



**LAWRENCE CULTURAL ARTS COMMISSION
COMMUNITY ARTS GRANT APPLICATION FORM**

Applicant Information:

Project Director Nick Carswell

Project Director's Title Creative Director

Name of Organization Silly Goose Records

Address 900 Maine St

City, State, Zip Code Lawrence, KS 66044

Telephone (785) 424-5236 Fax _____ E-Mail sillygooserecords@gmail.com

Project Information:

Project Title MXM2015 (MixMaster) Music Conference & Showcase

Start Date 5-1-2015 End Date 5-3-2015

This project is most closely related to: Visual Arts Performing Arts Literature Media
 Other, please describe: Music

Lawrence Cultural Arts Commission Request \$ 1,400 Total Project Expenses \$ 4,950

Check should be made out to: InterUrban ArtHouse

EIN or SSN* 45-3049864

Authorizing Signatures: By my signature below, I certify that the information contained in this application packet is true, to the best of my knowledge.

Project Director's Signature Nick Carswell Date 3-23-15

Printed Name NICK CARSWELL Title CREATIVE DIRECTOR
SILLY GOOSE RECORDS

Fiscal Agent's Signature Nick Carswell Date 3-23-15

Printed Name NICK CARSWELL Title ASSISTANT DIRECTOR
INTERURBAN ART HOUSE

*Please provide Employer Identification Number if an organization or Social Security Number if an individual. This will be required in the event of an award. If concerned about confidentiality, leave blank and then, upon notification of an award, call Diane Stoddard at (785) 832-3413 to provide the information. Checks cannot be processed without the EIN or SSN.

Mix Master / MXM2015

Silly Goose Records (SGR) MXM2015 is a music industry event that brings music professionals and local artists together to share information, connect, collaborate, and showcase some of the best local talent that Lawrence has to offer. In its second year, MXM2015 proceeds with increased support from the local music industry.

The goal is to support the local and regional music industry by improving and informing the creative and business practices of artists and musicians, while also offering a unique performance experience for the arts community.

PROGRAM GOALS

The goal of MXM2015 is to

- give new bands and musicians the information they need to move forward with their music;
- form connections within the music community and industry locally and regionally, and
- expose new audiences to the music being created and performed right here in Lawrence.

Some program goals are based on a practical need in the arts community, such as proper education around the legal world of music creation, performance, publishing and copyright:

How do I get my music played on radio? Do we need to hire a band lawyer?

How do I copyright my songs? How do I collect songwriting royalty payments?

Do I need to charge sales tax if I sell CDs at shows? Is Facebook advertising money a waste of money?

When should we get a booking agent? How much should we charge for a gig?

Training and educational programming is provided in partnership with Kansas City Volunteer Lawyers & Accountants for the Arts and InterUrban ArtHouse. We are proud to partner with the Kansas City-based Midwest Music Foundation (MMF), and an additional project goal is to raise awareness of the important work of MMF and to support their Healthcare Fund for Musicians.

IMPACT AND OUTCOMES

Lawrence enjoys a vibrant music scene, with many creators, musicians, bands and artists making new music and performing in the city's many venues. This project aims to nourish both the artists and business aspects of the music industry, through education, collaboration and community, supporting:

- A better understanding of copyright law and music industry mechanics among local artists.
- Improved business practices among musicians, performers, venues and industry businesses.
- Connections between community artists and industry professionals, journalists, etc.
- Expert feedback for budding artists and musicians, and the chance to improve their music.
- Showcase performances of some of the best independent artists in Lawrence.
- More artists performing, recording and releasing music through better business practices.
- Improved sense of character and pride in the local music industry in Lawrence.

Through MXM2015 artists will be encouraged to come together and create new works, develop innovative performances and musical projects, and implement business skills and practices that support them not only to create and perform, but also to enjoy the full economic fruits of their labor.

More artists releasing new music, offering live performances, engaging with audiences, participating in broader arts programming is a benefit for the whole city.



Nick Carswell *Creative Director*

tel: (785) 424-5236 | email: sillygooserecords@gmail.com

www.sillygooserecords.org

AUDIENCES & MARKETING

Over 140 artists and conference attendees were reached in MXM2014, and through expanded partnerships and advance promotion, our aim is to reach over 250 local musicians and artists for the conference. An additional audience of music fans can reach up to 300, for the evening showcases.

We are partnering with several organizations from different sectors that support the local music industry, in order to expand the marketing reach and audience for MXM2015. This year will be bigger and better!

KJHK

Local student radio station KJHK is a primary partner in promoting MXM2015 for local bands and music fans. MXM2015 will have a table presence at the local band competition, Farmer's Ball in the two weekends that run up to MXM2015. KJHK have agreed to provide free on-air spots, promotional interviews and live sessions and other programming that highlights MXM2015 through local music spots on KJHK 90.7FM.

