

Procedures Manual - Music at Moody

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Introduction

The purpose of this manual is to provide clear guidelines related to the selection, scheduling, and advertising of acts and performances within the Music at Moody program. This manual will also cover issues related to sales, event management, and interactions with the media at every step of the process.

Various forms are included in this manual and available as stand-alone copies that will be used to track the processes to ensure successful events.

Standing Committee and Key Contacts

The following represent staff, students, and Faculty who have offered to provide governance and guidance for Music at Moody. For future reference in this manual to this group we will use the term “the Committee”.

- Mark Kavanaugh
- Kevin Casey
- Lisa York-Lemelin
- Karen Delile
- Jim Chapman
- Bill Moseley
- Joshua DeScherer

In addition, due to the need to coordinate with other members of the KVCC Campus Community, the following list of individuals are those who need to be aware of and participate in the development of the program, though they may not choose to sit on the actual Committee.

- Phil Newcombe – Alford Facilities Maintenance Engineer
- Melody McCutcheon – Administrative Specialist
- KVCC Executive Management Team

Jury Process for Potential Acts

Source of Acts

- Any music, comedy, speaker, presenter, or other expressive artist may apply to perform or have their work displayed at Moody Chapel.
- Members of the KVCC Community can also recommend artists.
- Student Groups at KVCC can also sponsor and support events within the Music at Moody program.

Auditions for Acts

Individuals interested in performing or having their work displayed at Moody Chapel will complete the “Application to Perform” form and submit it to the Committee.

Depending on the type of artist, the following information will be required:

- Contact Information.
- Website, Email, Facebook information.
- Pictures, videos, recordings of performances in digital format that we can use in our advertisement on the web and printed materials.
- Proposed dates for the performance.
- Any preference that the artist may have regarding a Charity to which proceeds will be forwarded
- Signed “Artist Contract”.

Jury Process

The Committee will be responsible for reviewing “Applications to Perform” and selecting artists to perform or present their work.

Upon receipt of any “Application to Perform” the artists’ information will be made available to the members of the Committee for consideration. The Committee may meet to discuss the artists’ Application or they may simply vote electronically to accept or reject the Application.

The Chair of the Committee will be responsible for the distribution of the Application materials to the Committee and the management of any electronic voting system.

The Committee will also have the final say on selecting a Charity that will benefit from proceeds from the performance.

Event Scheduling and Organization

Scheduling

Once the Committee has accepted the act, the “Application to Perform” and the “Event Proposal” form will be completed by the Committee and moved forward through the approval process.

Processes that will be enabled through the “Event Proposal” form will include:

- Confirmation of available date for the performance (assessed by the Wedding Planner, Facilities Scheduling, Maintenance, and Security Staff).
- Plan for the provision of Maintenance and Security Support for the performance (assessed and completed by the Alford Facilities Maintenance Engineer).
- Marketing Plan
 - Alerts are sent to modify the Moody Chapel website
 - Chair of Committee
 - Alerts are sent to modify the KVCC website
 - IT Director
 - Alerts are sent to modify the KVCC Facebook
 - Public Relations
 - Alerts are sent to modify the Friends of Moody Facebook
 - Chair of Committee
 - Alerts are sent to inform the KVCC Foundation
 - Poster Design
 - Program Design
 - Volunteer Coordination (Center for Civic Engagement)
 - Stage Manager
 - Ticket Sales
 - Parking
 - Signage Management
 - Advertisement Sales for Program
 - Event Set Up and Break Down
 - Photography
 - Videography
 - Sound and Lights

Communication back to the Artist

The Committee will then communicate back to the artist and confirm the schedule and times for set up, break down, etc. We will also forward materials and media that the artist can use through their own media channels to advertise their performance. These items will include:

- Website badge for Music at Moody with link. (under development)
- Copies of the Posters/Program in digital and print form.
- Public relations copy about Moody Chapel, KVCC, and Music at Moody along with mention of any connection to specific sponsors, and our relationship and support by the KVCC Foundation. (included in the Program)

Media Relations and Advertising

Media Message

Once all aspects of the event have been confirmed, the Committee will produce a write up of the event including the artist, schedule (dates, times), place, ticket price, ticket availability, and charity donation information.

This copy will be forwarded to the artist and will be used for advertising purposes.

KVCC Website and Facebook

Events will be announced in several channels under the supervision of KVCC:

- KVCC Music at Moody website
- KVCC main website
- KVCC Facebook
- Friends of Moody Facebook
- KVCC Foundation website
- KVCC signage

Community Event Boards

Events will be announced on various local and regional community events boards including:

- MPBN.
- Central Maine Newspapers (Kennebec Journal and Morning Sentinel) Community Events Boards.
- Maine Things to Do website
- Fairfield ME Website
- Waterville ME Website
- Skowhegan ME Website
- WABI Events Calendar
- Radio Station Calendars (Depends on the Act)
- Specific types of events may warrant advertising on different media channels and websites.

Television and Radio

- Schedule announcements through radio stations...reach out to contacts.
- Schedule announcements through TV...reach out to contacts.
- Schedule presence of radio stations at the event.

Newspapers

- “Break” the story for each event...reach out to contacts at newspapers.
- Schedule presence of reporters at the event.

Poster Distribution

The event poster should be printed and distributed to area businesses that we have established a relationship with. Target areas include:

- Fairfield
- Skowhegan
- Waterville

Other geographical areas may be identified specific to the act.

Volunteers will be responsible to distribute posters to businesses and other locations and on developing new channels.

Event Management

This section relates to the day of the event.

Event Management Form

Throughout the planning process the Committee will be responsible for completing the “Event Management” form.

The “Event Management Form” will outline the following information and will be distributed to all active participants in the event and to the Executive Management Team.

- Date and time of the event.
- Act name and contact information.
- Inclusive times include set up and tear down.
- Identification (by name) and contact information for the following:
 - Maintenance
 - Security
 - Stage Manager
 - Donation Collection
 - Parking
 - Signage Management
 - Event Set Up and Break Down
 - Photography
 - Videography
 - Sound and Lights
- Emergency Contact Information

Event Set Up

Individuals responsible for Event Set Up will coordinate to establish event and parking signage on the Alford Campus the morning of the event (if not sooner).

Volunteer Management

- All volunteers are under the administration of the Stage Manager.
- All volunteers are expected to communicate with the Stage Manager regarding any concerns.
- All volunteers are expected to stay for the entire event and perform all of their duties as assigned as representatives of KVCC

Event Tear Down

When the event is completed the following should take place:

- Parking volunteers should be available to guide walking and driving traffic off the campus.
- Tear down crews are under the administration of the identified Maintenance staff.
- Stage Manager, Maintenance Staff, and Security should be on site until everyone is gone.

End of Event Finances

- Artists will be paid the maximum amount possible based on pre-sale tickets (as measured the day before the event) after they have performed.
- Artists will be mailed an additional check reflecting additional sales leading up to the show.
- A check for the identified Charity will be sent within a week of the event.

Post Event Public Relations

Each event will feature a number of photographers and videographers who will document the event.

After the event these materials will be submitted to the Committee. The Committee will then venture to do the following:

- Create a story summary of the event.
- Collect photographs and video media.
- Post the “story” along with the media through the following channels:
 - KVCC Music at Moody website
 - KVCC Facebook