

Band Promotion: Social Media & Media Kits

Hannah E. McIntyre and Kristen N. Meyer

Spring Hill College

Abstract

This paper examines the effects of social media and traditional media kit promotion for a small, niche band through the lenses of the Media Richness Theory and the Elaboration Likelihood Model. With smaller bands, there can be a disconnect between the band and its fans. Through this research, the researchers sought to learn how to reach their target audience effectively, and how to present the band to a label or agent. The results will come from social media analytics and feedback from booking agents, band managers and public relations individuals. The overall findings from the media kit feedback support the idea that media kits are outdated in some industries without the use of an additional online package. Social media analytics proved the daily postings and engagement with fans on Facebook caused a greater amount of traffic to the band's page. The overall findings of utilizing a Facebook page for this niche band support the notion that driving more content and conversation on the page will create loyalty, awareness and promotion for a band.

Introduction

A band with such a specific sound faces challenges when it comes to marketing and appealing to record labels or agents. Roman Street reported issues with advertising to their demographic and has been unable to get signed by a label or agent despite their popularity. The problem then becomes how to reach their target audience effectively, and how to present the band to a label or agent. Independent Music Promotions is a music PR and marketing company whose motto is “creating successful marketing promotion campaigns for ‘music with depth’ artists worldwide.” The company’s creator, Steve James Moore, is a leader in the industry and the author of “Your Band is a Virus.” Their goal is to help promote new artists from around the world and from all genres of music. They explain how successful music promotion works when other people are talking about the band and its music, rather than the band talking about itself. “Artists with high amounts of press and publicity are seen as professionals in the industry” (Independent Music Promotions, 2015). The goal of these PR and marketing professionals then becomes to “fill a much needed void for independent artists” (Independent Music Promotions, 2015). Attracting a label or agent and/or having a publicist is an important step in the band promotion process. With outside help, band promotion becomes a much simpler task.

Rationale and Purpose

This research is worthy of studying because marketing for a niche band faces many obstacles. Through implementation of a social media campaign, we sought to engage with current and new fans to create a more active and expansive population. Through the creation of a traditional media kit and ideas for development of an already established electronic press kit (EPK), we hope to attract agents and labels. This media kit and EPK will function together as an appealing compilation of the band’s work in attempts to spark interest with the media, festival

coordinators, and other potential job opportunities. The goal of this project is to assist Roman Street in understanding the ways they need to advertise to their fans and to agents or labels.

Theoretical underpinning

The students will conduct the research through the lenses of two theories. The social media campaign aspect of the project will focus on Media Richness theory, and the media kit portion of the project will be reviewed through the Elaboration Likelihood Model.

Questions

Through this research, the students are answering two questions: With a niche band that has a specific target audience, can a social media campaign be an effective form of advertising? For that same band, are media kits a more effective presence in the office of a label or agent than a demo standing alone?

Literature Review

This research will examine methods of band promotion through the use of a social media campaign and the use of a traditional media kit.

Band Promotion through Social Media

The term *social media* refers to digital technologies that allow people to connect, interact, produce and share content. These media forms vary in nature and purpose and include blogs, microblogging sites such as Twitter, wikis, social networking websites like Facebook, and video and photo sharing sites such as YouTube and Instagram. Social media are considered distinct from traditional media because social media are based on user-generated content and the cost of creating and disseminating the content are either free or relatively inexpensive (Dainton & Zelle, 2015). Glenn Peoples, senior editorial analyst at Billboard magazine, says that, “social media never sleeps, and good social media management requires constant attention, planning,

coordination and communication” (Peoples, 2013, p.30). Social media managing and social media campaigning absolutely demand passion and creativity- not to mention an ability to combine content with an advertising strategy, while also measuring results religiously (Peoples, 2013). “You really have to be strategic about how you talk, what you say. Posting once a day or week is not enough” Peoples explains (2013, p. 30). Ultimately, the objective is to generate increased awareness of a brand. Brands can increase awareness using social media campaigns by maintaining an active presence in the social spaces where target consumers and listener “live” (Solomon & Tuten, 2014).

New media content is starting to displace traditional media in terms of the way consumers learn about products and services, and even how they consume them. The music industry is a bellwether for this revolution, where social media are increasingly used for sharing information about musicians, their new music and upcoming concerts. With the arrival of social media, people have many alternatives for discovering new artists, sharing recommendations, and consuming music (Dewan & Ramaprasad, 2014). There is essentially a domino effect that occurs on social networks that lets bands cultivate followings without depending on such traditional outlets as radio to promote their material. For each new fan that discovers the music and shares it with their network, bands see their audiences widen. When this happens rapidly and consistently across networks, it is a telling sign that an act is engaging an audience and will make ripples in the industry (Peoples, 2013).

Surveys suggest that consumers are increasingly relying on social media to learn about unfamiliar brands, however, practitioners recognize that a large number of “likes” does not necessarily translate into meaningful outcomes (Naylor, Lamberton, & West, 2012). Given that consumers increasingly look to social media to form opinions about unfamiliar brands, the key to

success becomes the vital decision of what information to post, when, in what way and very importantly, the evaluation of content.

Media richness, then, refers to the information-carrying capacity of the medium, meaning there must be a focus on the choices a communicator makes about the proper channel for disseminating particular messages. Media richness theory, developed by Daft and Lengel (1984), recognizes that as new communication technologies develop, the decision about the best way to send a message becomes more complex (Dainton et al., 2015). On what media platform should a media manager choose to post and host the brand of the product or service?

A face-to-face interaction is considered the most “rich” medium, while social networking and interactive websites are said to be second in richness (Dainton & Zelle, 2015). The main idea of the theory is that the medium should match the message. The second major consideration is the nature of the message that needs to be sent. The goal of communication is, of course, understanding. Ambiguous messages are those that run a great risk of being misunderstood by the receiver of the attempted communication. The more ambiguous the message, the richer the medium should be in communicating that message. In such an instance as a social media campaign, where the goal is to increase brand awareness, there are differing cultures related to the preferred ways of communication. However, scholars have found that above and beyond such variations, there are objective differences in the ability of various communication channels to communicate particular types of messages (Lengel & Daft, 1987). As such, a skilled communicator need be consciously considering media richness in the communication process, particularly through social media communication.

