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### A Perfectly Orange Music Production

Amanda Pittman

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**FORM C**  
**COLLEGE SCHOLARS PROJECT APPROVAL**

Amanda Pittman      Dr. David Tandy  
Scholar                                  Mentor

A Perfectly Orange Music Production  
Project Title

**COMMITTEE MEMBERS**  
(Minimum 3 Required)

Name	Signature
<u>Sean McCollough</u>	<u>Sean McCollough</u>
<u>David Tandy</u>	<u>David Tandy</u>
<u>Christy P. Craig</u>	<u>Christy P. Craig</u>
_____	_____

PLEASE ATTACH A COPY OF THE SENIOR PROJECT TO THIS SHEET AND RETURN BOTH TO THE PROGRAM DIRECTOR. THIS PAGE SHOULD BE DATED AND COMPLETED ON THE DATE THAT YOUR DEFENSE IS HELD.

DATE COMPLETED 8/3/05

Amanda Pittman

August 3, 2005

College Scholars

Senior Project: A Perfectly Orange Music Production

## Table of Contents

Introduction.....	Page 1-4
Ska Genre and History.....	Page 5-9
The Marketing Plan: Sponsors.....	Page 10-14
The Marketing Plan: Promotion.....	Page 15-18
Conclusion.....	Page 18-25
Journal.....	Appendix i
E-mails.....	Appendix ii
Press Release.....	Appendix iii
<i>Metro Pulse</i> Advertisements and Clippings.....	Appendix iv
WUTK Contract.....	Appendix v
Blue Cats Settlement Sheet.....	Appendix vi
Receipts and Payments.....	Appendix vii

## Introduction

When I applied to the College Scholars Program as a bright-eyed sophomore, as I looked ahead to my senior project, I envisioned myself "working side by side with a local concert promoter and assisting in all aspects of bringing a major musical act to Knoxville" (Pittman). I wanted to assist in the entire process of putting an event together. Through my internship with AC Entertainment, my role as chair of the Campus Entertainment Board, and my internship with Universal Records/Motown in Los Angeles, I have since gained a great deal of experience in this line of work. After completing my concentration-supportive curriculum, I felt well prepared to take on the task at hand. However, I knew that I needed to broaden my horizons and do something different than what I had done before. I needed to challenge myself in order to retain the true purpose of a final senior project.

My first thought was to look into a genre of music that was different, a genre that drifted from what most consider "mainstream." In consideration of the fact that I believed I would have a fairly limited budget, I thought that bringing a major musical act, with a promoter or not, would not be feasible. With bands carrying significant name recognition charging \$30,000 plus per show, I thought it would be wise to begin to think on a local level first. Some friends of mine that I met through working on Battle of the Bands competitions at UT and my positions at 90.3 The Rock (formerly 90.3 The Torch) are in a ska band called Perfect Orange. I had seen them play numerous times before, and I knew that they had an undeniably energetic stage show and a

great deal of loyal fans. I thought I would speak with Ben Altom, trumpet player and band manager, to see what their schedule looked like this summer.

Ben and I met to discuss what I had in mind and some possible options for a show. Ben began to tell me about their first national tour that was set to begin after the semester ends in May. He then went on to tell me that he had briefly talked to Lenore Kinder, booking manager/promoter at Blue Cats, about Perfect Orange's hopes of performing there when they returned to Knoxville in mid-June. I said to myself, "This is perfect." I have never worked in a club setting for a show. I was very excited since Blue Cats is the biggest club venue in town.

Ben and I agreed to go to Lenore with the idea of doing a big homecoming show for Perfect Orange. Ben welcomed me on board and said that he would let me do all of the work for the show. Since it was going to be Perfect Orange's big homecoming show, I wanted the band to be happy with the other bands that were going to be on the bill. I wanted to help create their vision (Appendix ii, Page 1). Ben eagerly agreed to attend a meeting with Lenore to map out the options for the show.

Lenore met with Ben and me in March to discuss our ideas. Lenore was very laid back and seemed open to hearing all of my and Ben's ideas. Lenore stated that she would be interested in looking into bringing a ska band into the club that was known on a national level for this show. Reel Big Fish, an acclaimed ska band, was set to be on tour during the summer, and Lenore was fairly confident that she could connect me with the right person to make a great deal. Lenore stated that Blue Cats would be willing contribute a substantial amount of money to this

show, if Reel Big Fish were available to play. Reel Big Fish were listed to play in this region of the country at about \$4,000-\$5,000. We set the date, and Lenore designated me as the local promoter for the show. I was to do all of the shopping for the bands, making the deals, devising a marketing plan, launching the marketing plan, and basically running the whole show. A main goal of a promoter is to make it look to the public as though the show production and all that leads up to it is easy. A typical audience member attends any given music event to enjoy the music and have a good time. A promoter wants to defend that idea and do anything possible to achieve it. Lenore kindly agreed that she would be there to advise me and help me out with whatever I needed.

My next step was to compose a budget proposal describing my intentions for the show and how much money would be needed to execute this event. With Blue Cats agreeing to pay for all marketing expenses, venue rental, production cost, and staff, plus extra for talent cost, Lenore and I agreed that I would ask to use my project money to contribute to the cost of talent. My first budget proposal asked for \$2,500-\$3,000. I knew that this was quite possibly a shot in the dark, but I had no sort of example to base my funding request on. The College Scholars Program stated that they would be able to give me \$800.00 for the execution of my project (Appendix ii, Page 3).

After several more meetings with Lenore and Ben, we decided to do a show that featured bands on a local and regional level. This decision was made in part due to the obvious budget constraints. The line-up for June 17 was Matgo Primo, this year's winners of UT's Battle of the

Bands, High School Football Heroes, a talented ska band hailing from New York, and Knoxville's own Perfect Orange.

This paper will discuss the ska genre and history and the marketing plan, sponsors and promotion. Through this discussion of topics and the description of the event I aim to create an understanding of the music and to illustrate the processes taken to achieve a successful event. I also hope to demonstrate through this paper what I learned through this experience and how the College Scholars Program aided me in successfully executing the event. To read further descriptions of actual experiences, reflections, and thoughts regarding several experiences, please follow references in the paper to Appendix i, *The Journal*, and Appendix ii, *E-mails*.



## Ska Genre and History

For most of my adolescence and young adult life, all I knew of ska music was that it was what my older brother liked to listen to in his most awkward years (about age fourteen to sixteen). Far be it for me to indulge in a genre of which he was such a fan. Well, I suppose I am exaggerating! I actually did like some of the music that he blared on his stereo when we were driving in his car on the way to school. His favorites were Operation Ivy, Reel Big Fish, and The Mighty Mighty Bosstones. Somewhere along the way it seemed as though the music lost its popularity, like it fell off the deep end. However, I was not even close to being in tune with any kind of underground music scene at the time where it was indeed still alive and growing. I did not hear or even think of the ska genre much until I enrolled at UT and saw Perfect Orange. I immediately got flashbacks of the memories of seeing kids dressed in checkerboard outfits and dancing around doing skank, "a basic jog strut to the beat" (Brown, Phillipz 5).

As I delved into this project, I came to realize that ska music was deep and rich in culture and history. Ska music history is generally divided into three waves: the First Wave, the Second Wave (also known as the Two Tone era), and the Third Wave. Ska originated as a Jamaican form of music back in the late 1950's. Ska music was adopted in an era when the "racially-mixed Caribbean [was] struggling to survive the pressures of independence," says Robert Timm in *Jamaican Roots and the Message of the Two Tone* (2). He adds that "the music became synonymous with the struggle of the individual to overcome the challenge of the oppressor" (2). After World War II, the sounds of legends like Fats Domino and Joe Turner were picked up over

the airwaves. Jamaicans were purchasing large numbers of radios. Slowly these American R&B artists began to heavily influence early ska. Due to the Rock and Roll movement in the US, the New Orleans-style R&B fell off the popular circuit. *Wikipedia* states that "when New Orleans-style R&B fell out of favor by 1960, Jamaican artists began recording their own version of it"

(1). Ska music places accents on the guitar and the piano rhythms on the upbeats. Timm writes, "Some Jamaican scholars have even theorized that the central upbeat common to all forms of Jamaican music is itself representative of the uplifted soul, while the heavy "drop" that follows is the weight of depression. Like the upbeat, the oppressed must struggle against the "downpresser," must elevate themselves and keep the rhythm" (2). *Wikipedia* states that "Some believe that the early jazz and Rock 'n' Roll broadcasts from American radio stations were misinterpreted by an eager Jamaican music audience, hence the off-beat rhythms that almost mimicked the break up of weak audio signals that hit the West Indian Shores. However, most contend that Ska was Jamaica's own response to American music, and moreover "the upbeat sound of Ska coincided with the celebratory feelings surrounding Jamaica's independence from the UK in 1962" (*Wikipedia* 1).

The Two Tone era, also known as the Second Wave, began flourishing in the late 1970's in the UK. This era was named after a record label, Two Tone Records, started by Jerry Dammers, keyboardist of a band called The Specials. Timm states that "Jerry Dammers, son of a progressive, left-wing British preacher, founded the Two Tone record label to promote the racially mixed bands who were reviving the original ska sounds of Jamaica and combining its

upbeat rhythms with the more aggressive sounds of punk rock” (Timm 2). The Two Tone era was comprised of several different classes of music enthusiasts, including punks, rastas, and skinheads. The goal of the Second Wave was to create music that was taking progressive political action. The music was meant to break racial and political boundaries. Timm writes, “the term Two Tone, originally a reference to a type of a suit popular among skins and rudies in England, communicated the message of racial unity, also represented by the ubiquitous checkerboard style that bands and fans adopted” (2). The checkerboard print is still a universal symbol of ska today.

Two Tone groupies and band members were distraught by the violence that began to spread from show to show. Timm states, “The Two Tone tours took band members right into the heart of working class struggles through the UK, and many band members became disillusioned with the persistent evidence of hatred and division they observed” (3). The consistent alcohol induced fights and skinhead riots began to turn the true Two Tone idealists away from the movement. The Two Tone era soon adopted an image of angry, alcohol-thirsty youth. Bands were being shut out of dancehalls and other music venues. Ska music hit a state of decline in 1981 (Vanhoof 4). Ironically, the problems this movement sought to solve are what shut it down.