Lawrence Public Library

The renovated Lawrence Public Library now houses a state-of-the-art Sound + Vision recording facility for local musicians and bands. The library has committed to hosting additional programs that share details of the new facilities, and this project closely aligns with the library's mission to support local artists. LPL are new partners of MXM2015, and will help promote through social media and event promotion on site at LPL.

Mass Street Music

Well-known music store and local business Mass Street Music continues to partner in supporting local music, and with their excellent audience of musicians throughout the Lawrence region and beyond, MSM will use its marketing networks to share details of the conference.

INK Magazine/Middle of the Map

Chris Haghirian, co-founder of Middle of the Map Festival is a keen supporter of MXM2015. INK Magazine will commit promotional support of MXM2015 as well as promoting the event to Middle of the Map's audience of local bands and music fans. Chris Haghirian has already begun promotion on his radio show on The Bridge 90.9FM

Local music blogs and radio

Many of the participants at the inaugural MixMaster event last May have become big supporters of the effort to support local music in Lawrence. The fledgling program last year is expected to be considerably better attended and partners from local blogs, music industry businesses and media will promote the event in a variety of ways, from radio spots through blog posts and media coverage.

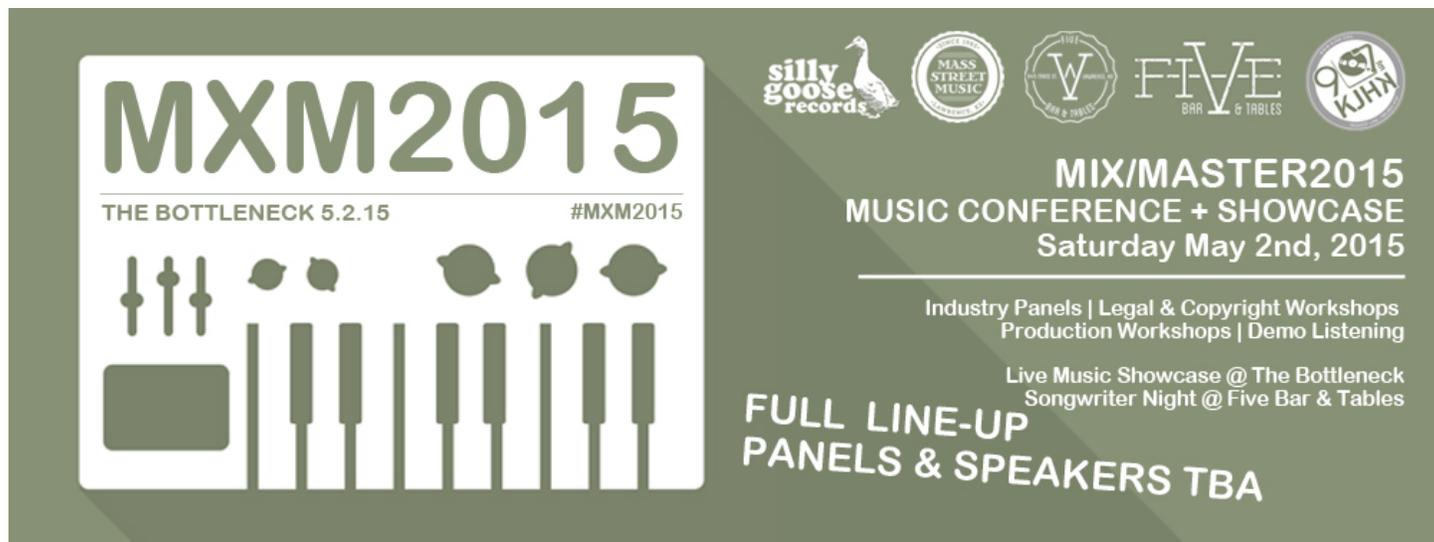
Additional strategies:

As well as these partners, initial conversations and relationships with local non-profits include Van Go, Inc., Americana Music Academy and Folk Alliance International. Our plan is to continue to develop partnerships and benefit from cross-promotion with these audiences, who are key constituents and beneficiaries of this program. Other groups we intend to approach are local high schools and music groups in Lawrence and the region.

MXM2015 will build on the successful **Lawrence KS Live!** presence at the recent Folk Alliance International Conference & Music Fair, which was a partnership between Silly Goose Records, Mass Street Music, MudStomp Records and The Farmer's Turnpike radio show. As SXSW has just passed, local artists and music industry professionals will now look to MXM2015 as one of the large upcoming events in the region.