Band Promotion through a Traditional Media Kit

A press kit's main goal is to represent the band as much and as straightforwardly as possible. It is important to remember to be creative with a media kit, because it needs to stand out in the mind of the label, agent or media personnel that are reviewing it. The same advice applies to the website and any promotional posters or tools used by the band. When assembling a media kit, it is important to include all the parts: cover letter, biography, photographs, press releases or news clippings and, of course, music samples (Blacklock, 2005).

Including a cover letter in a media kit is a way to personalize a more general package of information. This shows the label or agent that the band is interested in them. The band is paying attention to who it wants to be its representation. That label or agent knows they received the media kit for a reason, not just randomly (Creating your own, 2000).

The band's biography tells the label or agent who the band is and what it stands for (Blacklock, 2005). It is important for the agent to get a feel for who the band members are from the media kit because they might not get to meet them at first. The people are who make the band what it is. The members have a direction and a vision; they started playing music for a reason, and they love it. Knowing their story is a part of what makes that band unique and important. In the biography, descriptions of how the band started, who plays what instrument or has what role, and the band's sound all have their place (Blacklock, 2005). This is where the band sells themselves as a group. The biography should also include previous work and albums and previous or standing gigs.

Photography is an easy way to show, rather than tell, who the band is (Blacklock, 2005). A band has a look that makes up part of who it is. The members have fun playing together, which you can't see through a demo. Having high quality photography is important in order to

present a band in the best possible light. This does not mean that a band needs to spend large amounts of money on a photographer, but it does need to use a good quality camera. It is necessary to check the requirements for where the band plans to send their media kits. Some labels or agents will only accept electronic submissions. Others prefer actual copies of the photos within the kit.

A label or agent wants to see that the band is putting itself out there and working. Any positive reviews or press clippings available should be included in a short format (Blacklock, 2005). One page of quotes or press coverage will show an agent that the band has fans or is growing in popularity. If the band has been nowhere and done nothing, the label won't be interested. Include press releases for upcoming shows or events

There are two good ways to send music samples in a press kit. Include a CD with a few of the band's best or favorite songs and a song list (Blacklock, 2005). Not all agents or labels will look further than what is in front of them; so, including a hard copy in the media kit makes it very convenient. Supplement that CD with a link to the band's website or electronic press kit. There, the band can have more or all of their music available. Do research on the specific label or agent the band is looking to attract to see what format they prefer.

The packaging is just as important as the content (Blacklock, 2005). It is imperative for the media kit to look professional. The media kit functions as the band at first. If it is not professionally made, the label or agent won't give it the time of day. Music labels and agents are constantly receiving information from bands, so it is important to not waste their time (Andrew, 2008). Make it easy and appealing for them, and they will review the information.

While all of these parts should be present, it is just as important to be brief. No label or agent is going to sit and spend an excessive amount of time looking through any press kit. Get all of the information in the folder, but do it concisely (Vanslack, 2007).

After the initial sending of the press kit, it is important to follow up. Calling to make sure the label received the kit is the first step. The band needs to stay in touch with the label to keep them up to date, and email is a good way to do that (Andrew, 2008). Creating an email newsletter is an easy way for a band to reach fans and labels alike in order to inform about upcoming shows or album releases.

Through studies done by John Cacioppo and Richard Petty (1979), it was found that “subjects would agree more with the pro- than with the counterattitudinal advocacy and repetition would lead to increasing, then decreasing with the advocacy” (p. 100). This means that when an advertisement has a positive message and is repeated, consumers are more likely to respond positively. This study led them to develop the Elaboration Likelihood Model theory, which explains, “targets of persuasive messages use mental processes of motivation and reasoning (or lack thereof) to accept or reject persuasive messages” (Dainton & Zelle, 2015, p.119). Branding and media kits use the central route of persuasion. This means that the consumer (label or agent) is given all the information needed in order to make an informed decision. There is nothing left out of the equation. The goal of a centrally routed message is to motivate in order to create long-term change through strong arguments, a wealth of information, and repetition (Dainton et al., 2015,).

Timeline: Strategies and Execution

Nine weeks out from the given project deadline, students met with the client, Roman Street, to discuss and agree upon proper logistics and expected deliverables. Roman Street was

given a proposal outlining expectations and deliverables clearly (see appendix A). Eight weeks out from the deadline, the team met with the second advisor for the first time. Within this meeting, the group discussed all aspects of the project and what will be completed. Seven weeks out, the group continued to research and lay foundation for the media kit, social media campaign and the final paper. The timeline was assembled and the photo shoot of the client was completed six weeks out from deadline. Next, the group continued with the integrated media campaign and created a fresh media kit, which was later to be delivered to potential agents. Four weeks out from the deadline, the social media director continued the integrated media campaigning, which was continued through the rest of the month for the client. Three weeks from the deadline, the media kit coordinator continued editing and finalizing the media kit. Two weeks from the given due date, the team finished up the last week of social media and began analytics. The media kit coordinator completed the media kit and sent out to booking agents, band managers and public relations professionals, in hopes of obtaining feedback (see appendix F). The group also intended on hosting a virtual concert for fans across the country, which would have been promoted throughout the month on social media. Due to the band's tour schedule to California throughout the month, the team was unable to coordinate this virtual concert. One week before deadline, the team received feedback from those whom they sent media kits (see appendices H, I, J and K). The project planners received social media analytics and drew conclusions, while determining success. Lastly, the team finished the final paper and prepared for the presentation in which they explained the findings through the project.

The original Facebook analytics of Roman Street provided the demographics in which the project planners were able to target for the integrated marketing campaign. The audience

includes men and women, ranging from the ages of 25-64. These individuals are typically middle-class, from the United States, from Alabama or Southern states.

