



BREAKOUT SESSION

REIMAGINE YOUR MUSIC SERIES: PUSHING THE BOUNDARIES WITH ENGAGING ARTIST LINEUPS AND INTERMISSION PERFORMANCES

*Tina Betz, Levitt AMP Wilmington
Malik Johnson, Levitt AMP Utica*

Facilitated by Dagmar Koss, Levitt Foundation

Speakers



Tina Betz
Levitt AMP Wilmington



Malik Johnson
Levitt AMP Utica



Dagmar Koss
Levitt Foundation

Curating a Diverse Lineup

- Develop a programming committee of community members with varying demographics to help ensure diverse genres, backgrounds, and demographics are represented on the stage
- Community Surveying to hear diverse voices to help curate your lineup
- Levitt Network Artist Booking ListServ
- Opening Acts & Intermission Acts

Artist Discovery & Research Methods

Checkout:

- Festival Lineups
- Spotify
- Social Media
- Agents
- Sirius Radio
- YouTube
- Peers

Dig Deeper:

- **Online Research:** Tour dates (market size, room size, ticket pricing), Social Media Presence and Following, Spotify Listeners, Recent Publications, YouTube (search for unedited live productions to get a better feel for the live show)
- **Industry Tools:** ROSTR, Pollstar, Celebrity Access, Chartmetric, Music Ally [fees associated]
- **Peer:** Levitt Network Artist Booking ListServ, Regional Consortiums, attend music industry conferences and festivals whenever possible

Artist Discovery & Research Methods

- Pennsylvania Presenters [Pennsylvania Presenters – Home](#)
- Ohio Arts Professional Network <https://oapn.org/>
- North Carolina Presenters [North Carolina Presenters Consortium - HOME](#)
- Southwest Performing Arts Presenters [SWPAP | Southwest Performing Arts Presenters](#)
- Florida Presenters [Home of the FPPC | Florida Professional Presenters Consortium](#)
- Georgia Presenters <https://www.foxtheatre.org/fox-theatre-institute/georgia-presenters>
- Illinois Presenters [Home - Illinois Presenters Network](#)

Pushing the Boundaries while Growing & Maintaining Your Audience

Artist Considerations

- Consider starting your series with familiar artist to gain momentum
- Co-headliners and/or opening acts

Promotional Considerations

- Onsite promotion (season/series reveal, video previews, post-show reminders, flyers, etc.)
- Programming collaborations with local organizations and community leaders
- Student engagement
- Be aware of notable city events and holidays as you create your schedule

Levitt AMP Ignite!

Malik Johnson
Levitt AMP Utica
Assistant Production
Coordinator



LeekyXIV



Youth Intermission Acts



Nazzy



Ben
Kidwell



Glory
Htoo



Utica
Royalties

Youth African Dance Group



**Utica - a city of
diversity**

**Refugees make up
about ¼ of Utica's
population**

Youth Russian Group



Youth Latino Group (Ritmo Caribeño)



Hiphop



Improv / Comedy



Dance



Instruments





— Defining Your Voice Workshop —
with
DIANNE REEVES




Join us for a behind-the-scenes peek at rehearsal for the 34th Annual Clifford Brown Jazz Festival followed by a vocal workshop with five-time Grammy winner Dianne Reeves.

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CLIFFORD BROWN FESTIVAL ORCHESTRA FEATURING WYCLIFFE GORDON!



Building the Artist Roster



Our team collaborates with the community to build a balanced lineup:



- Local Talent: Providing a spotlight for Wilmington artists.



- Regional Performers: Bringing unique sounds from nearby.



- National Acts: Creating 'wow' moments that unify our audience.



Process Highlights:



- Research and recommendations from local input.



- Community voices shape our choices.



Identifying Artists & Working with New Acts

We identify artists through:

- Research: Streaming platforms, reviews, and regional buzz.
- Events like APAP: Discovering standout talent.
- Community Recommendations: Valuing local voices.

Working with new acts involves:

- Clear communication about tech needs and hospitality riders.
- Building relationships to ensure smooth performances.



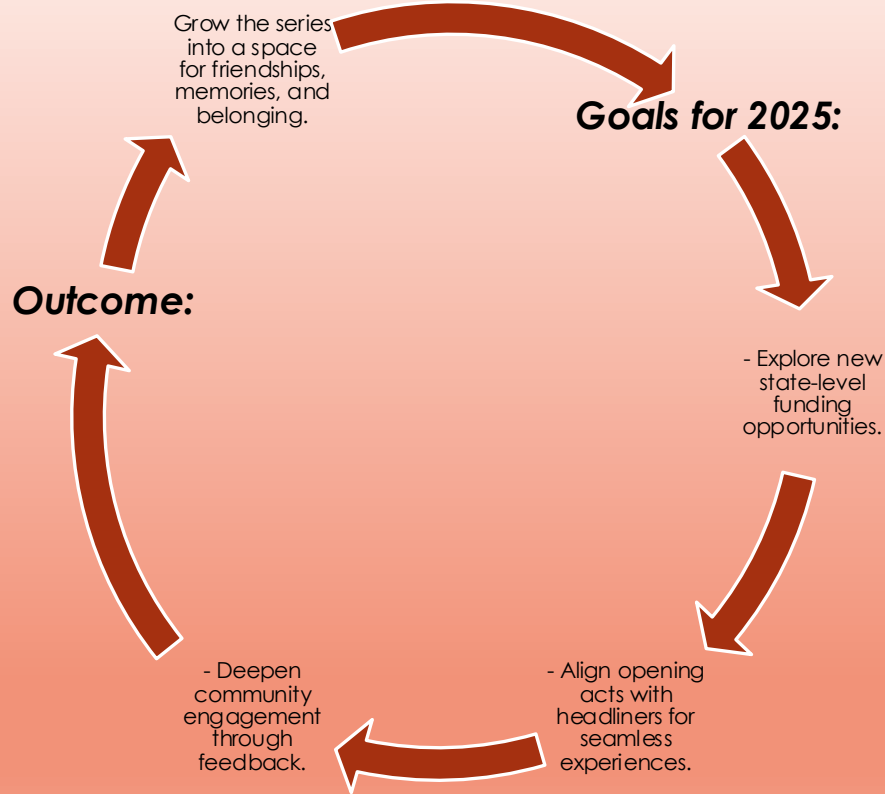
Funding the Magic

Securing funding is critical for artist fees:

- MidAtlantic Arts Foundation: Secured the Mid Atlantic Tours grant (for example, The DuPont Brass).
- Delaware Division of the Arts and state bond bills.
- Private foundations.

**Every dollar goes back to
the artists and the
community!**

Looking Ahead to 2025



THANK YOU!



► The Levitt AMP
Wilmington Stage

Breakout Questions

- Brainstorm openers and intermission acts that you could incorporate in your programming to build upon your outreach efforts. How will you seek out these openers?
- Brainstorm artists who resonate in your communities in your group that you could explore block booking with.

Breakout Questions

- What was your biggest programming “risk” that you took last year? What was the outcome of that show?
- How do you plan to build upon the lessons learned from your previous series for 2025? Will you be testing new genres, is there something that you feel worked and you will be repeating this year, etc.?

UP NEXT:

AMP + VIBE + BLOC TOWN HALL
BUNKER HILL BALLROOM