We look forward to continuing to build MXM2015 as an important music event for musicians and music fans in Lawrence.





Venue: The Bottleneck, Lawrence KS

Date: Saturday, May 2nd 2015

Tickets: \$10 for all day admission
\$7 gig only

Sponsors: KJHK, Five Bar & Tables, Pipeline Productions, Mass Street Music, INK Magazine

Partners: Midwest Music Foundation, KCVLAA, InterUrban ArtHouse, Lawrence Public Library, KKFI Community Radio, Whatever Forever Tapes, I Heart Local Music,

CONFERENCE PROGRAM

12.00PM – 5.00PM Panels & Workshops

SHOWCASE LINE-UP – THE BOTTLENECK

7.00PM Nick St James
7.45PM La Guerre (tbc)
8.30PM LION
9.15PM Paper Buffalo
10.15PM Karma Vision
11.15PM Pink Royal
12.15PM The Phantastics

ADDITIONAL PROGRAMS

Friday May 1st: Live Equipment Workshops

Venue: Mass Street Music

Friday May 1st: Songwriter Night

Venue: Five Bar & Tables

Sunday May 3rd: Production Workshops

Venue: Sound + Vision Studio, Lawrence Public Library



Nick Carswell *Creative Director*

tel: (785) 424-5236 | email: sillygooserecords@gmail.com

www.sillygooserecords.org

Conference Schedule

* participant to be confirmed

12PM – 12.50PM: MUSIC INDUSTRY MECHANICS

The music industry, where it's come from, where it's going, and where you fit in.

Speakers: Nick Carswell (InterUrban ArtHouse/Silly Goose Records),
Don Simon (Midwest Music Foundation, KCVLAA),
Louis Meyer (Folk Alliance International),
Isaac Flynn (Pipeline Productions, Hembree)

1PM – 2PM: ASSEMBLE! BUILDING YOUR TEAM

It takes a whole team of people to support a successful recording and touring artist. How do you put together a great team for your music, and who does what?

Panel: Isaac Flynn (Pipeline Productions, Hembree), Rolf Petermann (Whatever Forever), Taryn Miller* (Your Friend), Bill Sundahl (KKFI), Steve Ozark (Ozark Talent)

* Break for lunch *

3PM – 3.50PM: A MOVING TARGET: MUSIC PROMOTION AND GROWING YOUR AUDIENCE

Growing your audience is easier said than done. Pick up some tips and tricks.

Panel: Fally Afani (iheartlocalmusic.com), Chris Haghirian (INK Magazine), Michelle Bacon (The Bridge, Philistines), Mike Logan* (The Granada), Kelly Corcoran* (Love Garden)

4PM – 5PM: DEMO DIP

A chance for local bands to submit their demo to be listened to live and followed by honest feedback from music journalists and industry experts.

Panel: Barry Lee (KKFI), Sarah Bradshaw (The Bridge 90.9FM), Tim Finn* (Kansas City Star), Chris Haghirian (INK Magazine), Matt Primovic (KJHK)





**LAWRENCE CULTURAL ARTS COMMISSION
COMMUNITY ARTS GRANT BUDGET FORM**

Budget Categories	LCAC Grant Request	Requestor's Contribution	3rd-Party Cash Match	3rd-Party In-Kind Match	Total
1. Personnel	1,400				1,400
2. Fees and Services		750			750
3. Rental Fees				600	600
4. Travel					
5. Marketing Expenses			1,200	950	2,150
6. Materials Expenses		50			50
7. Operating Expenses					
8. Other Expenses					
Total Project Expenses	1,400	800	1,200	1,550	4,950

Note: As you write your budget justification, be sure to address the amount of your matching support, funding source(s), and how the match reflects community interest. Your budget should correspond with the plan laid-out in your project description.

BUDGET JUSTIFICATION

1. Personnel

2. Fees and Services

3. Rental Fees

4. Travel

5. Marketing Expenses

6. Materials Expenses

7. Operating Expenses

8. Other Expenses

Budget Justification

1. Personnel

7 x \$200 for each performing artist. It is important that performing artists are compensated. This is where the LCAC funding will be spent, directly supporting local artists.

2. Fees and Services

\$600 design and marketing services. Logo and graphic design contributed at-cost.
\$150 production fees for MXM2015 Showcase

3. Rental Fees

\$600 venue split provided at-cost from Pipeline productions.