The key individuals for the project to be a success included the following: The intended audience, as described above, was the target demographic in which the project planners aimed to communicate with throughout the project timeline. While the group intended to reach current fans, they also aimed to gain new fans of the band, labels and agents. Roman Street, of course is a key duo as they are the client the group is working for throughout this project. Patty Thompson, current manager of the band, was another reference. Lastly, Sami Maurer, graphic designer, designed a logo for the team to be used in desired areas such as presentations.

Tools for the social media campaign included: Facebook, Facebook analytics and Google Applications. Tools for the media kit production included: Creative Cloud programs and Microsoft Office. The Stageit show called for video and audio equipment, and the project planners elicited Catt Sirten's help along with equipment from the IMC. Though the Stageit performance did not occur, the team had all the necessary contacts ready in the event the band was able to follow through. The project planners attempted to hire Mike Short as a photographer in order for the band to have fresh, new photos to use in their social media and media kit. He was to provide the necessary equipment. Short would utilize a professional camera, tripod and special lighting. The project planners trusted Short's work as both have seen his photography skills in action at previous events. Short is a professional whom we anticipated would perform as such. Short was unable to attend the photo shoot, with short notice to the project planners. The project planner was able to stand in and take a multitude of photos, which were used successfully for the media kit as well as social media.

Possible problems with the project began with communication delays with the band. It is not always easy working with and getting what you need from a client. It is important that the project planners remind the band when we need its help or need something from it. The planners need to make sure they receive all materials they need from them. The team needs to make expectations very clear.

A second problem could have come from weather. Originally, Roman Street wanted to have the photo shoot outside, but a new location, indoors, was chosen. Fortunately, the project planners did not have to reschedule the photo shoot, however, there was a plan if needed. Another problem was that Mike Short cancelled last minute. The project planners planned to take the role as photographers in this case. Kristen took photos using a Nikon D3200, Nikon DX 18-55mm lens and a tripod. This was her own equipment. Hannah took photos from behind the scenes using an iPhone 6.

A third potential problem could have been with audio or video equipment used to film the Stageit event. To try to prevent this from becoming an issue, the team would have had Catt Sirten on hand. This show was to be a preliminary trial run for online shows for Roman Street, but the team planned for it to run as smoothly as possible. This did not become a problem, but it turned into a different one. The band's schedule was fuller than both the band and the project planners realized. The planners organized the event, but it did not take place.

At the end of this project, the team completed a social media campaign, a media kit and a photo shoot. The results from the procedure came from social media analytics and media kit feedback. The team reviewed the social media analytics from the time of the campaign to see how effective social media advertising is for the Roman Street fans and demographics. The planners will review unique visits and analytics to indicate whether or not the campaign seemed

to create more traction on the platforms utilized. They also viewed additional page 'likes' and views to analyze the effectiveness. Fan reach is another analytic the team measured. A fan reach is simply the number of fans of the page who have seen any given post. It is an organic reach, meaning that it only records the views that occurred directly, not through an action of a friend of a fan. Engagement, the number of people who clicked anywhere in a post, including liking, commenting and sharing and people who have viewed or clicked on links and photos, is another metric the team has reviewed and analyzed. Engagement also included fans that have clicked on a commenter's name, liked a comment or clicked on the Roman Street page name. This is the most important metric to know after your reach metric because it shows how many people have potentially seen content; engagement is the number of fans who have actually interacted with the team's content. The team also sent the media kit to professionals for review, to decide if it will be an appropriate form to get the band signed or noticed by a label or agent. It will also be useful for use with the press, media, festivals etc.

Results

Social Media

The work of social media, specifically Facebook, was extremely effective in creating brand awareness, engaging with fans and promoting concerts and shows. Due to the massive figures of active Facebook users, all businesses, irrespective of their size, should be using social media networks for marketing their brand, product or service. The team decided to avoid multiple social media platforms and focus on branding with Facebook, alone. According to Facebook's company website, the mission of this particular social media outlet is to give people the power to share and make the world more open and connected. People use Facebook to stay connected with family and friends, to discover what is going on in the world, and to share and

express what matters to them. Facebook reports that demographics are shifting, as the social network site saw a particularly strong growth in the 55-and-up age group (Facebook, 2015). With over 1 billion daily active users on an average day, many of whom make up Roman Street's target demographic, this was the best option for reaching fans. The social media analytics (see appendix G) clearly support the notion that when utilizing, sharing and posting updated content, fans will engage and support the brand. The photo shoot for Roman Street (see appendix C) aided the social media content in helping to put faces to the band. These photos, used in promoting concerts and recognizing specific band members (see appendix D) affected more than just the band's follower count. The social media campaign strengthened relationships with fans and helped extend social reach and gain a better understanding of the target audience. Social media works as a dialogue, so engagement is crucial for any social media campaign to be deemed successful. Creating this conversation, while providing enticing photographs and content, helped make this conversation easy and inviting for fans in hopes their support will bring them out to a show, purchase the band's music, and share the brand with others. The growth of likes, reaches and engagement of Roman Street's page was astonishing. Over the course of just four weeks, the page gained 71 new page likes, over ten posts reached more than 2 thousand fans, and engagement on each post reached over one hundred fans on average. The overall findings definitely agree with the notion that all brands, niche or not, should maintain an online presence through social media.

Traditional Media Kit

The media kit created for Roman Street was photographed, and the documents and photographs were put into a Google Drive folder. The folder was sent to a list of 11 booking agents, band managers, public relations professionals, Noah and Josh Thompson of Roman

Street and their current booking manager, their mother, Patty Thompson (See appendix I) in an email describing the project and asking specific feedback questions (See appendix H). Four of the 11 people (Noah and Josh Thompson, one booking agent and one public relations professional) replied with feedback, and one replied that they were unable to help at this time. The answers to the questions can be found in a table in appendix J. The two public relations professionals said they would use (and do use) traditional media kits to promote their clients. The booking agent said that he would not use a traditional media kit without an electronic supplement. Roman Street said they would most likely not use a traditional media kit because they felt they do not have a place in the music industry. The overall findings support the idea that media kits are outdated in some industries without the use of an additional online package.