The Third Wave of ska is thought to have started “in the late eighties through now” (Vanhoof 5). Ska music really began to gain more popularity in the early 90’s when it hopped over the pond and landed on American soil. *Wikipedia* states, “Combining elements of ska with rock, punk, and jazz, musicians of the Third Wave created a style of ska some say lost all of its

Jamaican elements” (2). However, others tend to disagree. Tazy Phyllipz, one of the authors of *The Herenow of Ska*, is quoted saying “It’s like this. Third Wave ska, for the most part, is a hodge-podge of musical styles that incorporate the ska as an element. Basically, you take the traditional Jamaican Club Ska and/or ‘2 Tone’ kick and riddim’ and influx it with a taste of metal punk, folk, rock, and/or country” (Brown, Phyllipz 1). Regardless of whether or not one believes Third Wave ska incorporates its Jamaican roots, it is widely accepted that the genre “often promote(s) the idea of peace, unity, tolerance, and the spirit of Do-It-Yourself (DIY) music” (*Wikipedia* 2). Timm states, “In urban centers, ska and reggae is often the first entry into different racial cultures and generates integrated crowds at shows, clubs, and shops” (4). Even more young Americans became Third Wave ska fans after MTV began featuring ska bands such as Fishbone (one of the first all black bands to be featured on MTV), The Mighty Mighty Bosstones, Sublime, and No Doubt (however, many true ska fans and historians believe the Sublime and No Doubt were way too mainstream, and not true to the ska sound). These bands brought ska music to a totally different level of exposure. The ska fanbase was then quickly on the rise.

Many wonder how this uplifting, peace-promoting music fell off the mainstream. Michael Buchmiller, writer for *Hand Carved Magazine*, writes that “by mid-1998 the phenomenon came to a screeching halt” (1). Buchmiller goes on to say, “There were numerous direct and related causes that were at work which led up to the genre’s demise. One of the primary causes was the misrepresentation of ska in the mass media” (1). Due to the way the big

business record labels marketed the “ska bands,” it is said that “the established underground acts remained underground and the less talented bands were pushed into the mainstream as a misrepresentation of the genre” (Buchmiller 1). Most ska fans want to covet the “independent” attitude that Ska carries. They turn away from the commercialized and the mainstream.

Despite the fact that ska as a genre rode a continuous wave of vicissitudes, the verdict is that Ska is here to stay. Kids all over the country are still playing the music that is ska. The underground, independent feel associated with this genre creates a family atmosphere at shows. The unity theme is still very alive. The fans are dedicated and will continue to support their love of ska.

### The Marketing Plan: Sponsors

Sponsors for music events can be greatly beneficial in many ways. Simply having the logo of a company tagged to publicity for an event that works well with the demographic could add credibility and a sense of excitement. If the public sees that respectable companies are associated with a particular event, then one is more likely to be a patron of the event. A sponsor also supports the event by offering some sort of incentive to the promoter for featuring their logo. I strategically approached three different businesses for their support and sponsorship. I believe that each of these sponsors directly related to this event and aided in its success. These sponsors reach my target audience of ska music fans and supporters. Ehow.com states that the target audience "are the people who will respond most positively to your message and provide the valuable word-of-mouth buzz" (eHow.com). Besides the friends and family of the bands featured in the June 17 show, I needed to reach the people that did not have a direct link to the band, but were simply fans of ska and independent music and the local ska and independent music scene. I targeted 18-25 year olds, mostly males, music enthusiasts, and alternative in style and taste.

Jones Soda Company is an alternative soda company headquartered in Seattle, Washington. The Jones Soda website states that "the story of the Company began in 1987 when the Company founder and president, Peter van Stolk, recognized the potential of emerging "alternative" products in the beverage industry." By 1994, Jones Soda established a solid reputation for themselves, paving the way for other alternative brands in the beverage industry.

A unique aspect of Jones Soda is their labeling. Jones Soda "has been recognized and awarded for its unique packaging that features constantly changing labels that are generated and

submitted by their consumers”(www.jonessoda.com). Jones Soda also attacked distribution with an alternative sense. Coolers branded with the Jones Soda Co. logo were placed in venues such as music stores, skateboard shops, tattoo parlors, fashion boutiques, and national retail clothing stores. Next, Jones Soda formulated a “street team” tactic to place the brand in convenience marts and other food stores. Now one can find Jones Soda in many large company stores such as Panera Bread, Target, and Starbucks.

Jones Soda is a personable company. Jones Soda is a regular presence at many extreme sporting and music events. With large promotional buses, Jones Soda travels to these events showing their support, remaining a friend of the public. Jones Soda makes an extra effort to hand out soda to the people and get to know them as well.

Jones Soda also has created a website called “My Jones Independent Music.” This website was created as “an effort to support local, regional, and national independent music scenes”(www.myjonessodamusic.com). Their purpose is to “allow for an alternative way to let music lovers and musicians to communicate, share, and learn from one another” (www.myjonessodamusic.com). Jones Soda is a huge supporter of music, even on a very local level. Jones Soda believes that “local scenes help breed creativity and a strong sense of loyalty.... Music is something that will always pull people together” (www.myjonessodamusic.com).

Jones Soda eagerly agreed to be part of the June 17 show. Many Jones Soda supporters are also fans of ska. The East Coast Field Marketer, Chris King, was scheduled to be out of the

area on June 17; however, Jones Soda did not want this to deter me from having them involved.

Jones Soda agreed to donate cases of free soda to give out at the event, along with other free merchandise, such as trucker hats, t-shirts, and bumper stickers.

*Metro Pulse*, Knoxville, Tennessee's number one alternative weekly newspaper, is delivered to more than 600 locations. *Metro Pulse*, 'Knoxville's Weekly Voice,' is a publication that many Knoxvilleans turn to for commentary, insightful articles, news and reviews, and in-depth coverage of art and entertainment. This free publication keeps the community tuned into Knoxville's most exciting events, and I wanted my June 17 show to be included. *Metro Pulse* associates themselves with community events that they think relate to their audience and that have a certain spark.

Russell Smith, advertising associate at *Metro Pulse*, worked with me on constructing a deal. Advertising rates vary according to size, color, and time spent on design creation. *Metro Pulse* has different rates for profit and non-profit groups. I informed Russell that I was on a restricted budget. After some negotiation, we settled on two 1/4 page ads with free color for \$300.00 (Appendix ii, Page 5). This price was a discounted price off the non-profit rate. I lucked out when the ad went in a week early at no expense to me (Appendix ii, Page 10). In turn for this great deal offered from *Metro Pulse*, I was to list them as a sponsor and include them in all publicity.

90.3 The Rock, WUTK FM, is "an independent, non-commercial college radio station owned by the University of Tennessee (UT) and operated by the UT Department of Journalism



and Electronic Media. All music, news, and sports shows are student produced"

([www.wutkradio.com](http://www.wutkradio.com)). 90.3 - FM WUTK began broadcasting at 128 watts in 1982. The station is now broadcasting at 1000 watts and is more successful than ever. After a much needed revamping in Summer 2004, 90.3 - FM WUTK is on its way to being one of the best college radio stations in the Southeast. The station remains "cutting edge" by playing music that may be lesser known, including local, regional, and national independent bands. This innovative station "can proudly say that it was the first station in Knoxville to play music from bands such as U2, The Red Hot Chili Peppers, The Black Crowes, and even Metallica, years before any mainstream station would dare risk airing this music" ([www.wutkradio.com](http://www.wutkradio.com)).

This station plays each band's music featured in the show, and caters to the same target audience. This was the obvious choice for radio sponsorship and advertising. They support local rock music more than any other station in town. We worked up a great deal for the June 17 show. Benny Smith, station manager agreed to give me a package with a realistic value of about \$500-\$600 for \$200. I received a two-for-one deal for on-air spots advertising the show. The spots featured all information regarding the show (bands featured, location, time, sponsors). The spots also highlighted excerpts of songs from the bands. I had at least 40-50 spots between the hours of 7am and 7pm with an estimated 20-30 more during overnights. The usual cost per spot is \$10.00. I was also guaranteed at least twenty 30-second liners. Liners are brief event descriptions, read by the DJs on-air, advertising the show. Each liner is usually \$7.50 each. The station gave away 15 pairs of tickets over the air. Each bands' music was be bumped up in

rotation, thus enabling the DJs to talk more about the bands and the upcoming show. The station conducted a live in-station interview with Perfect Orange the day of the show. Matgo Primo came into the station as well to do a live interview and played a selected number of songs from their latest album. The spots first aired on Friday, June 3 and continued until Friday, June 17 (Appendix i, Page 3 and Page 6). 90.3 The Rock also emceed the event on June 17.

90.3 The Rock was listed as the presenting station of the show and had their logo tagged to all publicity. The station hung banners at the event as well.

### The Marketing Plan: Promotion

On-air advertising and print advertising, very important components for publicizing an event, alone are not sufficient when executing a successful marketing plan. A successful promoter will utilize other avenues to generate a bigger buzz for the event.

One of the best ways to promote an event is by hanging up posters that advertise the event. The poster should be designed in a way that does not have too much information cluttering the space, but enough that people know who, what, when, and where. Downtown Copy Center took care of all my printing needs. I ordered 350 11x17 posters in three different colors: emerald green, daffodil, and orange. All of these colors are bright and eye-catching. I wanted the poster to stand out above all the others; therefore I thought it would be wise to have a choice of a color I thought would stand out most at any particular venue. I also ordered 1,000 handbills in orange. A handbill is a small version of the poster. Handbills are great to hand out to people in crowded areas, or at events. They are useful to slip under the windshields of parked cars as well. I also ordered to true to the original poster design colored 11x17 posters. I wanted to have these on hand to give to committee members and important contacts. The total for this order came out to \$62.82 (Appendix i, Pages 5-7).

My first target area for hanging up posters was on campus. Armed with tape and a staple gun, I covered many buildings and bulletin boards, including, Hodges Library, the Music Building, the Art and Architecture Building, Humanities, and many more (Appendix i, Page 9). I then made my way to hanging up posters at businesses on Cumberland Avenue, downtown, Fort

Sanders, the Old City, and Market Square (Appendix i, Page 11-12). I also went to Cats Music, both locations of the Disc Exchange, Borders Books and Music, and Gourmet Market. One day I also made a trip out to West Knoxville/Farragaut to hang posters at public parks, marinas, mountain/river sporting stores, and restaurants (Appendix i, Page 15). As the date of the event approached, I hung posters on telephone poles around the Fort Sanders area. The night before the event, I hung numerous posters covering all corners of Market Square during Sundown and the City (Appendix i, Page 20).

