NOW PLAYING AT YOUR LIBRARY

MUSIC PROGRAMMING AND YOU
REASONS TO DO MUSIC PROGRAMMING

• APPEAL TO ALL AGES
• REACH A NEW AUDIENCE
• SUPPORT LOCAL MUSICIANS
• ENHANCE YOUR COMMUNITY PROFILE
• LOW COST OPTIONS
• MUSIC IS FUN
MAKING IT WORK

- FINDING PERFORMERS
- BUDGETING: STRETCHING YOUR MONEY
- UTILIZING YOUR LIBRARY SPACE
- COMMUNITY PARTNERSHIPS
- PROMOTION: GETTING THE WORD OUT
HOW WE STARTED

• WE’RE LUCKY TO HAVE AN AUDITORIUM WITH A STAGE AND A PIANO.
• OUR FIRST CONCERT WAS A ONE-TIME EVENT. WE WERE NOT PLANNING ON CONTINUING.
• AFTER OUR FIRST EVENT, BANDS STARTED CONTACTING US.
• NOW WE AVERAGE 2-4 MUSIC EVENTS PER YEAR.
PHOENIX JAZZ & SWING BAND
GETTING THE WORD OUT

- INTERNAL PROMOTION
- SOCIAL MEDIA
- EXTERNAL WEBSITES
- NEWSPAPERS

Jazz @ the Library
SYNKÔFA

Tuesday, December 9
7:00 p.m.
Whitmore Library

Join us for an evening of Celtic roots music with a Gypsy Jazz folk. All music lovers are invited to this free concert.

UTAH OLD TIME FIDDLERS

Performing at the Whitmore Library
Saturday, December 19 @ 4:30pm
2197 Ft. Union Blvd.
MAGNA LIBRARY OPEN MIC NITE HOW WE STARTED

• GRASSROOTS BEGINNINGS IN 2015 (A DUDE NAMED TURTLE VISITS)

• WES FURGUSON PRESIDENT OF THE MAGNA ARTS COUNCIL GETS INVOLVED

• STRUCTURE, CONTINUITY, REPETITION

• REHEARSAL SPACE, STAFF INVESTMENT
MAGNA OPEN MIC NITE PROMOTION

- WORD OF MOUTH, IN HOUSE PROMOTION
- NONNA’S PIZZA, ALICIA’S PANADERIA,
- SOUND SYSTEM THAT’S EASY TO USE
- DIGITAL MEDIA LIBRARY
MAGNA LIBRARY OPEN MIC VIDEO MONTAGE

HTTPS://WWW.YOUTUBE.COM/WATCH?V=UKRFR8IVG5A
LIBRARY’S VIRIDIAN EVENT CENTER
MONTHLY CONCERTS

PROGRAMMING
AT THE
EVENT CENTER
THE SPACE

USING WHAT YOU'VE GOT

- EVENT CENTER
- AUDITORIUM
- MEETING ROOM
- PATIO
- LOBBY
HOW WE STARTED

• EVENT CENTER/LIBRARY HEADQUARTERS WAS BUILT IN 2012
• FOUND A LOCAL ORGANIZATION WHOSE GOAL IS TO OFFER QUALITY CONCERTS FEATURING LOCAL ARTISTS TO ENHANCE THE COMMUNITY
• CONCERTS ON THE 2ND SATURDAY OF EACH MONTH
PARTNERSHIPS/BUDGET

• FOUND A LOCAL ORGANIZATION WHOSE GOAL IS TO OFFER QUALITY CONCERTS FEATURING LOCAL ARTISTS TO ENHANCE THE COMMUNITY

• OFFER A VARIETY OF MUSICAL GENRES

• AFTER THE FIRST 6 MONTHS, WE DREW UP A CONTRACT

• WORK WITH ARTISTS TO REDUCE/DISCOUNT/DONATE
PROMOTION

- LIBRARY (IN-HOUSE)
  - POSTERS/FLYERS
  - DIGITAL SIGNS
  - SOCIAL MEDIA
  - OCCASIONAL EMAIL BLASTS
- ONLINE COMMUNITY CALENDARS
- EMAIL BLAST BY EXCELLENCE IN THE COMMUNITY
- SPONSOR PROMOTION
INDOOR CONCERTS
OUTDOOR CONCERTS
BENEFITS OF MUSIC PROGRAMMING

• “I DIDN’T KNOW THE LIBRARY DID THAT!”
• CONCERTS ATTRACT A WIDE AGE RANGE.
• MUSIC IS SOMETHING THAT FAMILIES CAN ENJOY TOGETHER.
• BRING OUT PEOPLE THAT MAY NOT ATTEND OTHER LIBRARY PROGRAMS, ESPECIALLY ADULT PROGRAMS.
• CAN BE DONE ON A LIMITED BUDGET. MANY ARTISTS ARE WILLING TO PLAY FOR FREE.
• MUSICIANS LIVE TO PLAY FOR AUDIENCES.
WRAP UP

• UTILIZING COMMUNITY PARTNERS/RESOURCES
• FINDING PERFORMERS
• PROMOTIONAL RESOURCES
• SCALING YOUR EVENT – ANYTHING FROM SMALL TO LARGE
QUESTIONS

- DAN BERUBE, WHITMORE LIBRARY, 
  dberube@slcolibrary.org
- KARL GILCHRIST, MAGNA LIBRARY, 
  kgilchrist@slcolibrary.org
- TYLER CURTIS, VIRIDIAN EVENT CENTER, 
  tcurtis@slcolibrary.org