Conclusion

Smaller, niche bands find difficulty in raising awareness and gaining new fans of specific types of music. It is through the use of a social media campaign and a freshly developed media kit paired with an EPK that a band can build a stronger following and create potential new relationships with agents and labels.

The Media Richness Theory describes how and why some media are best at communicating messages. Secondly, the Elaboration Likelihood Model theory explains that targets of persuasive messages use a mental process of motivation and reasoning to accept or reject a message. In keeping such theories in mind, this project will provide strategic ways of creating positive and effective engagements with the target market with whom the group is trying to reach.

Overall, the results of this project were to create a greater awareness and following of the band, while gaining fans, increasing crowd size and album sales, and ultimately creating a larger

fan base as well as attempts to reach potential labels and agents. The goal of this project was to help Roman Street better understand the ways they need to advertise to their fans and to agents or labels.

Ultimately, the social media campaign was successful in creating brand awareness and engaging with fans. Facebook is definitely a useful tool for a small niche band to reach its target audience. The results of the media kit tell Roman Street that, on its own, a media kit does not stand up in the music industry. When paired with an electronic kit, a traditional kit does a much better job.

Reflection

To really utilize our knowledge and skills we have learned from our time at Spring Hill College as well as several internship opportunities, we decided taking on this project with Roman Street would be a fantastic way to showcase our abilities. It was also a chance for us to get creative, be professional and work toward a goal as a team. Hannah's ability to craft a media kit with enticing wordage and an aesthetic appeal, helped. Kristen's experience with social media and photography allowed for great content and engagement on the band's Facebook page. These skills enhanced the project's success and indeed created a greater awareness of Roman Street and its music.

Hannah's feedback from several agents and professionals taught her how marketing and promotions is very industry specific. Though our media kit was very attractive and full of useful information, it may not have been the right choice for this industry. The public relations professionals agreed that the media kit is still something very useful; while those in the music industry suggested that this is not something quite as relevant without an online supplement.

Planning the social media calendar with content, concert promotions and photos was helpful in understanding what types of posts are useful and when the best time to post might be to receive feedback from fans. Kristen learned that by fully engaging with fans, responding to their posts and questions, you could create stronger relationships with your fans while gaining loyalty from them as well.

In the event we were able to continue this project longer, the team discussed a few things we might change to enhance success. Had time permitted, Kristen would have utilized more social media platforms to gain more online traction. Hosting the Stageit show would also have been a wonderful experience for both the band and us, and would have been carried out had this opportunity lasted longer.

Brand promotion, we have learned, is not something that is very often studied in a scholarly manner. This made our research a bit difficult and perhaps another project for a different industry may have created a larger scholarly-based project.

Overall, we are proud of our success, our creativity and the awareness we produced by our media kit and social media campaign. We feel lucky to have had this opportunity to work with Roman Street, and are confident that our internships as well as the Spring Hill College Communication Arts curriculum guided our success.

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Appendices

Appendix A- Roman Street pitch letter

Appendix B- Basic communication e-mails

Appendix C- Photo Shoot

Appendix D- Social Media screen shots

Appendix E- Bio information e-mails

Appendix F- Media Kit Documents

Appendix G- Social Media Analytics

Appendix H- Media Kit e-mail

Appendix I- Media Kit Feedback options

Appendix J- Media Kit Feedback table

Appendix K- Media Kit Feedback e-mails

Appendix A- Roman Street pitch letter

Hannah McIntyre and Kristen Meyer
4000 Dauphin St.
Mobile, Alabama 36608

Aug. 31, 2015
Roman Street Band
Noah and Josh:

Our Senior Seminar project is a capstone experience where we use the skills we learned through our classes at Spring Hill College. We conceptualize, research, plan, implement and evaluate an applied project where we demonstrate our abilities as communication professionals.

Our project aims to answer two questions: with a niche band that has a specific target audience, can a social media campaign be an effective form of advertising? For that same band, are media kits a more effective presence in the office of a label or agent than a CD standing alone?

Through our work we will provide the following deliverables:

- A social media campaign that will be evaluated and analyzed for its efficiency and engagement
- We will create a stageit.com account to provide Roman Street a new outlet to reach far away fans and labels/agents
- We will create a traditional media kit, including invitations to stageit.com events, to market the band to labels/agents, media organizations, festival or event planners

For all of this to go smoothly, we need your help throughout the process. We will be contacting you often, and sometimes will need answers within 24 hours. In order for the social media aspect of the project to be effective, we feel that we should have joint control over the accounts, with you both, for the time being.

A large aspect of this project is the evaluation step. Social media analytics will be the evaluation on that end of the project. The traditional media kits will need to be evaluated first by you, then ideally by booking agents or labels. Another option for evaluation would be a publicist or similar agency who would create such a kit for a band or business.

Moving forward with your permission, we will monitor the social media and begin work on the media kit. After your evaluation, we will seek it from appropriate people.

Thank you for considering this proposal.

Sincerely,
Hannah McIntyre
Kristen Meyer

Appendix B- Basic communication e-mails



Kristen Meyer <kristen.n.meyer@email.shc.edu>

Sep 28 ☆

to heatherhallm

Hey there, Heather!

This is Kristen Meyer. I'm not sure if Josh or Noah gave you the heads up that I would be touching base with you. I am working on my senior seminar class, which is a capstone project, and will be working on Roman Street's social media for the month of October. Josh thought it might be helpful to get a little advice from you regarding what have worked for you regarding the accounts. Josh said he and Noah have been really pleased with what you have done so far.

If you want to just send me over suggestions or ideas that would be lovely. Thanks so much!

Best,
Kristen Meyer



Kristen Meyer | Public Relations Intern
251.375.1297 | jjpragency.com
25895A Friendship Rd., Ste. C | Daphne, AL 36526

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heather hall

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heather hall <heatherhallm@gmail.com>

Oct 3 ☆

to Josh, Noah, me

Hi Kristen,

I apologize for my delay in response! Typically doesn't take me this long. I'm in Paris and thought I sent you an email, but it never left draft. Sorry about that!