On Thursday, June 9, I went downtown and slipped handbills under the windshield wipers of more than 500 vehicles (Appendix i, Page 12). On Thursday, June 16, band members from Perfect Orange and High School Football Heroes passed out the remainder of handbills to Sundown in the City attendees (Appendix i, Page 20).

Hanging up posters and passing out handbills can be tedious and even frustrating at times. One will encounter businesses that will refuse your poster or a person who has no interest in accepting what you are handing out. However, there are so many others that will accept your poster or handbill and then begin a chain of word of mouth. While working for AC Entertainment and serving as chair of Campus Entertainment Board, the main complaint I heard from concert-goers and students was that they did not know about a particular event, because they never saw a poster.

Another important component of event promotion is the press release. Dr. Candace White, professor of PR 270, emphasized this. All students in her course were to write a fictional

formal press release. It was to be resubmitted until it was deemed perfect. My press release from that class is the model I use for all press releases I write. A press release should be capturing, but concise and to the point. The length should not exceed one page (Appendix iii). The first paragraph should be simple and cover the Five W's, who, what, when, where, and why. The press release is to be sent out to various media outlets. The RNA (Royal Neighbors of America), states that "media attention is critical to the success of your event" ([www.royalneighbors.com](http://www.royalneighbors.com)).

Along with my press release, I sent a promotional photo of Perfect Orange and a copy of the event poster. I sent these "press kits" to *Metro Pulse*, *Daily Beacon*, *New Sentinel*, and Live at Five (Appendix i, Page 11). The week of the event, I resent press kits to the *News Sentinel* and Live at Five, as I was not able to previously make personal contact. I also called these contacts to follow-up with them and assure them I would be happy to provide any additional information needed (Appendix i, Page 15 and Page 18). The RNA states, "Follow up with a press release about a week before the event, and a phone call the week of the event" ([www.royalneighbors.com](http://www.royalneighbors.com)).

My goal was to have these media outlets show interest in the show by writing an article, interviewing the band, or attending the show. *The Metro Pulse* did a write up prior to the event that included a picture of Perfect Orange. The article encouraged people to attend the event and help welcome Perfect Orange home from their first national tour (Appendix iv). A *Daily Beacon*

photographer attended the event and took pictures. I unfortunately was not able to sway Randall

Brown at the *News Sentinel* or secure an interview with the bands on Live at Five.

## Conclusion

In retrospect, I feel as though the event was a success. I feel like I followed an appropriate plan of action and reaped the reward of happy patrons and pleased band members.

The day and evening of June 17 went smoothly and according to plan. Perfect Orange and Matgo Primo gave great interviews on 90.3 The Rock (Appendix viii). All sound checks went well. Jones Soda was set up according to plan (Appendix viii). The Blue Cats staff was friendly and very helpful (Appendix i, Pages 21-23).

Each one of the bands played a great set. Matgo Primo, always adorned in interesting costume and make-up, opened the show. Their audience was a mix of people who had never seen them perform and of returning fans. High School Football Heroes played an energetic set to the largest crowd of the evening. Perfect Orange played a high energy, crowd-involved set. Each band expressed their happiness for how the show turned out. I think they all enjoyed themselves.

About 150-160 people attended the event. The crowd was an excited crowd that was into the music and loving every minute of it. I quite honestly had hoped for a larger crowd. With all the on-air ads, print ads, press releases sent, and posters hanging around town, I thought that the club would have been filled a little but more than it was. However, I understand when considering all the consequential circumstances. First off, ska music draws a smaller crowd in general. UT is out for the summer, and thousands of potential concert-goers are far from Knoxville. As mentioned before, Sundown in the City draws quite a crowd on Thursdays. A

majority of this crowd does not call it a night after the music stops in Market Square. When Perfect Orange, High School Football Heroes and I finished our promoting the night before the event, we went down to Blue Cats, and it was absolutely packed. One can only assume that since so many people went out and indulged in nightlife on Thursday night, they felt tempted to stay in on Friday.

The night of the event, my role was to basically serve as a point person for all the bands and other staff members (to a certain degree, staff members had an operating manager there as well). I was a liaison between the bands, sponsors, and the club. To the bands, I tried to assist them with any problems or difficulties that they had. I basically tried to make the night as easy and smooth sailing for them as possible. The more they are content, the better show they will play. As mentioned in the introduction, a main goal of a promoter is to make it look to the public as though the show production and all that leads up to it is easy. Attendees of the show are there to enjoy themselves and the music. I worked to achieve this goal and make it appear to the average audience member that no matter what was going on behind the stage, all was smooth sailing.

In hindsight, there are a few things that I would have done differently. First, I ordered too many 11x17 posters. The 350 seemed like an appropriate number at the time, but I should have spent more time envisioning myself actually hanging up every one of those posters. I also would have put a larger effort into establishing good communication with Matgo Primo. There were a few small issues. This band did not help promote the show at all. This could have



negatively affected the audience numbers. Matgo Primo also complained out loud while setting up at 90.3 The Rock about being the opening band to some members of Perfect Orange. The promotion issue and complaining caused a bit of tension between Matgo Primo and the other bands. I feel as though this tension might have been avoided if I had established a better relationship with this band.

The budget worked out as planned. I spent \$300.00 on print advertising, \$200.00 on radio promotion, \$62.82 on promotion (posters and handbills), \$200.00 on talent fees, and the remainder on hospitality expenses the day of the show. Money could have been saved, as previously mentioned, on the posters, as I think that too many were purchased. I believe that the other expenses were justified, and each component worked well as a means.

This project allowed me to pull from knowledge and skills I learned in many of the courses I completed within my curriculum. *Buyer Behavior Analysis/Marketing 310* studies consumer behavior. The knowledge gained from this course assisted me in defining my target audience and creating a marketing plan that would appropriately cater to their needs.

*Advertising Principles 250* is a course that is described as "surveying the role of advertising in American business and society. [The] relationship between advertising and marketing; functional components of the advertising process: research, media, creative, and management" (UT Undergraduate Catalog 2004-2005, 211). This course enabled me to formulate a marketing plan that included advertising in a way that would be the most effective and target the appropriate audience. In this course, students learn what advertisements are most

appealing to certain demographics, what information to include in advertisements, the importance of advertisement placement, and much more. These are all topics I had to consider in appropriately executing my project.

I also enrolled in a course entitled *Radio-Television Advertising/Promotion 320*. This course gave me a better understanding of radio. Besides the practicum experience that was required for successful completion of the course at 90.3 The Rock, I learned much through creating mock radio spots and radio promotional campaigns. Students learned what type of stations attract what audience demographics, what information should be included in radio spots, what should be included in a radio promotional campaign, and how radio stations charge for their services. This course gave me the knowledge and confidence to work with a radio station for this project. I believe that I was able to secure a deal with 90.3 The Rock that was not only financially positive, but included all components needed to successfully promote the event and target the designated audience.

I referred to *Public Relations Principles 270* earlier in this paper. To reiterate, this course demonstrated the importance of public relations in various facets of business and marketing. I learned through this course how to compose a professional press release, and I also retained from this course who should receive a press release and why.

*Sound Recording Techniques 290* covered several topics including "room acoustics, audio measurements, microphones, studio and real-time processing, noise reduction, mixing, editing monitors, system writing, and maintenance" (UT Undergraduate Catalog 2004-2005,

267). Granted many of the topics/skills taught in this class take much hands-on experience to master, I felt better equipped walking into the production aspect of my project experience. I felt like I would be able to assist with many technical problems that may have occurred during the June 17 event due to the fact that I successfully completed this challenging course. *Music Theory 100* also helped me feel technically more capable at the show as well. This course helped me further develop an "ear" for music.

I took several music history courses while enrolled as a student at UT, including *Music in the US 115*, *History of Rock 120*, *Jazz and American Culture 125*, and *History of Appalachian Music and Culture 410*. While these classes did not teach me tactical skills to use directly for this project, they did instill a great appreciation for music. These classes demonstrated that music has and will always be a large part of our culture and others throughout the world.

This project has also given me the experience and confidence to produce events of a similar nature outside of the university, where a great deal of my experience was gained. I worked with the Campus Entertainment Board (C.E.B.) for many years at UT. As chair of C.E.B., I was able to put to use much of the learning gained from classes described in the preceding paragraphs. While with C.E.B., I planned numerous events on campus. I was given a budget in the Fall, and the committee was to use all this money wisely by planning entertainment events that appealed to a large cross-section of students on the campus. I learned how to seek out and find the prices for acts, negotiate with booking agents and managers, execute production, plan advertising and promotion, organization skills, time management, and much more.

I gained valuable experience that assisted me in the completion of my project through my internships with AC Entertainment (Summer 2002) and Universal Records/Motown (Summer 2004). While with AC Entertainment (Knoxville Concert Promoters), I worked with the marketing department, for the most part. There, AC Entertainment employees would formulate marketing plans for upcoming events. Their main focus would be to find a presenting radio station, contract the best possible deal with the chosen station, purchase ad space in print media (*Metro Pulse*, *New Sentinel*, etc.), compose press releases, send out press kits to appropriate media contacts, order posters, and distribute the posters in the community. My daily tasks varied, but I assisted with many of these tasks. This internship was my first real glimpse into the music industry.

My internship with Universal Records/Motown in Los Angeles was quite different than my internship with AC Entertainment. This internship was with a huge corporation far away from Rocky Top. While I was with Universal Records/Motown, I was the assistant to the Regional Promotions Director, Martin Melius. The Promotions Department for a record label focuses mainly on radio and television. The main objective is to get artists' records on the air with the maximum amount of spins (plays). This process involves much negotiation; one may even dare to say much bribing. I learned how to track album spins on stations. I wrote weekly updates on different artists. These updates would include information on their major appearances or their major events. For example, it would be important to include if an artist was shooting a new video that week, making an appearance on TRL (Total Request Live), or

something of this nature. Even though this internship involved me in dealings on a level far higher than local and regional work, this experience helped me with my project in several different ways. The experience stressed the importance of radio and its role in the music industry. When negotiating with 90.3 The Rock, I made sure that each band would have an increase in spins prior to the show. This way, more people would hear their music and in turn (hopefully) attend the show. The internship gave me more experience in dealing with artists and radio executives as well. I felt better prepared and at ease in these types of interactions and negotiations because of the valuable experience that I gained with Universal Records/Motown.