4. Travel

n/a

5. Marketing Expenses

\$1,100 budgeted for printing flyers, posters and local media advertising
\$100 advertising on IHeartLocalMusic.com local music blog.
\$200 in-kind advertising on IHeartLocalMusic.com
\$750 in-kind advertising on KJHK (radio spots and web banner)

6. Materials Expenses

\$50 budgeted for miscellaneous materials at all events (e.g. name tags, pens, paper, refreshments)

7. Operating Expenses

n/a

8. Other Expenses

n/a



NICK CARSWELL

900 Maine St, Lawrence, KS 66044
Tel: (785) 424-5236 | Email: nickcarswellmusic@gmail.com

View online resume at
resume.nickcarswell.com

EMPLOYMENT

InterUrban ArtHouse | www.interurbanarthouse.org **2012 - present**
Assistant Executive Director

- Responsible for development, design and implementation of five program strands encompassing: professional development and business training for artists, studio excellence programs, networking and community projects, art therapy and arts education.
- Developed marketing & visual branding, designed and implemented organization communications strategies, created annual fundraising campaign and large research studies into the impact of arts & culture, the needs of artists and implementation of Creative Placemaking policies and programs.
- Successfully received grant funding from NEA Our Town, KS Creative Arts Industries Commission, ArtsKC, Kansas Art Foundation, Arts & Recreation Foundation of Overland Park and Francis Family Foundation. Developed and maintained program partnerships with Kauffman Foundation, UMKC, Mid-America Arts Alliance, Creative Capital.

Silly Goose Records | www.sillygooserecords.org **2010 - present**
Founder & Creative Director

- Founded Silly Goose Records as an independent record label in Ireland, with several successful releases, publicity campaigns, tours & media appearances. In 2012 SGR was restructured as an independent music collective, with members supporting each other's work through collaboraton.
- Created MixMaster (MXM2014), a one-day seminar and showcase event, in partnership with local businesses and non-profits. The program included professional development & business training, and was supported by a Community Arts Grant from the Lawrence Cultural Arts Commission.

ArtsKC Regional Arts Council | www.artskc.org **2011 - 2012**
Program Coordinator, Now Showing

- After completing an internship with the metropolitan regional arts organization, was hired in contract role as Program Coordinator for the Now Showing rotating corporate art program.
- Responsible for planning, coordination and communication with over 100 artists across the KC Metro, in scheduling over 80 art exhibitions with companies such as Black & Veatch, American Century Investments and Truman Medical Center.

EDUCATION

Trinity College Dublin, Ireland **2009 - 2011**
M.Phil in Music & Media Technologies

Sound Training Center, Dublin **2002 - 2003**
Certificate in Sound Engineering & Music Technology

University College Dublin **2000 - 2002**
Bachelor of Arts Degree (completed two years)

CREATIVE CREDITS

Artist Fellow, Tangled Roots Community Arts Fellowship **May-Dec 2014**
Jewish Community Center of Greater Kansas City

Artist Fellow, Artist INC **May 2014**
UMKC Innovation Center/ArtsKC/Charlotte Street Foundation

Grant Recipient, Inspiration Grant **April 2014**
ArtsKC Regional Arts Council

Board Member, Kansas City Irish Center, 2014
Grant Review Panelist, Kansas Creative Arts Industries Commission, 2014
Artist Selection Committee, Indian Creek Trail Art Project, 2013
Current Member, Cultural Research Network



Originally from Limerick, Ireland, I have lived in Lawrence, KS since 2011. Skills include non-profit administration, arts programming, digital marketing, grant-writing, web and graphic design, music and video. I make music with Carswell & Hope and Pink Royal.

www.nickcarswell.com

 @nickcarswell

 @nickcarswell

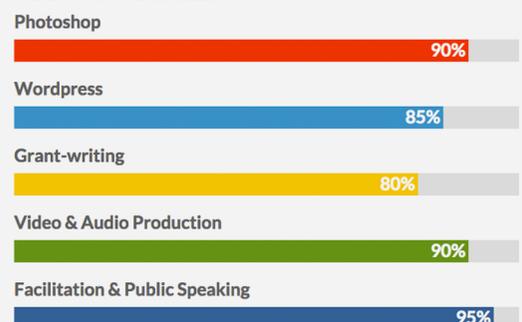
 /nickcarswell

NON-PROFIT EXPERIENCE

- Programming
- Strategic Development
- Marketing & Communications
- Fundraising & Development
- Finance & Admin



ADDITIONAL SKILLS



Artist Bios

NICHOLAS SAINT JAMES

Nicholas St. James is a folk troubadour who is more a throwback to Vaudeville than the Dust Bowl. His vocals reek of heartbreak, and his impressive guitar work is delightfully aggressive. He sounds like he's been living the gypsy blues life for decades. His onstage presence immediately draws you in.