Great to hear you'll be working on this as a project. What can I help with? Happy to. Will you be posting directly onto the platforms or sending things along for approval to Josh and Noah? I've primarily been posting onto Instagram and Twitter, based on what Noah shares on Facebook, plus website info. My main goal has been to provide more awareness of the band and to promote their work/events.

Give me an idea of what you have in mind so I can help! :)

Best,

heather hall
[251-533-8854](tel:251-533-8854)
[Instagram](#) | [Twitter](#) | [LinkedIn](#)

...



heather hall <heatherhallm@gmail.com>

Oct 3 ☆



to Josh, Noah, me ▾

Hi Kristen,

I apologize for my delay in response! Typically doesn't take me this long. I'm in Paris and thought I sent you an email, but it never left draft. Sorry about that!

Great to hear you'll be working on this as a project. What can I help with? Happy to. Will you be posting directly onto the platforms or sending things along for approval to Josh and Noah? I've primarily been posting onto Instagram and Twitter, based on what Noah shares on Facebook, plus website info. My main goal has been to provide more awareness of the band and to promote their work/events.

Give me an idea of what you have in mind so I can help! :)

Best,

heather hall

[251-533-8854](tel:251-533-8854)

[Instagram](#) | [Twitter](#) | [LinkedIn](#)



Kristen Meyer <kristen.n.meyer@email.shc.edu>

Oct 5 ☆



to heather ▾

Hi Heather,

No problem, I totally understand. I am envious of your Paris trip, one of my favorite cities!




I will be posting directly onto the platforms, though I have scheduled Facebook posts which Noah has reviewed and provided feedback. I haven't made any progress with planning Instagram or Twitter. I haven't received this login information, hope to get this from you! The goal, as you mentioned, will be to provide more awareness of the band and to promote their events.

Really, I am just wondering if you have any tips or advice about the social media 'voice' or anything. How often do you post on each platform and what types of posts seem to get the most engagement? This is part of what my project research will become, though Josh thought it might be helpful to check in with you first.

I appreciate your help and hope you have safe travels! Also, please don't rush to respond, whenever you return to the States will be fine!

Best,
Kristen



 **heather hall** Oct 17 ☆  

to me ▾

Hi Kristen,




I'm a crazy person right now. I'm now at back to back conference all weekend and through next week for Yellow Day. I didn't forget about ya!

Are you going to be posting on behalf of Roman Street this week while they're in CA? I was going to post a few things on Instagram and Twitter which is why I'm wondering. Don't to mess anything up that you might have planned.

Are you available for a quick call on Monday at 1pm?

Thanks!

...

 **Kristen Meyer** <kristen.n.meyer@email.shc.edu> Oct 18 ☆  

to heather ▾

Hey Heather!!

No problem at all! Monday at 1PM actually will not work for me, I am attending a Public Relations field trip for students in Gulfport. Perhaps Tuesday morning? Let me know another time this week you are free.

I will not be posting for Roman Street on Instagram or Twitter. So, go ahead with that!



Thank you so much,
Kristen

...

RE: Sunday Photoshoot CMM Seminar: Roman Street x



  5 more

 **Noah Thompson** <noah@romanstreet.com> Oct 1 ☆  

to me, Hannah, Josh, Bryan, Andy, 1jomorris, Melody ▾

Ok updated photo shoot for this Sunday:

I need photographer here at 3:30pm this Sunday. Bassist will arrive approx.. 4pm. Bassist, percussionist, and violinist are good to go. Working on drummer availability now.


6572 Garrison Dr.
Spanish Fort, AL. 36527.

The lighting won't be the best without supplementation but we can try it anyway.



Attire:
Band members please wear black, and bring a change of normal clothes. Josh and I will wear some dark jeans and linen shirts.

Shots I would like to get:

1. Guitar Duo
2. Guitar Duo + Bassist
3. Guitar Duo + Violinist
4. Guitar Duo + Bassist and Violinist
5. Guitar Duo + Drummer
6. Full Band