Overall, executing this project was a stellar experience. I expect that through the discussion of the ska genre and its history and the marketing plan, sponsors and promotion, one can have a better understanding for ska music and the process of successfully executing this event. I also hope to have demonstrated through this paper and journal, my personal learning experience and how the College Scholars Program made the success of the event possible. The program allowed me to have access to courses that helped me formulate a curriculum that gave me the skills and tools I needed to execute this project and that will greatly benefit me in my future endeavors.

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Appendix i

Journal

May 31, 2005

Journal,

We are now eighteen days out from showtime. The bands, Perfect Orange, High School Football Heroes, and Matgo Primo, are lined up and ready to have a successful event. These bands target a smaller, more eccentric group of loyal independent music enthusiasts. Therefore, I have felt the pressure to make sure I target these people correctly, making sure they are fully aware of the show.

I am feeling much more comfortable at this point with the marketing plan. The contacts have been made, and my ducks finally seem to be in a row. My sponsors for the show include Jones Soda, *Metro Pulse*, and 90.3 The Rock. Today I was able to send out an e-mail to my committee members to update them on my progress (specifically regarding these sponsors).

Jones Soda has eagerly agreed to participate as a sponsor for the June 17 show. Jones Soda is a brand that appeals to the targeted demographic of this show. This alternative soda brand even has an additional website, aside from their main company website, called My Jones Soda Music. This website supports local, regional, and national independent music scenes. MyJonesSodaMusic.com asserts that "Local scenes help breed creativity and a strong sense of loyalty. Music is something that will always pull people together and Jones Soda wants to create a home for music lovers." The demographic for this particular show shows a strong loyalty to this brand. Having Jones Soda as a sponsor and visible on all publicity and at the show (passing out free Jones Soda product) will add hype and credibility to the event.

*Metro Pulse* is Knoxville's number one alternative newspaper. This weekly publication is what most turn to in order to see what entertainment events are happening around town. *Metro Pulse* sponsors local events that seem to be of value. I wanted to make arrangements *with Metro*



*Pulse* for some ad space. In exchange for placing them as a sponsor, thus including their logo on all publicity, they have given me a grand deal. After a lot of going back and forth via e-mail and much negotiation, Russell Smith, *Metro Pulse* advertising associate, and I decided on a final deal. *Metro Pulse* will give me two 1/4 page ads with color for a total of \$300. This is cheaper than a non-profit rate with a sponsorship deal. One ad will run in the June 9 edition and one will run in the June 16 edition. I have e-mailed him the poster, and now I am waiting on the ad proof.

90.3 The Rock has agreed to be a sponsor as well. This station plays each bands' music featured in the show. This was the obvious choice for radio sponsorship and advertising. They support local music more than any other station in town. I have yet to meet with Benny Smith, station manager, to go over the specifics of our deal. Our meeting is scheduled for tomorrow, June 1. I look forward to working with Benny and 90.3 The Rock once again.

I ran into Randall Brown, an entertainment writer for the *New Sentinel*, this weekend. He gave me his card and expressed a great deal of interest in doing a write up on the show. This is exciting.

As much as things are coming together there is still so much work that lies ahead. I remain in contact with the bands, Lenore at Blue Cats, and sponsors. I have to be available to ask any questions and follow up with everyone to make sure they are doing their part. It is an exhaustive process at times, but the feeling of success on the evening of the event is extremely rewarding.

June 1, 2005

Journal,

Today has been a great day. I met with Benny Smith from 90.3 The Rock at 11am this morning. We have worked up a great deal for the June 17 show. Benny has, basically, agreed to give me a package with a realistic value of about \$500-\$600 for \$200. I will have a two-for-one deal for on-air spots advertising the show. The spots will feature all information regarding the show (bands featured, location, time, sponsors). The spot will also highlight select pieces of songs from the bands. I will have at least 40-50 spots between the hours of 7am and 7pm with an estimated 20-30 more during overnights. The usual cost per spot is \$10.00. I am also guaranteed at least twenty 30-second liners read by the DJs on-air advertising the show. Each liner is usually \$7.50 each. The station will also be giving away 15 pairs of tickets over the air. Each bands' music will be bumped up in rotation, thus enabling the DJs to talk more about the bands and the upcoming show. The station will do a live in-station interview with Perfect Orange the day of the show. Matgo Primo will come into the station as well to do a live interview and play a couple of songs. I am confident that I have secured a successful package for the show. The spots are set to air on June 6. They will run through June 17. Benny asked me to check on a few things for him, including whether or not The Rock can emcee the event and a direct contact for Matgo Primo.

I spoke with Lenore today in regards to a few questions that I had. I thought it would be wise to check with her on the 15 pairs of ticket giveaways, load-in/sound check times for the bands, The Rock's emcee request, and if she needed me to fax her the bands' stage plots. I also informed her of the deal I set up with 90.3 The Rock. She seemed pleased.

Then, I e-mailed Benny to let him know that The Rock could emcee the event.

I also sent an e-mail to Randall Brown from the *News Sentinel*. I decided to contact him to remind him of our meeting this past weekend and to thank him for giving me his card and showing interest in the June 17 show. I informed him that I hoped to have a formal press release to him soon.

June 2, 2004

Journal,

The first part of my day was spent catching up on various e-mails regarding the show. I sent Benny Smith Matgo Primo's information as well band load-in times. I am hoping that this will help him in setting up interview times on June 17 for the bands. Today I also spoke with Ben Altom of Perfect Orange and Greg Eisinger of Matgo Primo. I like to stay in close contact with the bands. I think it is important to create a feeling of friendly, open communication. That way if a problem arises, we will all know soon enough. I also like to tell the bands about how all the promotion is going for the show, who is involved, etc. I gave Matgo Primo and Perfect Orange a "heads up" on the in-station interviews that we will be setting up with 90.3 The Rock. I asked Matgo Primo if they would mind promoting the show by hanging up some of their band posters with the June 17 information displayed. I will have specific posters advertising the show. However, the more posters we have out there, the better.

Speaking of posters, I spoke with Downtown Copy Center this afternoon, and then e-mailed them an electronic file of the poster design. I went to meet with them around 2p.m. to discuss the specifics of my order. I got 1,000 handbills in orange. The handbills are great to pass out at crowded events, like Sundown in the City. They are also handy to place on car windshields. I placed an order for 350 11x17 posters in emerald green, daffodil, and orange. I also asked for 10 true to the design color posters in the 11x17 size. The total for the order came to about \$57.00. If I decide that I need more of anything, they will have the design on file. We agreed that I would pick up the handbills later this afternoon, so that I could begin passing them out at Sundown in the City this evening. The rest of the order is scheduled to be ready tomorrow.

When I got home from Downtown Copy Center, I was happy to have received a couple e-mails from Benny Smith. He was pleased to see that I gave Matgo Primo his contact information as he spoke with them and made arrangements to receive their latest CD to play over the air. They are also arranging for their interview time on June 17. Benny then sent me an e-mail stating that he was going to go ahead and have the spots begin airing this Friday! The DJs are going to begin promoting the show on air as well! This is great news! The ball is rolling!

Before I headed to work, I swung by Downtown Copy Center to pick up the handbills. They were ready to go as promised. I was in a bit of a hurry, so I quickly glanced over them, agreed with Kenny (manager of Downtown Copy Center) that they looked great, and headed out. As I was walking to my car though, I realized that it was very difficult to see the "90.3" in the 90.3 The Rock logo. It is important to have this logo clearly printed, as they are one of the main sponsors of the show. I decided to call Kenny on my way to work. I described to him what my issue was, and he told me that he had actually not even noticed that mess-up himself. I said that I was eager to begin passing these out and would like to still give some out this evening. He assured me that was fine, and we could fix this problem with the logo. We spoke about the fact that since the background of the poster is originally quite dark, we lost a generation in the process of printing the handbills. Therefore, part of the design is coming out a little dark, especially the band photo (featured on the bottom of the poster). I told Kenny that as far as the handbills go, it was OK by me to go ahead and take the picture out as long as we can fix the layout proportions once it was removed. He agreed that he would tinker with it, and we will discuss it more when I come by tomorrow afternoon.

My plan was to pass out handbills downtown as soon as I got off work. Then around 8p.m., I glanced out into the mall parking lot and saw that it was pouring down rain. My plan was squashed.

Tomorrow I plan on definitely going back down to Downtown Copy Center and contacting Russell Smith from the *Metro Pulse*. These are my priorities.

June 3, 2005

Journal,

My day started by answering a few e-mails and making phone calls. Benny Smith asked me to check with Blue Cats to see if they would add 90.3 The Rock as the “presents” station on Blue Cats’ *Metro Pulse* ads. I promptly called Lenore, and she said that would not be a problem. I then asked her if we could go ahead and put the Jones Soda logo and the *Metro Pulse* logo on there as well. She responded by saying the ad spot was quite small but would see what she could do for next week.

I e-mailed Russell Smith at *Metro Pulse* to make sure everything was in place with the ad. He responded by saying that everything was set to begin next week.

Before work, I went back to Downtown Copy Center to pick up the rest of my order and the new handbills. The posters look great as well as the new handbills. Kenny told me that I could just keep the other ones he printed. He said that they would just throw them away, and he thought that perhaps I could put them to some good use. I was pleased that he offered. I paid for the order, which totaled \$62.82.

June 6, 2005

Journal,

This weekend I spoke with Chris King, of Jones Soda, to go over the pick up of the Jones merchandise (he will be out of town the day of the event).

I also saw my ad in the newest edition of the *Metro Pulse*. I was completely surprised. It looked great, but was wondering how and why it got in there this week. This morning I opened an invoice from *Metro Pulse*, which charged me \$150 for a June 2 ad. I contacted Russell and he told me that he made a mistake and accidentally is in this week's issue. He instructed me to pay the invoice and he will send me another with the difference from our original deal. The ads will still appear in the June 9 and June 16 issue as planned. I just scored an extra week.

Early this afternoon I went to the bank to deposit my project money. After making my deposit, I was extremely happy when I heard the spot for the show on 90.3 The Rock. It sounds great! I e-mailed Benny Smith and thanked him for doing such a wonderful job with it. I also told him that I would be by the station in the next couple of days to bring by the check.