<http://www.nicholasstjames.com/>



LION

“Brian Rogers - formerly the drummer for Lawrence rock band Forrester - has just released his debut full-length album as Lion. Disquiet is 10 stunningly produced tracks of experimental electronic and hip-hop beats, the kind of thing that can lull you into a hazy, hypnotized state with very little effort. On this crisp morning, it's exactly the soundtrack we want.”

Natalie Gallagher, The Pitch Magazine

<https://www.soundcloud.com/thereallion>



KARMA VISION

Forefathers of lo-fi television and junk food themed Rock, Karma Vision saw the future as a burnt out, acid washed past. The trip is never bad though, in fact, it's never been better. They've realized a dream with colors so saturated and beautifully bold that the last stitches of reality are pulled and what has mended beneath is the hopeful, childlike mind sugar coating the bitterness of growth. Within their outpouring of vibrant energy there exists a dynamism and true sense of craft that most wouldn't associate with a party. Their newest release “Somewhere New” is perhaps the best representation of this ideal to date, and suggests a growing even through that bitter taste.

<http://www.whatevertapes.com/>



PINK ROYAL

Pink Royal makes sounds that blend ambient rock, electronica, indie synth-pop and all kinds of musical sexiness. Imagine Muse, MGMT, and Radiohead had a steamy musical orgy with Stevie Wonder, and Pink Royal was born 9 months later. Guthrie on lead vocals is an electrifying performer, and is perfectly tuned to the complexity of the songs that belies their outright funkiness and dance groovability. Sharp guitars, mean synths and punchy beats characterize this young band's unique sound. Pink Royal will make you believe.



<http://www.pinkroyalmusic.com/>

THE PHANTASTICS

The best kept secret in Lawrence/KC and a force to be reckoned with, The Phantastics are “hyper-boogie-hip-hopified-funk-a-mystical-groovification!” Yessir, you heard it hear first. This incredible 7-piece bring together the vocal stylings of KC's hottest R&B rap talents, thePhantom*, with the stunning soulful voice of Leigh Gibbs and a band of funktastic musicians that pack a fully loaded shot of phunk everytime.



<http://www.thephantastics.com/>



Nick Carswell *Creative Director*
tel: (785) 424-5236 | email: sillygooserecords@gmail.com

www.sillygooserecords.org

3/22/2015

Five Bar & Tables and Ingredient Restaurants are proud to be a sponsor and partner of Silly Goose Records' MXM2015 conference and showcase event.

Music is a key element in the world of food & beverage, and entertainment. Five Bar & Tables understands the importance of well-trained musicians understanding the complexities of the music industry and improving their business skills. This strengthens all the local businesses that work with musicians, and improves the local economy and character of Lawrence. It is crucial that musicians understand the marketing, legal and business side of their work, and this event is an important opportunity to start that discussion.

We fully support MXM2015 and have committed \$1,100 in the initial phase of promotional support. We look forward to welcoming more partners and sponsors into the project to ensure that it is a success for musicians, music lovers and the community overall. This event will have a great impact on all downtown businesses and especially those that work with live music.

Regards,

Nicholas B. Wysong

Owner

nicholasbwysong@gmail.com

(in·grē·di·ent)
v: formulate satisfaction

Nick Wysong
785.218.5271



KJHK 90.7 FM UNDERWRITING

Promotions/Co-Sponsor Agreement

KJHK 90.7 FM / 1301 Jayhawk Boulevard / Lawrence, KS 66045 / (785) 864-2422 / www.kjhk.org / development@kjhk.org

Promoter: Silly Goose Records

Contact: Nick Carswell

Phone/Email: 785-424-5236/nickcarswellmusic@gmail.com

KJHK Representative: Matt Primovic

PROMOTION/EVENT(s): Mix/Master

VENUE: The Bottleneck, Lawrence KS

DATES: May 2, 2015

PROMOTION DURATION (start and end dates):

OF PROMO SPOTS/ ON-AIR MENTIONS OFFERED: 72 Spots aired, valued at \$450 book rate; KJHK.org banner ad, valued at \$300 (\$100 per week); \$750 total value

PROMOTIONAL ELEMENTS (check all that apply):

- Spot donation in exchange for KJHK listed as a sponsor of event: 72 Spots valued at \$450 book rate
- KJHK logo on all creative materials/graphics
- KJHK allows tabling presence during KJHK Farmers' Ball April 18 and 25 2015
- SGR allows KJHK tabling presence during May 3 event
- As part of Farmers' Ball signups, bands agree to let KJHK send additional info about this local music symposium
- With subsequent band permissions, bands' Farmers' Ball submissions can be considered in demo tape exchange portion of May 3 conference
- Additional KJHK coverage elements to be reviewed and negotiated separately

Non-Discriminatory Advertising Sales Agreements: KJHK certifies that its advertising sales agreements do not discriminate on the basis of race or ethnicity and that all such agreements held by KJHK contain nondiscrimination clauses.