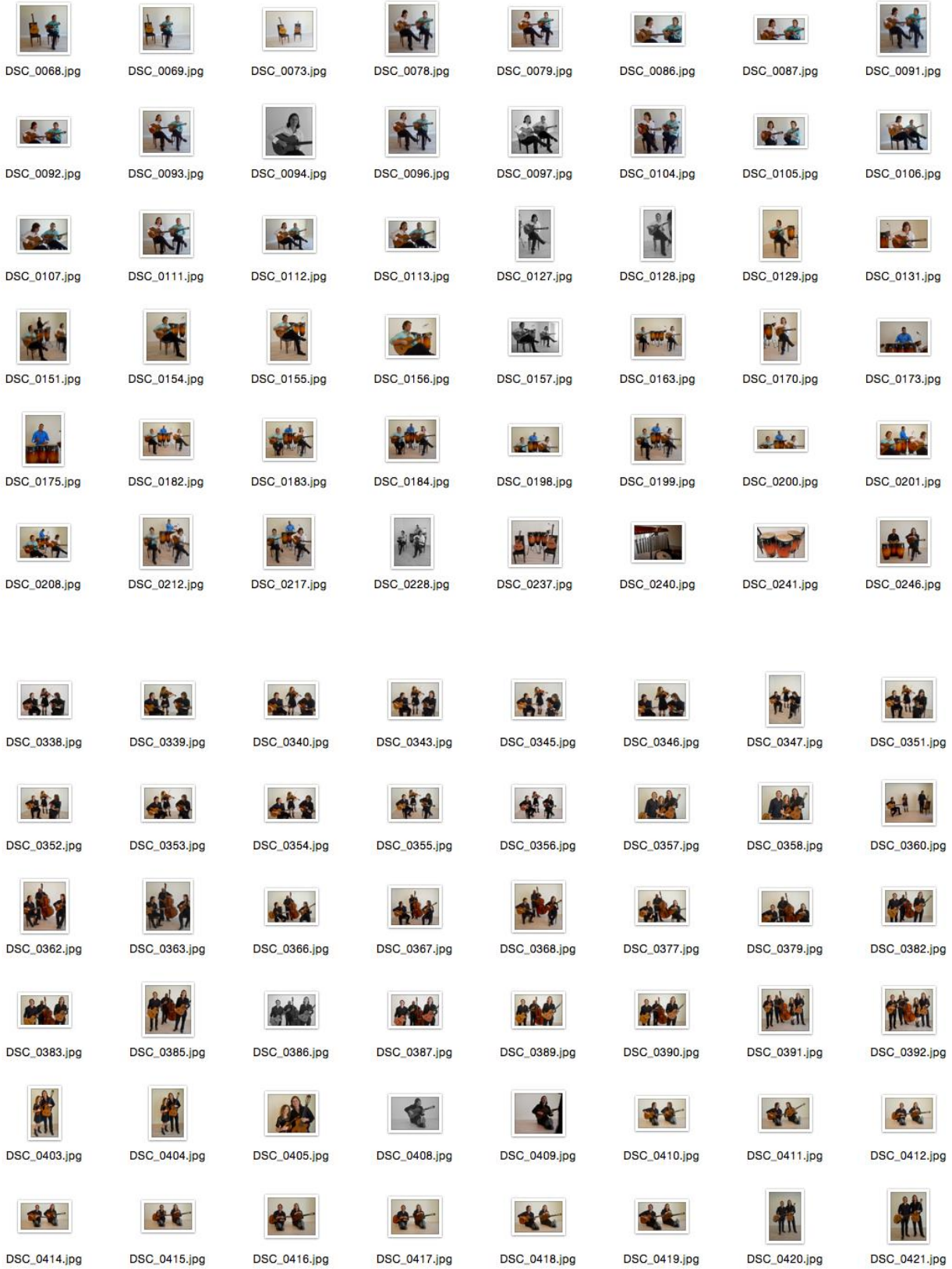
 **Noah Thompson**

[Add to circles](#)



















































[Show details](#)



















































Appendix C- Photo Shoot



Appendix D- Social Media screen shots

10/17/2015 8:00 am		Roman Street keeps it simple—with beautifully organic acoustic instruments played by talented and fan			1K		101 100	 	Boost Post
10/16/2015 11:30 am		What a crew! We are so lucky to do what we love, with people we love. Thank you for all your support			2.6K		134 205	 	Boost Post
10/16/2015 8:30 am		Looking forward to our show at Spaghettini in Seal Beach tomorrow! Featuring Jo Morris, Jr (bass), an			218		26 14	 	Boost Post
10/15/2015 7:04 pm		Photo by: Kristen Meyer			1.3K		122 261	 	Boost Post
10/15/2015 2:00 pm		Heading back to the West Coast! We will be playing at Spaghettini in Seal Beach this Saturday. Jo Mo			423		17 15	 	Boost Post
10/14/2015 11:03 am		We are thrilled to be performing at Catalina Island JazzTrax Festival in Avalon on Sunday, October 18			693		25 38	 	Boost Post
10/12/2015 9:25 pm		Can't wait for our Quartet to return to Spaghettini th is Saturday night! 2 shows, 7:00pm and 9:30pm. L			398		14 10	 	Boost Post
10/10/2015 8:00 pm		Josh and Noah will be playing at this year's Mattie Kelly Arts Festival on October 25th at 12:30PM. Si			557		8 15	 	Boost Post
10/09/2015 11:00 am		Hey, Mobile! Josh and Noah will be performing this evening at the LODA Artwalk. Sam Winter & Co. an			468		32 29	 	Boost Post
10/08/2015 11:30 am		The Roman Street band is back for our 6th performance at one of the finest wine festivals of the year:			384		19 15	 	Boost Post
10/07/2015 1:30 pm		This week's Brown Bag Concert at Mayday Park features our Noah and Joe Morris! Concert runs from			576		48 28	 	Boost Post

10/22/2015 2:04 am	 Photos from Roman Street's post			1.1K		97 58		Boost Post
10/21/2015 11:45 am	 eat . drink . listen Bryan and Jo Morris will be joining Noah and Josh at Spaghettini Beverly Hills tonight			248		5 12		Boost Post
10/20/2015 10:00 am	 Hey, Santa Barbara! We will be performing this Thursday at SOHO Restaurant and Music Venue. Grab			483		21 28		Boost Post
10/19/2015 5:10 pm	 Roman Street shared Smooth Jazz Family's album			1.5K		150 78		Boost Post
10/19/2015 11:00 am	 Fresh in from Switzerland... our drummer Bryan Morris and his beautiful new snare drum from Lauper!			632		36 41		Boost Post
10/19/2015 10:00 am	 We will be performing at Spaghettini Beverly Hills this Wednesday evening! We hope to see you there			350		18 13		Boost Post
10/19/2015 8:00 am	 Love having our Momma on tour with us!			4.5K		468 356		Boost Post
10/18/2015 5:16 pm	 We made it to Los Angeles! Great show at Spaghettini in Seal Beach last night, two packed houses! W			749		65 78		Boost Post
10/18/2015 1:00 pm	 "Dreaming of October on Catalina Island all year long" ... well tonight is the night! Josh and Noah will			237		1 13		Boost Post
10/17/2015 2:00 pm	 Great to be back in Cali! Catch us tonight at Spaghettini in Seal Beach at 7:00PM + 9:30PM! Jo Morris			205		1 6		Boost Post

