

‘Changing’  
John Mayer  
Weekly Report 6  
9/24 to 9/30

In ISM this week, the majority of the class time was spent searching and contacting professionals in the Dallas area working in the festival industry. However, because there are not many large music festivals in Dallas or North Texas, it was difficult to find festival coordinators and directors within a close proximity to Frisco. While searching for contacts, I remembered one of the biggest festivals in North Texas is Fortress Fest, produced by promotions agency, Fortress Presents. I found the festival director’s name and information for Fortress Presents through their website online after a few days of researching, however after reaching out to him, I found that he would only be available for a phone interview in late October because of his schedule and work out of town.

Because of this, I am going to have to expand my interview and contact options even more, opening my topic back up to concert promotions again. Being unable to use the festival director for Fortress fest, I know that the chance of finding another potential mentor with the exact career topic is slim, so I am willing to expand my research outside of just promotions again and look around at some other similar departments participating with concerts and venues as well.