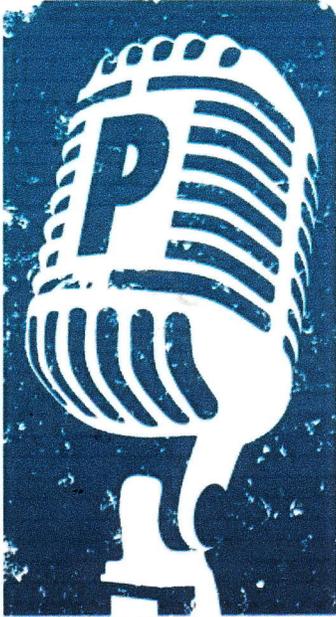
Release of Liability and Hold Harmless: Promoter certifies that KJHK is in no way liable for expenses, damages, or pending litigation as a result of promoter's event. KJHK is acting only as a sponsor of the event, and assumes no risk for event.

Promoter

Date

KJHK Station Manager

Date



PIPELINE
PRODUCTIONS

Pipeline Productions Office
785-749-3655

Pipeline Ticketing
785-749-3434

Mailing Address
PO Box 1520 Lawrence,
KS 66044

PIPELINE PRODUCTIONS | www.pipelineproductions.com

To Whom It May Concern:

The Bottleneck and Pipeline Productions are very happy to support **MXM2015 Mix/Master**. Within the venue world, this event can only exponentially help music culture in our community.

Our venue holds up to 500 people and we plan to sell out. A general deal we do for locals is 80% of the door sales after \$150 for sound, but we believe in this event and the power of music culture so we are happy to contribute our 20% fee to the overall project.

We are also going to have passes to shows coming up in the area available for raffles and door prizes.

Pipeline Productions Team

Signed:  3/23/15
Pipeline Productions

MASS. STREET MUSIC

1347 MASSACHUSETTS . LAWRENCE, KS 66044
(785) 843-3535 . (800) 747-9980 . FAX (785) 843-4999
www.MASSSTREETMUSIC.COM

March 18, 2015

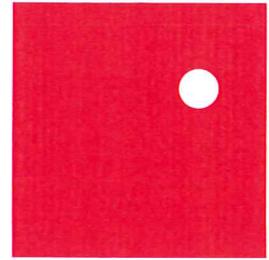
To whom it may concern:

Mass Street Music is a proud participant and supporter of MXM2015 Mix/Master – our second year participating in this great event. Our vibrant music community will benefit from the shared knowledge of opportunities, rights and professional resources. We are contributing \$100 to this year's event, planning free workshops at our store to align with the MXM programming, and promoting the event with our strong social media presence (2,300+ facebook fans) and email subscribers (5,000+). For the participants, we will be present at the conference as one of Lawrence's music resources and repair shops, plus we'll have some freebies (picks, strings, cleaning cloths and more) to give away.

We look forward to supporting this great, unique Lawrence event and participating in it again.

Sincerely,

Anne Tangeman
Marketing Director



LAWRENCE PUBLIC
LIBRARY

March 23, 2015

Dear Sir or Madam,

Lawrence Public Library is delighted to serve as a partner in the MXM2015 Mix/Master conference. The library will welcome attendees to its Sound + Vision Studio for in-depth discussions on engineering, mixing and production techniques. Developing these technical skills is essential to producing a high quality music product.

Lawrence is a music town and Lawrence Public Library is proud to provide support for the musicians of this community. In order to be successful, musicians must understand all aspects of their business, from creative to legal to technical. The MXM2015 Mix/Master conference provides a unique opportunity for local musicians to learn these important skills.

Arts and culture are important to Lawrence's economy. Music and other creative industries provide direct economic benefits to our community: They create jobs, attract investments, generate tax revenues, and stimulate the local economy. In addition, a thriving music scene enhances our city's quality of life. The MXM2015 conference is essential to advancing music as business in Lawrence. We urge you to give its application for a cultural arts grant serious consideration.

Sincerely,

Brad Allen
Executive Director



MIDWEST MUSIC
FOUNDATION
MUSIC HAPPENS HERE

P.O. Box 45094 • Kansas City, MO 64171 • www.midwestmusicfound.org

March 23, 2015

To Whom It May Concern:

The Midwest Music Foundation is a proud participant and supporter of MXM2015 Mix/Master. We look forward to supporting this event by giving our staff time and traveling to the event and having promotional materials for the organization available. We also were involved in the planning for the event by contacting panelists and partners. Additionally, we will help promote the event through our website and social media channels.

This is an important educational opportunity for our members and musicians in the Lawrence and Kansas City area. We look forward to participating in this unique event.