10/28/2015 12:57 pm	 We will be performing at the Life Leaders Year-End Progress Event on December 15th. Looking forward			215		3 12		Boost Post
10/28/2015 9:00 am	 Hey, Baton Rouge! Catch our guitar duo at the Red Dragon on December 2, 2015. This is a great "not f			1.2K		23 48		Boost Post
10/27/2015 7:00 pm	 Our lovely violinist, Melody Duncan, blesses our lives with her remarkable talent and kind spirit. We ar			1.5K		222 160		Boost Post
10/27/2015 1:00 pm	 "The four days of festivities at Seeing Red Wine Festival include reserve wine tastings, dinners and a			557		33 37		Boost Post
10/27/2015 10:25 am	 Roman Street guitar duo will perform at the annual holiday party for the Baldwin Co. Humane Society.			349		19 15		Boost Post
10/26/2015 9:20 pm	 Noah, Josh + Jo Morris ... all smiles with these three!			1.7K		114 154		Boost Post
10/25/2015 10:00 am	 Josh and Noah will be playing Sunday at the Mattie Kelly Arts Festival, starting at 12:30PM. \$5 admissi			93		0 4		Boost Post
10/24/2015 8:45 am	 The Roman Street Guitar Duo will be performing tomorrow at the 20th Annual Festival of the Arts with			1.3K		96 122		Boost Post
10/23/2015 1:00 pm	 Recognized as one of Northwest Florida's premier fine art shows, the Festival of the Arts welcomes m			306		24 22		Boost Post
10/22/2015 1:00 pm	 The Roman Street Quartet will be at SOHO Restaurant and Music Venue this evening! See you there,			139		0 5		Boost Post


10/09/2015 11:00 am	Hey, Mobile! Josh and Noah will be performing this evening at the LODA Artwalk. Sam Winter & Co. an			468	32 29	Boost Post
10/08/2015 11:30 am	The Roman Street band is back for our 6th performance at one of the finest wine festivals of the year:			384	19 15	Boost Post
10/07/2015 1:30 pm	This week's Brown Bag Concert at Mayday Park features our Noah and Joe Morris! Concert runs from			576	48 28	Boost Post
10/07/2015 10:36 am	We will be heading out this month for our California tour! Here are some upcoming dates... Tickets on			259	16 13	Boost Post
10/02/2015 11:30 am	Join us tonight at the Fairhope Art Walk! Our street performance is free to all. Meet us outside our favo			264	6 12	Boost Post

■ Reach: Organic / Paid ▼
■ Post Clicks ■ Likes, Comments & Shares ▼

Published ▼	Post	Type	Targeting	Reach	Engagement	Promote
11/06/2015 11:46 am	Come see Noah and Josh play TONIGHT on the streets of Fairhope, AL. for their last artwalk perform			18	0 4	Boost Post
10/31/2015 12:54 pm	Cokesbury United Methodist Church will be hosting a free Christmas concert to benefit the Gulf Coast			402	23 38	Boost Post
10/31/2015 8:00 am	Came across this older photo and had to share! Check out our tour schedule for all upcoming shows.			91	4 3	Boost Post
10/30/2015 8:00 pm	So much love for our very talented guy on the bongos... Andy William!			1.1K	37 74	Boost Post
10/30/2015 5:00 pm	Mobile! We are back for another Christmas concert with MITHRIL at Mobile's Saenger Theatre! Come j			135	5 5	Boost Post
10/30/2015 10:00 am	Hey, Mississippi! Come join Roman Street at Snowflakes and Sugarplums in Bay Saint Louis on Dec			215	6 11	Boost Post
10/29/2015 1:00 pm	Each Thursday evening, 50 times per year, the Ogden Museum of Southern Art is pleased to present			374	22 21	Boost Post
10/29/2015 7:45 am	"You know what music is? God's little reminder that there's something else besides us in this universe;			2.3K	78 166	Boost Post
10/28/2015 12:57 pm	We will be performing at the Life Leaders Year-End Progress Event on December 15th. Looking forward			215	3 12	Boost Post

Roman Street
Published by Kristen Rua Meyer [?] · October 29 at 7:45am · Edited [?] · 🌐

"You know what music is? God's little reminder that there's something else besides us in this universe; a harmonic connection between all living beings, every where..."



2,282 people reached [Boost Post](#)

Roman Street
Published by Kristen Rua Meyer [?] · October 28 at 9:00am · 🌐

Hey, Baton Rouge! Catch our guitar duo at the Red Dragon on December 2, 2015. This is a great "not for profit" venue, music is their 'thing', not the money. Check out more below. --- RS




Red Dragon Listening Room
REDDRAGONLR.COM

1,162 people reached [Boost Post](#)

Roman Street added 4 new photos.
Published by Kristen Rua Meyer [?] · October 27 at 7:00pm · Edited [?] · 🌐

Our lovely violinist, Melody Duncan, blesses our lives with her remarkable talent and kind spirit. We are lucky to make music with her!



1,472 people reached [Boost Post](#)

Roman Street
Published by Kristen Rua Meyer [?] · October 26 at 9:20pm · Edited · 🌐

Noah, Josh + Jo Morris ... all smiles with these three!



1,661 people reached [Boost Post](#)

 **Roman Street**
Published by Kristen Rua Meyer [?] · October 24 at 8:45am · Edited [?] · 

The Roman Street Guitar Duo will be performing tomorrow at the 20th Annual Festival of the Arts with the Mattie Kelly Arts Foundation! Come join us! Please help us out by sharing the event with family and friends in the area!



1,335 people reached [Boost Post](#)

 **Roman Street**
Published by Kristen Rua Meyer [?] · October 19 at 11:00am · Edited [?] · 

Fresh in from Switzerland... our drummer Bryan Morris and his beautiful new snare drum from Lauper! Lookin' good Bryan!



632 people reached [Boost Post](#)

 **Roman Street** at Santa Catalina Island, California
Published by Kristen Rua Meyer [?] · October 19 at 8:00am · Edited [?] · 

Love having our Momma on tour with us!



4,487 people reached [Boost Post](#)

 **Roman Street** updated their cover photo.
Published by Kristen Rua Meyer [?] · October 15 at 7:04pm · Edited · 

Photo by: Kristen Meyer



1,787 people reached [Boost Post](#)

 **Roman Street**
Published by Kristen Rua Meyer [?] · October 17 at 8:00am · Edited [?] · 🌐

Roman Street keeps it simple--with beautifully organic acoustic instruments played by talented and fantastic individuals. "You don't need words to feel the music" Check out up coming tour dates for the remainder of the month on our website! <http://www.romanstreet.com> As always, thank you for the love and support!