The rest of my afternoon was spent hanging posters. I was able to tackle much of campus including Hess Hall, International House, Hodges Library, Humanities, Art and Architecture, and the Music Building. I stopped by McKay's off Kingston Pike, but found that they are no longer located there. However, I did make it out to Cat's Music and Borders.

This evening, after work, I completed my formal press release. I will be sending this out to various media outlets. I look to a press release model for guidance when writing my own press releases. I enrolled in a course called *PR 270* my sophomore year. This course proved the significance of public relations and taught the students various skills and tools needed in order to be successful in the field of public relations. In this course, one of our assignments was to write



a fictional formal press release. This press release was heavily critiqued. All students were to correct it until it was perfect. I wrote it on a music event that was coming to campus. This as the model I use for the appropriate form of a formal press release. During my internship for AC Entertainment, I also wrote several press releases for them. I then discovered the importance of a press release, who it is sent to, and why. Press releases explain all the pertinent information regarding an upcoming event. They are meant to be clear and concise, but attention grabbing as well. They should be sent out to various media outlets, including newspapers, weekly publications, television stations, radio stations, etc.

June 7, 2005

Journal,

This morning began by sending out the press release to contacts at the *New Sentinel*, *Daily Beacon*, *Metro Pulse*, and Live at Five. With each press release, I also attached a promo photo of Perfect Orange and the event poster. I also sent information to the Calendar Listing department at *Metro Pulse*.

I got off early from work this afternoon, so I was able to finish hanging up flyers around the most important spots on campus. I also walked up and down the strip, hanging flyers at several businesses including Pluto Skate Shop, Whatever, Hibachi Factory, Sunspot, Stephanos, and King Cleaners. Pluto Skate Shop also allowed me to leave some handbills on their front counter. The targeted demographic for the show often shop at this store. Hopefully many will notice the posters and handbills.

I e-mailed the band members of Matgo Primo asking them if they would like me to give them some of the flyers and handbills to hang at their favorite spots. The more flyers we have out there, the better.

June 9, 2005

Journal,

Thursdays in Spring and Summer are big days for music here in Knoxville. Sundown in the City has brought Knoxville music fans to our downtown area each week. I figured that it would be a great time to spread the word about the upcoming show. I drove to downtown Knoxville to work on passing out handbills. With the help of a friend, a lot of ground was covered. We slipped handbills under windshield wipers of over 500 cars and spoke with many others. This type of promotion is tedious, but necessary. "Street Team" activities (i.e. poster, passing out handbills, giveaways, etc.) are how many people find out about your event or the musical act you are supporting. With a decline in many turning to print for news, it is important to grab people's attention in other ways rather than simply placing an ad in a paper. There has to be more. It is important to make the extra effort to bring it to the public's attention.

I also stopped by different markets in the Fort Sanders area to hang posters, including the 13<sup>th</sup> Street Market, Sam's Party Store, and the 17<sup>th</sup> Street Market. I drove by Java in the Old City, but they were already closed for the evening.

June 10, 2005

Journal,

Today I have paid some bills. I wrote a check to *Metro Pulse* for \$150.00. I should be receiving another invoice that will be charging me for an additional \$150.00 which will then total the agreed upon final amount for their services.

I also stopped by 90.3 The Rock today to check in on progress and to pay them as well. I spoke with Tony Farina, the sales manager at the station. He expressed a great deal of excitement and enthusiasm about the upcoming show. He reported to me that the spots for the show were running on a great schedule. He also said that each band's total number of spins had also increased. This will bring more attention to their music, thus (hopefully) pulling in more fans to the show. I made sure to ask about Margo Primo as they were supposed to drop by their newest CD to the station (although completely acceptable, their original is not of the greatest sound quality). Tony said that Matgo Primo most recently reported to the station that they were not finished with their new CD quite yet. They are just about to finish up a few last things in the studio. The band stated that they wanted to get it to 90.3 before the June 17 show. However, I tend to doubt they will make it in time. As I was leaving the check for the WUTK Gift Fund for the amount of \$200.00, Tony gave me a copy of the spot on CD as well as another copy of the contract.

June 13, 2005

Journal,

Besides catching up on various e-mails/phone calls with committee members and such, I sent an additional press release over to the *Daily Beacon*, per Jane Pope, Director of Student Publications. She expressed her interest in the event and said that she would urge for coverage. She also asked what photographers and/or reporters had to do in order to attend the event (i.e. did they need a pass, *Daily Beacon* press credential, student ID). I assured her that I would simply put their names on a list at the door if they would like to attend. They would just need to bring their driver's license for admittance into the show.

I also gave Lenore a call today to touch base with her. I had to leave her a message, but told her that I wanted to see if there was anything that she needed, or if she knew of anything that needed to be done, etc. Since it is the week of, I would like to go ahead and tie up any loose ends, and just make sure we are all fully aware of what is ahead of us.

June 14

Journal,

Today I headed out to West Knoxville to cover some ground and hang up posters. I went to five different public parks, one marina, three stores (River Sports, Blue Ridge Mountain Sports, and Disc Exchange West), restaurants (Tijuana Taco and Moe's Mexican Grill). I was turned down at Weigels, Pizza Kitchen, and a coffee shop. It was a long, hot day. However, I feel like I have now reached more people.

Jane Pope was in touch with me today as well. She asked me to please add a photographer from the *Daily Beacon*, Zachary Zoeller, to the list for June 17. He confirmed that he is going to attend the show. Jane also commented that she hopes to have a writer's name as well very soon.

Today I sent another press release to Live at Five. I am going to call them tomorrow and wanted to make sure that they will have another press release available to review if needed. I also wrote a little blurb about what the press release was regarding and that the band would like to return to (as they have been there for an in-studio interview before) the studio to talk about the concert and their first national tour.

I also spoke with Perfect Orange today. They are on the road but headed back to town. They are making it in a few days ahead of schedule and are anxious about the show. They said that they are eagerly awaiting a good show at home. Life on the road was not peaches and cream for them as far as show attendance and accommodations go. I am happy that they are looking forward to it, and I hope they are pleased with the outcome of the event. High School Football

Heroes will be in town early as well. They anticipate them on Thursday while Perfect Orange will be in town tomorrow.

June 15, 2005

Journal,

Today I put posters up around the Fort Sanders area. I put them up on telephone poles, covering many blocks. This is an "attention getter", however posters often get taken down off of the telephone poles, so I decided to wait until right before the show and press my luck.

I went down to the Disc Exchange South today to hang an additional two posters. I then headed down to the Old City. I went to Java to hang a poster on their bulletin board, which sits in their windowsill facing the street. I then went to Blue Cats to drop off a few posters for them to hang around the club and talk with Lenore.

I wanted to sit face to face with Lenore to go over final thoughts regarding the show. I basically updated her on all that was going on, including a reminder that both Perfect Orange and Matgo Primo would be in the 90.3 The Rock Studios prior to the show. We went over once again how the money was spent, since Perfect Orange mentioned something to her about guarantees (meaning money guarantees, separate from the profit at the door). I went over the numbers with her, and she was pleased. She wanted to make sure that a good deal of the budget was spent on promotion and such rather than band guarantees. I went over timing for the day of the show, production needs, etc. I also asked her if Blue Cats had any extra tables. I am envisioning setting up a table for Jones Soda at the event. She suggested that Jones Soda bring their own separate tables as Blue Cats only has one that they let the bands use for merchandise. She said that from time to time, they occasionally have a few more floating around, but it may not be wise to count on that. She also suggested that I think about having Jones Soda set up in the courtyard in order to take advantage of the Blue Cats and Tonic people flow. I agreed that was a good idea.



When I got back home I made a few calls. I called Live at Five first. I spoke to a couple of different people explaining my interest. I was finally forwarded to the producer's voicemail. I left a detailed, attention grabbing message. I hope to get a response, however I would not be surprised if they decided that it did not quite fit into their programming format. I also gave Randall Brown from the *News Sentinel* a call. On his voicemail, I told him that I wanted to touch base to make sure that he had received my press release, and I would be happy to answer any questions he may have or provide him with any additional information regarding the June 17 event.

I also sent Benny Smith from 90.3 The Rock an e-mail. It has been a couple days since we last communicated, and I wanted to make sure that everything was all squared away with him, the station (their presence at the show – what and when, ticket giveaways), and the bands' interviews.

I spoke with Chris King, field marketer for Jones Soda. We discussed the pick up arrangements for the Jones Soda product. I am to go to a storage unit and pick up all that I need. He gave me that unit address, number, and code. He also informed me that he had to take all of his barrel coolers with him out of town. He believed that Blue Cats had some, but was not certain.

After getting off the phone with Chris, I immediately called Lenore to address the cooler situation. I had to leave her a message, but she soon got back to me reporting that she had me covered with the coolers.

I also spoke with Ben Altom of Perfect Orange. He commented that he had seen posters all over the Fort Sanders area and was very excited about that. We also made plans to meet, pass

out handbills, and hang up posters in Market Square tomorrow at Sundown in the City. High School Football Heroes will be in town and helping as well.

June 16, 2005

Journal,

I received an e-mail from Benny last night. All is good in the land of 90.3 The Rock. He let me know that Perfect Orange is scheduled to come into the studio at 4p.m. and Matgo Primo at 5p.m. He also reported that the concert ticket giveaways were going fast, which is a great sign. Two staff members will be coming down to Blue Cats late afternoon/early evening to hang up some 90.3 The Rock banners. The Rock will also be providing an emcee for the evening.

I met up with some of the Perfect Orange and High School Football Heroes band members this evening around 6p.m. to head to Sundown in the City. We were armed with hundreds of handbills and quite a few posters. The guys disappeared into the crowd to promote the show and pass out handbills while I covered the grounds and hung up all of the posters. I hung them up on store windows, light posts, port-o-potties, sides of beer trucks, and the *Metro Pulse* tent. The handbills were successfully distributed, and the guys had great reports on what people had to say about the upcoming show. The band members seemed pleased, as they believed so many already knew about the show and/or have already made plans to attend.

The rest of my evening was spent getting to know some of the band members and talking business. It was a fun evening.

June 17, 2005

Journal,

Well, today was the big day. The day started out surprisingly calm. I felt as though I should have been feeling frantic and the complete opposite of calm. I spoke with Ben Altom first thing in the morning to go over the day's plans. He told me that if I decided to go ahead and get all the Jones Soda product early in the afternoon, he would be happy to help me. After some thought, I decided that I would pick up later in the evening (somewhere between 6-6:30pm).

