



# **LEVITT FOUNDATION MUSIC SERIES TOOLKIT**

Tips for Selecting a Diverse &  
Professional Artist Lineup

A music series has the power to create a welcoming, inclusive place where everyone can experience high-quality, live music. Concert sites that feature family-friendly programming foster opportunities for people of all ages and backgrounds to meet, mingle, and connect.

We encourage you to consider a music series that consists of professional, high-quality, and family-friendly artists. The overall lineup should be diverse, and include a mix of genres, sounds, genders, and cultures, as well as reflect your community.

Here are some questions that you may want to consider as you develop your music series: Is there a mix of genres, cultures, and ethnicities in the artist lineup? Is there a balance of genders among the artists? Are the various communities that comprise your city's population represented in the lineup? What audience are these artists likely to attract? For example, if you see that most of your artists will probably draw an audience from one age group, think about how to balance the lineup so that other age groups will also be interested in attending.

To help ensure that your music series meets these objectives, we have compiled a checklist to help guide you through your artist selection process.

## PROFESSIONAL

- Does the artist produce their own original music? Tribute bands should not be considered unless there is an artistic interpretation of the original music. E.g., bluegrass renditions of Beatle songs, string quartet covers of Pink Floyd, etc.
- Does the artist sell their own music?
- Does the artist have representation, such as an agent or manager?
- Does the artist perform regularly at a variety of venues?
- Does the artist have a strong online presence?

## DIVERSITY

- In looking at your entire lineup, what is the male-to-female artist ratio? How many females are performing throughout the concert series? How many females are lead artists?
- Does your lineup include different age ranges, cultures, ethnicities, and/or races?
- Are the acts reflective of the various communities that comprise your city or region's population?

- ❑ How similar/different are the genres represented throughout your series? A range of genres is more likely to attract diverse audiences and create opportunities for a broader representation of your community to participate in the music series experience.
- ❑ Is there a mix of local and regional acts? Your concerts should feature acts beyond those local artists who regularly perform in your area since there are already opportunities for your community to see them perform. Likewise, presenting artists from different regions may introduce new music sounds and styles to your audiences.

### **ARTIST IMAGE AND SONG LYRICS**

- ❑ Does the artist's song catalog contain profane or inappropriate lyrics? Are their songs family-friendly?
- ❑ Does the artist's song catalog contain lyrics that are political in nature? Could the subject matter of their songs offend or incite members of your community?
- ❑ How does the artist typically present themselves during their performances? Do they wear clothing with language or images that could be offensive? Do they smoke or drink heavily on stage and perform while intoxicated?