him on an interview.