I met Perfect Orange at the 90.3 The Rock studio. I asked Benny Smith and Tony Farina if it would be possible for me to get some recordings of the interviews. They were able to find a minidisc. They said that they would record on the minidisc then transfer it to a CD for me later.

I thought that Perfect Orange had an energetic, fun interview. They told stories from the road and talked about the big show. The station played a couple of the band's songs from their latest album as well. Perfect Orange also gave a big "thank you" to me over the air. I really appreciated that.

Soon after Perfect Orange's interview began, Matgo Primo band members started to arrive. They began to assemble their gear and set up for their interview and set. Station employees seemed excited with all the buzz and excitement in the station. Both bands crowded the studio and employees were rushing around to get the sound quality for the Matgo Primo set just right.

Matgo Primo was on soon after Perfect Orange finished. Again, I thought we had another great interview. The band also sounded wonderful playing live over the air. I was quite impressed with the sound quality.

After that station visit, I headed down to Blue Cats. Perfect Orange was already there loading in their equipment. Almost immediately, I got a complaint that a vehicle was parked in the band-loading zone. Lenore instructed us to have it towed. After going to Barley's across the street to inform them of the situation, I called Jim's Tow Truck Company. Afterwards, I checked back in with the band to make sure they were kosher.

I then introduced myself to all the Blue Cats staff that was present at the time. Next, I began to examine the site and figure out where it would be best to set up the Jones Soda area. A staff member at Blue Cats helped me set up a table underneath a tent area just left of the door to the club. The area was lit, and it was a good spot for catching both Tonic and Blue Cats customers. I then asked about the barrel coolers. Two Blue Cats staff members informed me that they did not know what I was talking about. They said that the coolers had to be in the artist area, backstage. I told them that I spoke with Lenore, and she said that it would not be a problem. I went back stage to see what I was working with. There were two barrel coolers and one large cooler. I simply asked Perfect Orange if they would mind sharing the larger cooler with High School Football Heroes. They looked at me as if I was crazy and said, "Uhh...Amanda...of course we don't mind." I figured they would not, but I still had to check. With assistance, I moved both of the coolers to the Jones Soda area.

I stayed around a bit to make sure that all the bands arrived at the club and that sound checks were going smoothly. I then left to go pick up the Jones Soda products. On my way, I received a call from someone with Jim's Tow Truck Company. They told me that they did not see a truck that fit the description of the one I gave to them. I told them that I just left the club moments earlier and it was still there. They said they would send another driver over to the location. I then called Ben Altom to update him on the situation.

All went well in regards to gathering up all the Jones Soda product. I picked up t-shirts, trucker hats, bumper stickers, and cases of soda. When I returned to the club, the truck parked in the band-loading zone was gone. The owner apparently moved it. I then moved on to set up the Jones Soda area with my volunteer who was going to be operating the table for the night.

There was a bit of down time, and then my next task was to see what the band needed as far as hospitality was concerned. I used about \$30.00 on hospitality expenses.

Time was flying by and it was almost 9p.m., time for the doors to open. I spoke with Mel, who works the door, in regards to the list. I wrote all my guest names and Perfect Orange's guest names as well on a master list. Mel was very friendly and intrigued when I described my project to her. She was also very happy to see that Jones Soda was involved with the event, as she is a big fan of theirs.

Nine o'clock quickly rolled around, and the people began to flow in. Most of my time was spent walking around, checking in with the bands, checking in with the Jones Soda volunteers, taking pictures, and speaking with guests. All was going very smoothly.

Matgo Primo hit the stage around 10:00p.m. This eclectic band played a very entertaining set. The sound engineer commented on how much he liked them, which is apparently a very rare occurrence. Next up was High School Football Heroes, who seemed to have the largest, most lively crowd. They played a great set. Finally came Perfect Orange. I think they were happy to be back home on stage, and it showed. They played great!

Afterwards when the bands were wrapping up, I followed Danny (Blue Cats operating manager) to the Blue Cats office to financially settle the show. This was definitely something new for me. I have worked on numerous concerts in the past, but never personally dealt with the money, since they were all UT Student Activities events. Danny handed me a settlement sheet

that included sales information, guest totals, and the divided money between the club and the artists. The club got 30% and I received 70% (which I in turn split among the three bands).

After paying the bands, I spoke with Ben Altom about the show. He thought it went well. We both expressed our sentiments about hoping for a larger crowd, but believed we did quite well considering the circumstances (having the show the evening after Sundown and during summer vacation). It was estimated that we had between 150-160 attendees, which is not bad at all. Moreover, everyone in attendance was enjoying the music and having a great time. The bands were extremely pleased with the outcome, and I received many thanks from all of them.

I also spoke with Michael Grider, music director for 90.3 The Rock. He commented that the Ska audience is generally on the smaller side. He believed that it was a shame that these hardworking, determined, and talented bands simply draw a smaller crowd in comparison to many bands that are more mainstream. However, he said that he and the station were very glad to be a part of the event, and he was impressed with how smoothly it all went.

Jones Soda was a huge success. At certain points in the evening, I looked out into the crowd in the courtyard and saw 3/4 of the people with a Jones Soda can in their hand. The free merchandise went so fast. I am elated that they had a great response and were involved in the event.

The night was drawing to an end. High School Football Heroes had to get on the road. They were scheduled to drive to Rhode Island through the night. When looking around, it seemed as though we were all exhausted. After some final good-byes, I packed up and headed home with feelings of success.

Appendix ii

E-Mails



-----  
**Date Sent:** Wednesday, March 02, 2005 01:00 PM

**From:** Ben Altom <bigben@perfectorangemusic.com>

**Add to Address Book**

**To:** apittmal

**Subject:** june 17

**Status:** Urgent New

amanda...here is a list of bands i am thinking of for the june 17th show...and some more information at the bottom

high school football heroes: [hsfootballheroes@tmail.com](mailto:hsfootballheroes@tmail.com) (Jason) \$100

SGR: [sgr1@hotmail.com](mailto:sgr1@hotmail.com) (Dave) \$100

I Voted for Kodos: [info@iv4k.com](mailto:info@iv4k.com) (Rick) \$200

Suburban Legends: (Kevin Gunthar @ Lucky Artist Booking  
[kevin@luckyartistbooking.com](mailto:kevin@luckyartistbooking.com)) \$200-\$300

The Toasters: [ari@degy.com](mailto:ari@degy.com) (Ari @ Degy Booking) \$800-\$1200

Big D and the Kids Table: (Kevin Gunthar @ Lucky Artist Booking  
[kevin@luckyartistbooking.com](mailto:kevin@luckyartistbooking.com)) \$300-\$400

Catch 22: (Jeremy Holgerson @ The Agency Group  
[JeremyHolgersen@theagencygroup.com](mailto:JeremyHolgersen@theagencygroup.com)) \$700-\$1000

Mass Hysteria: (Alex Stern [AlexGStern@hotmail.com](mailto:AlexGStern@hotmail.com) AND [Alexgs1@aol.com](mailto:Alexgs1@aol.com)) \$300-\$500

ideally we can have 4 bands...Perfect Orange and 3 others...if it was my pick I would have Mass Hysteria (if you get mass hysteria i will love you forever, they are some of my best friends in the world, and they can hardly ever come down to play, plus they are Heather's favorite ska band), The Toasters (my favorite band and great friends), and High School Football Heroes (which shouldnt be a problem, they love playing here, and our basically our brothers)...

Lenore has a hold on June 17...if you want to contact her, her email is [bluecatsgirl@yahoo.com](mailto:bluecatsgirl@yahoo.com) ...Perfect Orange will need \$200-250 that night...like i said before if for some unforeseen reason we lose blue cats to a national act there needs to be a back up plan, i will let you get that together...

i know this is your project so i am going to give you all this info and let you roll with it...if you need any help or have any questions let me know...once you get the bands booked i can give you some contacts as far as advertising and sponsors and promotion goes...

lastly, just so you know if ska weekend goes as planned, and i make the money i am planning to make i am planning to propose to heather at this show...no one knows that

yet, but that is the plan (i wouldnt tell anyone yet cause it really depends on my profit from ska weekend whether or not i can)...so the bigger and better this thing is the cooler it will be...

i think that is all let me know if you have any questions...thanks so much for the help, this will make my life easier since i wil be on the road the entire month before this show bigben

\*\*\*\*\*

Ben Altom  
University of Tennessee - Commercial Music Management  
Perfect Orange - Management/Brass  
<http://www.perfectorangemusic.com>  
<http://www.skaweekend.com>  
[knoxska@esper.com](mailto:knoxska@esper.com)  
(865) 603-0048

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Secure mode active.  
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-----  
**Date Sent:** Tuesday, April 12, 2005 11:22 AM  
**From:** Lenore Kinder <bluecatsgirl@yahoo.com> **Add to Address Book**  
**To:**  
**Subject:** RE: FWD: proposal funding  
**Status:** Urgent New

I think so...  
*apittma1* <*apittma1@utk.edu*> wrote:

Hey Guys,  
 Below is the amount of \$\$\$ the program has decided to give me...  
 Should we set up another meeting to discuss some options?  
 Thanks,  
 Amanda

>===== Original Message From Christopher Craig =====

Dear Amanda,  
 I cannot provide the full funding that you requested for your most recent proposed project.  
 Having consulted with several individuals, including our money people, I can offer to disburse from the College Scholar Excellence Fund \$800, or about one third of the \$2300 that you have requested.  
 Disbursement of these funds is contingent upon the completion of form A, the project proposal, with the requisite committee signatures.  
 I copy this to your Mentor to keep him fully informed of where we are.

Please keep me posted.

Cordially,  
 Dr. Craig  
 Christopher P. Craig  
 Lindsay Young Professor of Classics  
 Director, College Scholars Program  
 Dept. of Classics/11101 McClung Tower  
 University of Tennessee  
 Knoxville, TN 37996-0413  
 phone 865 974-2723  
 fax 865 974-7173  
 email ccraig@utk.edu  
 Blue Cats  
 PO Box 3776  
 Knoxville, TN 37927

(865)544-4300  
Fax:(865)544-4303  
www.bluecatslive.com

-----  
Do you Yahoo!?  
Yahoo! Small Business - [Try our new resources site!](#)

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Secure mode active.