Best Regards,

Rhonda Lyne
Executive Director



8001 Conser, Suite 290
Overland Park, KS 66204
Phone: (816) 432-1916
E-Mail: info@interurbanarthouse.org
Web: www.interurbanarthouse.org

To Whom It Concerns:

InterUrban ArtHouse (IUAH) is a proud partner of Silly Goose Records' **MXM2015**. This event is an important professional development opportunity for artists in the Lawrence and Kansas City region, *America's Creative Crossroads*. Musicians, songwriters and performers are amongst the artists who can benefit greatly from the information, training and connections that events such as this create, and IUAH is proud to partner and connect with these efforts.

The mission of IUAH is to support artists and creative industries, and research has shown the impact of these arts-based businesses on tourism, education, attracting highly-educated employees, new business and supporting the local economy. The music industry will benefit greatly from this program.

InterUrban ArtHouse will help to promote **MXM2015**, sharing throughout our marketing and communication networks including our e-newsletter mailing lists, flyers and posters in our studio location in Overland Park, and sharing and promoting via social media. IUAH will also have a presence at the event itself with our regional program partners Midwest Music Foundation and KCVLAA.

Nicole Emanuel
President & Executive Director
InterUrban ArtHouse

The InterUrban ArtHouse is a 501(c)3 non-profit organization whose mission is to enrich the cultural and economic vibrancy of the community by creating a place where artists and creative industries can work and prosper in an affordable, sustainable and inclusive environment.

8001 Conser St, Suite 290
Overland Park, KS 66204
Phone: (816) 432-1916
Email: info@interurbanarthouse.org

Web: www.interurbanarthouse.org
twitter: @InterUrbanArtH
www.facebook.com/InterUrbanArtHouse



Danielle Merrick
Executive Director

"Let each man exercise the art he knows." - Aristophanes

Susannah Evans
Chair

March 23, 2015

To Whom It May Concern:

The Kansas City Volunteer Lawyers & Accountants for the Arts (KCVLAA) is a proud participant and partner of MXM2015 [Mix/Master].

The KCVLAA believes that artists should be educated in arts law so that they may avoid common pitfalls in their professional art careers. Events like MXM2015 [Mix/Master] provide an opportunity for artists to receive this type of education.

KCVLAA will be participating in this event by having one of our Board Members, Don Simon, present on Copyrights, Royalties, Contracts & Publishing. Don is an excellent public speaker, teaches multiple classes throughout the Kansas City area on Media Law, owns a small business consulting firm, and is part owner of a record label. He is uniquely qualified to present on these topics.

KCVLAA is excited to be participating in this event and will be publicizing it through our social media channels. We are certain it will be a successful event and give it our full support.

KCVLAA believes that this event will help promote a thriving arts community, which will contribute to a positive economic and social environment for us all.

Sincerely,

Danielle A. Merrick
Executive Director

I Heart Local Music Lawrence, Kansas

www.iHeartLocalMusic.com

March 22, 2015

I Heart Local Music is happy to support and participate MXM2015. As a supporter of local music, we will happily add two extra weeks onto an advertisement highlighting the event on our site. This is a contribution of up to \$200 on a \$100 weekly advertisement.

We are happy to share our knowledge of the local music scene, as well as how to support local artists, at MXM2015

We look forward to the event.



To Whom It May Concern,

As a participant in MXM2014, I saw firsthand how a well-run informational seminar helped local musicians find their way amongst the maze that is the current day music industry. I was happy and honored to participate on two panel discussions to help rate and critique records and to help artists get their music played on the radio. I would highly recommend that these seminars continue. Nick is an excellent curator and knows how to organize these sessions in ways that benefit everyone.

Barry Lee
Station Manager
90.1 FM KKFI



The New Silly Goose Mission January 2013, Lawrence KS

Silly Goose Records was founded in 2010 to release the work of several artists in Ireland and internationally through digital distribution.

In practice, as well as the work of traditional record labels (distribution, duplication, promotion, etc.) Silly Goose also took on responsibilities of booking shows, handling launches, media releases, video shoots and creating comprehensive digital presences across multiple sites, social media and digital platforms.

As the creative drivers of the Silly Goose machine have taken up residence in the US, it has become obvious that the traditional channels of record labels are now *'virtually'* redundant, and so much of what bands and artists need to help establish themselves actually lies in the creation of their digital presence.

What does that mean? It means videos, visual design, websites, social media, blogs, graphics, animations, mp3 streaming, downloads and anything else you can think of that supports an artists creative work in the online world. It makes up how fans and audiences see you online, enjoy your music, are introduced and connected to you.

