

RIEVVS

REOPEN EVERY VENUE SAFELY

Music Policy Forum: Live
March 19, 2021

REVS Mission and Vision

- Live music is going to reopen in 2021
- As music stakeholders, we can't be passive:
 - WHEN are we going to reopening?
 - WHAT does meaningful collaboration look like (venues, public health, government, musicians, workers, audiences)?
 - HOW do we engage our key stakeholders – musicians, music workers, audiences?

REVS 2021

- Continue support of REVS 2020 pilots as we move toward reopening
- Revise and expand national leadership team
- Develop and fund a 2021 staffing and outreach plan
- Curate new cohort of REVS 2021 communities
- Share information and resources with all levels of government
- Public and stakeholder campaign in Spring/Summer 2021

REVS 2021 Leadership Team

Michael Bracy

Ashlye Keaton

Cole Williams

Kate Becker

Sean Lynch

Zach Schwartz

Hakim Bellamy

Curtis Monroe

Anna Celenza

Dena Morris

2020 Pilot Communities

- Albuquerque, NM
- Austin, TX
- Charlotte, NC
- Chicago, IL
- Cleveland, OH
- Denver, CO
- King County/Seattle, WA
- Los Angeles, CA
- Louisville, KY
- New Orleans, LA
- Portland, OR

REVS 2021 Pilots

Anchorage

Boise

NW Arkansas

Pittsburgh

Sacramento

Tucson

What are our pilots doing?

- Engagement with and response to local/state/regional health protocols
- Meaningful community engagement with critical stakeholder groups
 - Local government
 - Musicians/music workers/venue employees
 - Audiences
- Intentional communications/outreach strategies
 - Targeted messaging
 - Development of communications assets
 - Public relations/earned, paid, social media strategy

REVS 2021 Scale

Tier 1: manage cohort, bridge communities, consolidate information, promote strategies via MPF Live, etc.

Tier 2: add expanded pilot mentorship, help desk, network activation (Local/State Arts Agencies, RAO's, NIVA chapters, US Conference of Mayors, NLC, etc)

Tier 3: professionalize audience engagement campaign: educational/outreach materials, digital assets, earned/paid media

Communications/Outreach Pilots

- Digital Marketing: email, social media, web
- Paid/earned media: articles, op/eds, PSA's, interviews
- Video assets: replicate the experience for audiences, musicians and employees
- Print campaign: posters, merchandise, print/outdoor/mobile ads