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-----  
**Date Sent:** Friday, May 27, 2005 01:20 PM  
**From:** Russell Smith <russell@metropulse.com> **Add to Address Book**  
**To:** apittma1  
**Subject:** RE: Blue Cats Show  
**Status:** Urgent New

No, you rock. \$300 will work. I can still do color for both. Send me the poster and I will work up an ad.

Russell

----- Original Message ----- From: "apittma1" <apittma1@utk.edu>  
 To: "Russell Smith" <russell@metropulse.com>  
 Sent: Friday, May 27, 2005 12:13 PM  
 Subject: RE: Blue Cats Show

Hi Russell!

Well, looks like we could do 300 flat. Do you think we could just minus the color one of the weeks to get that rate? I have a poster designed already that you guys could use for the ad (if the dimensions work), if not we can get something else over to you so that your design department does not have to worry about anything.

Whatcha think?

You rock!

Thanks,  
 Amanda

>>===== Original Message From Russell Smith <russell@metropulse.com> =====

It would be more effective if you did it for two weeks like Volapalooza.  
 Could you afford it if you did 2 weeks at \$175 ea?

Russell

>>----- Original Message -----  
 >>From: "apittma1" <apittma1@utk.edu>  
 >>To: "Russell Smith" <russell@metropulse.com>  
 >>Sent: Wednesday, May 25, 2005 3:51 PM  
 >>Subject: RE: Blue Cats Show

Hey Russell!

Would it work if we only did the \$175 1/4 page deal the week of. Our budget is slim, but still want to do something. Let me know! Have a good one!

Amanda

>>> ===== Original Message From Russell Smith <russell@metropulse.com> =====  
How bout this----

2 weeks out -- \$175 for a 1/4 page (1/8 page price)  
week of event-- \$335 for 1/3 page (1/4 page price)  
both with free spot color--

All we want is our logo as a sponsor.

What do you think?

Russell

>>>>----- Original Message -----  
>>>>From: "apittma1" <apittma1@utk.edu>  
>>>>To: "Russell Smith" <russell@metropulse.com>  
>>>>Sent: Monday, May 23, 2005 5:17 PM  
>>>>Subject: RE: Blue Cats Show

Howdy~

Well, I think I could spend about 500 on these ads. Two weeks would be awesome, but the budget is tight. Maybe I could do a smaller ad two weeks from the event and then a 1/3 page the week of. ??? Whatcha think?

I haven't heard of that band. I will check them out for sure.

- A

>>>>>===== Original Message From Russell Smith <russell@metropulse.com>

The non-profit rate for 1/4 page is \$335. For that price, I can give you a 1/3 page ad with free spot color. Are you thinking of running it for 1 or 2 weeks? I miss the summer breaks in school. Maybe I should go back to grad school or something. I saw Built to Spill in Nashvegas last night. If you havn't heard them you should check them out.

Russell

>>>>>----- Original Message -----  
>>>>>From: "apittma1" <apittma1@utk.edu>  
>>>>>To: "Russell Smith" <russell@metropulse.com>  
>>>>>Sent: Monday, May 23, 2005 2:48 PM  
>>>>>Subject: RE: Blue Cats Show

Hmmm...guess its not officially summer yet. In my book it is...done with class!!! :) Who did you see in Nashvegas?

What would that rate be again? That will probably work!

Thanks,

A

>>>>>>===== Original Message From Russell Smith <russell@metropulse.com>

Que Pasa with you?

Its summer? Just kidding. I went fishing on Saturday and it was nice, and I went to Nashville to see a band last night.

I can offer you a sponsorship like the one we worked out for Volapalooza. I think ya'll paid for a 1/4 page at the non-profit rate, and we upsized the ad and gave you free color? Let me know if you would be interested in something like that.

Thanks,  
Russell

>>>>>>----- Original Message -----

>>>>>>From: "apittma1" <apittma1@utk.edu>

>>>>>>To: "Russell Smith" <russell@metropulse.com>

>>>>>>Sent: Monday, May 23, 2005 2:19 PM

>>>>>>Subject: Blue Cats Show

Que Pasa Russell!

Hope you are doing well! Its summer time...that's always a good thing! :)

I am the promoter for a show at Blue Cats on June 17th. This is going to be Perfect Orange's (the Southeast's finest Ska band) big homecoming show. The show will also feature High School Football Heros and Matgo Primo (winner of UT's 2005 Battle of the Bands). We have 90.3 The Rock on board for the show as well as Jones Soda. It should be a great event.

I wanted to touch base with you to see if Metro Pulse would be interested in being a sponsor as well. I know Snuckles is a big fan of Perfect Orange as well! I hope we can work something out! Get back to me when you get a chance!

Thanks,

Amanda

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Secure mode active.  
-----

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-----  
**Date Sent:** Monday, June 06, 2005 01:45 PM  
**From:** Russell Smith <russell@metropulse.com> **Add to Address Book**  
**To:** apittma1  
**Subject:** RE: Blue Cats Show  
**Status:** Urgent New

Yes -- it is the season for weddings. I don't realize how many friends I have until the invitations start every year about this time. Sorry for the confusion about your ad. I ran it by mistake last week. Just pay that invoice and the one you'll get for this week. I will run it the 16th at no charge. Anyway -- I'm an idiot. You get 3 ads instead of 2 as a bonus.

Russell

----- Original Message ----- From: "apittma1" <apittma1@utk.edu>  
 To: "Russell Smith" <russell@metropulse.com>  
 Sent: Monday, June 06, 2005 12:32 PM  
 Subject: RE: Blue Cats Show

Hey Russell,

Hope you had a nice weekend! 'Tis the season for weddings...I attended one on Saturday. It was a good time. However, I had to work the next morning which was not so much fun.

I saw the ad in MP this week. Looks great! I am a little confused though. I thought we had decided to run it on the 9th and the 16th. I received an invoice as well for the June 2nd ad for \$150.00.

Let me know what's up when you get a chance! Have a good one.  
 Amanda

>>===== Original Message From Russell Smith <russell@metropulse.com> =====

Everything is good. The ad will be in next week!

Thanks,  
 Russell

>>----- Original Message -----  
 >>From: "apittma1" <apittma1@utk.edu>  
 >>To: "Russell Smith" <russell@metropulse.com>  
 >>Sent: Friday, June 03, 2005 2:52 PM  
 >>Subject: Blue Cats Show

Hey there Russell!!!



Hope you are having a fabulous Friday! I just wanted to touch base with you and make sure everything was all good with the poster design and ad space.  
Talk to you soon!

-Amanda

-----  
Secure mode active.  
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Appendix iii

Press Release

90.3 The Rock, Metro Pulse and Jones Soda Present:  
**Perfect Orange with High School Football Heroes and Matgo Primo**

Contact: Amanda Pittman  
Promotion Representative  
Phone: (865) 740-7520

**FOR IMMEDIATE RELEASE**

**KNOXVILLE, Tenn. (June 6)-** 90.3 The Rock, *Metro Pulse*, and Jones Soda is proud to present Knoxville's own Perfect Orange with High School Football Heroes and Matgo Primo on June 17 at Blue Cats. Doors will open at 9 p.m. Tickets are \$5.00. This is an 18+ show.

We saw them play to over 1,300 adoring fans at Ska Weekend 2005, the Southeast's largest ska music festival. What better way to welcome home Knoxville's finest ska/rock band, Perfect Orange, from their first national tour than packing the house at Blue Cats on June 17? Perfect Orange launched their first national tour May 16. They are covering the country from Los Angeles, CA to New York, NY. Perfect Orange has been spreading their unique cross between ska music and rock and roll for over three years. Backed by moving vocals and gripping guitar, trumpet, sax, bass, and drums, they are now in their strongest state ever. With their powerful sound and energetic stage show, this band creates an experience any music enthusiast will enjoy.

Joining Perfect Orange on June 17 are High School Football Heroes and Matgo Primo. High School Football Heroes is dubbed as one of New York's hottest and fastest rising ska bands. This group, known for their dual vocals and tight horn lines, add to make an unbeatable show. Matgo Primo, winners of UT's 18<sup>th</sup> Annual Battle of the Bands, is an eclectic band with an increasingly growing fan base. Matgo Primo has a stage presence comparable to no other in Knoxville. Adorned in costume during each performance, this band never fails to captivate their audiences with their unique New Wave, indie-pop sound.

"Perfect Orange is so excited to come home to Knoxville and play for our supportive fans as the conclusion to our first national tour. This show's high energy line-up will not disappoint," said Ben Altom, Perfect Orange trumpet player and band manager.

[www.perfectorangemusic.com](http://www.perfectorangemusic.com)

[www.highschoolfootballheroes.com](http://www.highschoolfootballheroes.com)

[www.matgoprimo.com](http://www.matgoprimo.com)

###

Appendix iv

*Metro Pulse* Advertisements and Clippings

**\$2,000 in Cash & Prizes**  
**\$1,000 First Prize**  
**Weekly Prizes!**

[www.roxyknoxville.com](http://www.roxyknoxville.com)

531-5616 Kingston Pike at Downtown West Happy Hour 4pm - 8pm

Jimmy Logan

6pm-9pm

**Fri/Sat:**  
 1/2 price beer,  
 liquor & wine  
 4pm-8pm

# PERFECTION

The New EP  
**ON SALE NOW!**

**Friday June 17**

**Blue Cats 9PM-11PM**

**Blue 7 Cats**  
 LIVE

with good friends

**High School Football Heroes**

and

**Matgo Primo**

**90.3 THE ROCK**  
 IT'S COLLEGE OF ROCK • WUTK

[www.perfectionmusic.com](http://www.perfectionmusic.com)

# PERFECTION

The New EP  
**ON SALE NOW!**

**Friday June 17**

**Blue Cats 9PM-11PM**

**Blue 7 Cats**  
 LIVE

with good friends

**High School Football Heroes**

and

**Matgo Primo**

**90.3 THE ROCK**  
 IT'S COLLEGE OF ROCK • WUTK

[www.perfectionmusic.com](http://www.perfectionmusic.com)

**WDVX** plays an Americana mix of:

- BLUES
- WESTERN SWING
- CELTIC
- BLUEGRASS
- WORLD MUSIC
- FOLK
- CLASSIC COUNTRY
- ALTERNATIVE COUNTRY
- OLD TIME MOUNTAIN MUSIC
- LOCAL AND REGIONAL ARTISTS

**WDVX • 301 South Gay Street • Knoxville, TN. 37902**  
 Phone: (865) 544-1029  
 (WDVX.COM)

# Perfect Orange

The New EP  
ON SALE NOW!