Bands will never stop playing live shows. Not while we have anything to do with it anyway! But with so much of our lives conducted online these days, simply playing shows is not enough. In fact, your live show is no longer where you start. Now, you start with your online presence. Your introduction to vast audiences is not in a venue or at a festival, but it is a link that your friend shared on social media, it is a cool image, an Instagram post, a moment captured in a YouTube video, a fan who simply cannot stop hitting "play again". This is where artists and bands must start.

This is where we are going to start.

The result is that Silly Goose Records is now shifting its focus to a new model for music creation, promotion and distribution, a new music collective. Our mission is to organize our artists and resources in order to support the creative promotion of their work. We will represent an online hub for our members, and help our artists create a high quality online presence across all digital media, thereby making that introduction to new fans as strong as possible.

Sure, we may inevitably end up booking shows, and certainly live music shall remain the engine that drives all of this, so it will be at the heart of our activities. But your new fan living in Nova Scotia may have to wait some time to see you play live, and in the meantime, our aim is to give that fan as much as possible to enjoy and numerous ways connect with your music, and where possible enable use that connection to support your art. We will even help you create the art itself in the form of studio recordings, videos and other fun and inventive ways to showcase your music online.

How that might possibly work is just what we look forward to figuring out.



Silly Goose Records

An Independent Music Collective

Create – Distribute – Collaborate

Create It always starts here. An artist writes a song, creates an album, or crafts a live experience. Where do we come in? We nurture and advise artists where it's needed and provide skills, resources and feedback where desired. Everything from recording albums to booking shows, shooting video, creating multimedia and digital presences.

Distribute The digital presence is the heart of Silly Goose. We share, promote, publicize and distribute digital media with and on behalf of our artists. All Silly Goose artists' media is centralized in the collective's webpages and digital presences.

Collaborate Silly Goose Records is a collective of creative minds. We cross the plethora of genres, audiences and creative styles, and while understanding the unique nature of each of our artists, we work together to come up with new ways of making and sharing music.

Creation	Distribution	Collaboration
Studio recordings	Online stores	Showcase gigs
Music videos	Social Media	Visual design
Artwork	Arts Festivals	Musicians & producers
Live performances	Media releases	Promotional Plans

The roles involved in the activities listed above can include: *graphic designers, studio producers, session musicians, publicists, filmmakers, visual artists, venue managers, booking agents, publishers, van drivers and poster hangers (-if you don't know what one is, you will).*

As well as this, necessarily roles within the collective can oversee the collaborative effort and understand and work with the unique aspects of each member:

Creative Director

Oversees the overall collaborative and creative strategy of the collective and its members

Director of Promotions

Manages the nitty gritty of promotional plans and distribution

Media Editor

Works with artists and creators to manage quality and artistic vision

Live Manager

Manages all duties around live performances and bookings



The Silly Goose Path

<i>The Beginning</i>	Inevitably a live music experience. Possibly seasoned performers in a new configuration; maybe a solo songwriter beginning to shape their sound; or possibly a band with a collection of songs from their basement jams.
<i>The Start</i>	Recorded music. YouTube videos. A photograph and a logo.
<i>The Presence</i>	A digital distribution plan that fits with your unique persona. Not always the same for everyone, but a certain amount of necessities to establish your presence: website, social media, video, online music and other chosen media.
<i>The Grind</i>	Live shows, festivals, promotion (<i>see: poster hanger</i>) everything the artist can afford to do (in time, money and energy) to make support the digital presence and their art in general.
<i>The Front Gate</i>	Wherever you want your music to bring you, out The Front Gate and into the bigger world: national tours, festivals, music synchronization, publishing deals, major record labels, Nobel Prizes. This is not for the Silly Goose to decide, but we can't wait to see where you'll go.

Silly Goose Records will **NEVER**:

- ✗ Take a percentage
- ✗ Promote or represent without explicit agreement and consent
- ✗ Not show up when they said they would
- ✗ Get in the way of greater success
- ✗ Promise to do all the work for you or claim to know it all
- ✗ Knowingly or willingly incur debt, or enter into contracts on behalf of an artist, without consent
- ✗ Own, or claim to own, your intellectual property
- ✗ Run around and desert you (thanks Rick)

Silly Goose Records will **ALWAYS**:

- ✓ Support the best creative interests of artists
- ✓ Scream loudly for an encore
- ✓ Expect reliable communication and input from an artist
- ✓ Respect the intellectual property of an artist
- ✓ Acknowledge the open and collaborative nature of the collective
- ✓ Promote the work of each member artist equally
- ✓ Expect artists to share and promote their own involvement with Silly Goose
- ✓ Buy the beers (when times are good)
- ✓ Start again (when times are bad)