Friday June 17

Blue Cats 9PM, \$5

Blue 7 Cats  
LIVE

with good friends:

High School Football Heroes  
and  
Matgo Primo

METRO PULSE JONES 90.3 ROCK  
UT'S COLLEGE OF ROCK • WUTK

www.perfectorangemusic.com



*King for a day.*

Join us for Father's Day.

- Reservations Accepted
- \$2 off Martinis Every Wednesday

106 Major Reynolds Place - Knoxville, TN 37916  
Knoxville, TN (865) 584-5510

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www.bestitalianusa.com



**SMOKY MOUNTAIN  
HARLEY-DAVIDSON & BUELL**

the riders destination

*\*We Buy Harleys*



Located: US 321 in Maryville | phone 865.977.1669

FRIDAY  
JUNE 17  
DOORS  
9 PM



# PERFECT ORANGE

WITH MATGO PRIMO AND  
HIGH SCHOOL FOOTBALL HEROES **98.3 ROCK**

SUNDAY  
JUNE 19  
DOORS  
9 PM

# Sanchus

KNOXGOTHIC.COM PRESENTS

DJ ARKADY  
DJ BONE  
DJ MICHAEL XI

FRIDAY  
JUNE 24  
DOORS  
9 PM

# nonpoint

FREE GIVEAWAYS AT ROCKCONFIDENTIAL.COM!

WITH SHADOWWAX AND DECONSTRUCT



SUNDAY  
JUNE 26  
DOORS  
8 PM



# SLEEPYTIME GORILLA MUSEUM

WITH ARTVANDALAY  
AND DJ ARKADY **98.3 ROCK**

MONDAY  
JUNE 27  
DOORS  
7:30 PM

# THEORY OF A DEADMAN

WITH SPECIAL GUESTS  
SCUMMERSED  
AND BREAKING POINT



TUESDAY  
JUNE 28  
DOORS  
8 PM



# REVEREND HORTON HEAT

WITH THE LEGENDARY SHACK SHAKERS **98.3 ROCK**

WED  
JUNE 29  
DOORS  
8 PM

# CITIZEN COPE

River  
98.3 ROCK

WITH  
ARDEL  
WRIGHT



FRIDAY  
JULY 1  
DOORS  
7:30 PM



# Denny Diamond AND THE LONGFELLOWS

A TRIBUTE TO NEIL DIAMOND  
WITH THE GHOSTS: A TRIBUTE TO ELVIS  
AND A FREE SHOW WITH THE COVERALLS AFTER DENNY DIAMOND! **98.3 ROCK**

FRIDAY  
JULY 8  
DOORS  
9 PM

# COPPER

WITH LIGION  
AND WATCHING YOU



DON'T MISS THESE UPCOMING SHOWS!  
10 YEARS (ON SALE TOMORROW!) 7.13 • BREAKFAST CLUB 7.22  
FEABLE WEINER, CRUISER WEIGHT, MY EPIPHANY, THE  
LETTERS ORGANIZE, COVINGTON, AND BLACKOUT PACT 7.27  
ZOSO (LED ZEPPELIN TRIBUTE) 7.29

# Blue Cats

125 E. JACKSON AVE. • ACROSS FROM BARLEY'S IN THE OLD CITY

ALL SHOWS 18 AND OVER  
FOR MORE INFO, CALL 541-4300 • UPDATES AT  
WWW.BLUECATSLIVE.COM  
TICKETS ON SALE AT ALL TICKETS UNLIMITED OUTLETS  
TO CHARGE BY PHONE, CALL 656-4444  
ORDER TICKETS ONLINE AT  
WWW.BLUECATSLIVE.COM

Perfect Orange



After a month on the road preaching the gospel of ska to hyperactive crowds during their first-ever national tour, Knoxville's own brass-happy rockers Perfect Orange triumphantly return home to remind us how much we missed them. But there's nothing like your hometown after surviving 100-plus-degree heat, van breakdowns, and other perils of touring, right? For the June 17 show at Blue Cats, PO brings in tow their ska buddies from the Empire State, High School Football Heroes, and UT Battle of the Bands winners Matgo Primo, who are always dressed to impress. Hey, Perfect Orange came all this way for you; the least you can do is pay respects. It's \$5 at the door.

Calendar Section  
June 16, 2005

Appendix v

WUTK Contract



# WUTK FM 90.3

P103 Andy Holt Tower  
Knoxville, TN 37996  
(865) 974-2228  
(865) 974-2814 fax

Advertiser Andrew Pittman

Address 510 14th St. # 203

City Knoxville State TN Zip 37916

Phone 865-740-7524

Fax NA

Schedule of Spots for the month of \_\_\_\_\_

TIME	M	T	W	R	F	S	S
7-9P	X	X	X	X	X	X	X
9-11P	X	X	X	X	X		

Schedule of Programs for month of \_\_\_\_\_

Program Name \_\_\_\_\_

Program Day(s) \_\_\_\_\_

Program Time(s) \_\_\_\_\_

Accept for WUTK-FM

By [Signature]

Date 6/1/05

Date June 1, 2005

Acct. Exec. Tom Evans

Start Date 6-1-05

End Date 6-17-05

MD Track # \_\_\_\_\_

Bill to Same as Advertiser

Accepted by: Andrew Pittman

Spot rate \$ 10.00

Total # Spots 20 ☐ Net

Contract total \$ 200.00 ☐ Gross

Scheduling instructions \_\_\_\_\_

"Blue Coats"

"Perfect Orange" show

Program rate \_\_\_\_\_ ☐ Net ☐ Gross

Total # Programs \_\_\_\_\_

Contract total \_\_\_\_\_

Billing Instructions Will be bringing

check by this week!

Appendix vi

Blue Cats Settlement Sheet



Settlement Sheet

Artist

Perfect Orange

Support

High School Football Heroes & Matgo Primo

6/17/2005

Day of Show

5.00

Guarantee

Deposit

House Nut

Support

Split Percentage

70.00%

	People	Money
Blue Cats Sales	112	\$560.00
Guests	0	
Total Paid	112	
Total Attend	112	
Gross		\$560.00
Tax		9.25%
Net		\$512.59
Split Point		\$0.00
Split		70.00%
Artist Points		\$358.81
Guarantee	\$0.00	
Less Deposit	\$0.00	
Plus Artist Points	\$358.81	
Balance		<u>\$358.81</u>

*Amanda Pittman*

Appendix vii

Receipts and Payments

METRO PULSE  
602 S. Gay Street  
Mezzanine Suite  
Knoxville, TN 37902  
Phone: (865) 522-5399  
Fax: (865) 522-2955

# Advertising Invoice

Amanda Pittman  
UT Campus Entertainment Board  
510 14th Street #203  
KNOXVILLE, TN 37916

Cust#: 01101946-000 80  
Phone: (865)974-5455  
Date: 06/02/05  
Due Date: 07/02/05

Ad#	Text	Start	Stop	Days	Amount	Prepaid	Due
01572290-001	1/4B purple Ska	06/02/05	06/02/05	1	150.00	0.00	150.00

AMANDA J. PITTMAN  
TNDRL99954868  
865-671-8170  
10215 POPLAR GLEN DR.  
KNOXVILLE, TN 37922

Date 6/10/05

1561  
67-448/539 SC  
4506

© 2002 Bank of America, N.A.

Pay to the Order of Metro Pulse \$ 150.00/100  
one hundred & fifty and 00/100 Dollars

Bank of America

ACH R/T 053804483

For 01101946-000 A. Pittman

⑆053904483⑆ ⑆56⑆ ⑆0000015000⑆

CAPRO-00000

We are members of the Knoxville Credit Bureau

Total Due

150.00

# Advertising Invoice

METRO PULSE  
602 S. Gay Street  
Mezzanine Suite  
Knoxville, TN 37902  
Phone: (865) 522-5399  
Fax: (865) 522-2955

Amanda Pittman  
UT Campus Entertainment Board  
510 14th Street #203  
KNOXVILLE, TN 37916

Customer #: 01101946-000  
Ad #: 01572372  
Job #: 01572372  
Phone: (865)974-5455  
Date: 06/23/05  
Description: 1/4B orange Ska Show

Run Date	Insertion Number	Sales Person	Description	Ad Type	Size	Rate Code	Total Cost
06/09/05	01572373	47	01 Metro Pulse Double sized	ro	2.00 x 6.50	1g	295.00 -145.00

Total: 150.00

Tax: 0.00

Prepayment: 0.00

Total Due 150.00

AMANDA J. PITTMAN  
TNDRL99954868  
865-671-8170  
10215 POPLAR GLEN DR.  
KNOXVILLE, TN 37922

Job # 01572372

Date 6/29/05

1563

Pay to the Order of Metro Pulse

\$ 150.00/100

one-hundred and fifty and 00/100 Dollars

Bank of America

ACH R/T 063094423

Customer # 01101946-000

A. Pittman

150539044831 1563 0000015000

DOWNTOWN  
COPY CENTER  
865-671-8170  
THANK YOU!

06/03/05 2:14PM  
000A#3780

2500  
0 0.05  
F.SERV: \$12.50  
7500  
0 0.10  
F.SERV: \$35.00  
100  
0 1.00  
DEALER 11 \$10.00  
BT \$57.50  
TAX 1 \$5.32  
CHECK \$32.82

AMANDA J. PITTMAN TNDRL99954868 865-671-8170 10215 POPLAR GLEN DR. KNOXVILLE, TN 37922		1559 67-448/539 SC 4505
Pay to the Order of	<u>Downtown Copy Center</u>	Date <u>6/3/05</u>
	<u>Sixty two and 82/100</u>	\$ <u>62.82/100</u>
	<u>Bank of America</u>	Dollars
ACH R/T 053904483	<u>Amanda Pittman</u>	
For		
⑆053904483⑆		1559 ⑈00000006282⑈

AMANDA J. PITTMAN TNDRL99954868 865-671-8170 10215 POPLAR GLEN DR. KNOXVILLE, TN 37922		⑆2315200 1562 67-448/539 SC 4505
Pay to the Order of	<u>WUTK Gift Fund</u>	Date <u>6/10/05</u>
	<u>Two hundred and 00/100</u>	\$ <u>200.00/100</u>
	<u>Bank of America</u>	Dollars
ACH R/T 053904483	<u>A. Pittman</u>	
For		
⑆053904483⑆		1562 ⑈00000020000⑈