1,014 people reached Boost Post


 **Roman Street**
Published by Kristen Rua Meyer [?] · October 16 at 11:30am · 🌐

What a crew! We are so lucky to do what we love, with people we love. Thank you for all your support, friends!



2,577 people reached Boost Post

Appendix E- Bio information e-mails

Josh Thompson 

To: Hannah McIntyre

Re: Bio info

October 28, 2015 11:27 AM

[Hide Details](#)

1

1. Daphne, AL

2. Acoustic and Classical guitars

3. I started playing acoustic guitar when I was 15 in my church youth band. Noah was playing in the band at that time but was leaving to go to college so I wanted to learn and take his place.

4. Roman Street is incredibly special to me for one because it is something that Noah and I created together from nothing. It was just two brothers who shared a fondness for a type of music that didn't exist in our part of the world, and fortunately people have been so supportive of it. It's special thing when you can not only make a living doing something you love, but do it with the people that you love.

[See More from Hannah McIntyre](#)

--

Joshua Thompson

Partner

Roman Street Music LLC.

josh@romanstreet.com**Hannah McIntyre**

To: noah@romanstreet.com, josh@romanstreet.com

Bio info

October 25, 2015 3:57 PM

[Hide Details](#)

Sent - email.shc.edu

Hello!

I hope the tour went well, the social media has been going great!! Here are some basic questions for the band member bios in the media kit. Please take a few minutes and respond with nothing more than a few sentences. Please get back to me by Wednesday the 28th. Thanks!

1. Hometown
2. Instrument(s)
3. when and why you started playing
4. what Roman Street means to you
5. anything additional you'd like included

Noah Thompson 🍷

To: Hannah McIntyre

RE: Bios

October 28, 2015 10:33 AM

[Hide Details](#)

2

Hannah,

To answer you media kit questions:

I started playing guitar at the age of 15. I had played other instruments at a very amateur level previously, but my junior prom date in high school was in love with the song IRIS by the Goo Goo Dolls. So I thought I would surprise her (she always questioned why I played saxophone and piano but never the guitar).

Roman Street means many things to me, and those things have changed over the years. It is always a way for me to play music with my brother---which I very much enjoy---and a way for us to travel and explore our musical ideas publically. We are also incredibly fortunate that Roman Street pays our bills. Of all the people that play musical instruments in this world, very few can claim that. In the last few years though we seem to have developed a deeper connection with our listeners. Our fan base has grown and I'm quite sure that our music has reached every continent on earth. I'm surprised and thankful to know that our songs/compositions have helped numerous people in different ways; we have received several emails from people who claim it helped them through their chemotherapy, calm a veteran's mind coping with PTSD, or transport a woman who can't get a break from her job to an exotic locale so she can relax.

I'm also quite proud that we as Roman Street remind people how much fun they can have listening to, and watching a performance of, music played on real instruments by real people. We live in a world where there are more and more DJ's at music halls, and the music landscape is saturated with music made by the twisting of knobs on a board and sequences made on computers.

Hope that helps.

Melody Duncan 🇺🇸

To: Hannah McIntyre
Re: Roman Street bios

October 28, 2015 9:01 AM

[Hide Details](#)

1

Hello Hannah and Kristen!

Here are some answers to your questions...should I write it like a bio? I can organize the thoughts better if you like...I just wasn't sure what format you're looking for :)

Melody Duncan

- 1.) From Mobile, AL
- 2.) Plays violin/fiddle (plays other instruments with different projects...guitar, mandolin, piano, vocals...)
- 3.) One of the very first memories was wanting to play the violin. The way it sounded was enchanting. Instead, began playing different instruments at the age of 5. Music was always a big part of life. Did not begin to play the violin until the age of 14. Started playing by ear in church, then became classically trained. Been playing in different settings and genres ever since...Rock n' Roll, Blues, Folk, Jazz, Classical, dubstep and Irish fiddle. It's a wonderful experience to be able to share the music with an audience!
- 4.) Me and my brother, Christopher Duncan were playing at a music festival on a jazz stage. The guys in Roman Street played the same stage. We all watched each other's sets and really enjoyed each others music. A year later (in 2010) we connected again and played for a Sunday brunch in a small midtown restaurant...we've been making music ever since!

Good luck with the project!

On Sun, Oct 25, 2015 at 3:53 PM, Hannah McIntyre <hannah.e.mcintyre@email.shc.edu> wrote:

Hello!

Thanks so much again for being available for the Roman Street photo shoot. We are working on creating a media kit for Roman Street, and would like to include some band member bios. If you'd like to be included please respond by Wednesday October 28 with answers to some or all of the questions below.

1. Hometown
2. Instrument
3. Why and when you began to play
3. How/when you began playing with Roman Street

Thanks so much in advance for your help with this project! We hope to hear back from you soon!

Hannah McIntyre and Kristen Meyer

Appendix F- Media Kit Documents



Hello,

We are Noah and Josh Thompson of Roman Street. We are looking for representation. The music we play is an improvisational fusion of Classical, Gypsy and Contemporary Jazz, Latin, Funk, and Nuevo Flamenco. We play guitar, and are proud of the real sound that we produce on our own or with a full band to back us up.



We are qualified for representation because of our experience in the music industry. We have opened for George Benson, The Gipsy Kings, Ziggy Marley, Boney James, Dave Koz, The Rippingtons, Earl Klugh, Jesse Cook, Four Play, and the Preservation Hall Jazz Band.

We have played at St. Lucia Jazz Festival, JazzTrax Catalina Island & Big Bear Lake Summer Jazz Festival (CA), Pensacola Jazz Festival (FL), The Hangout Music Festival (AL), Seabreeze Jazz Festival (FL), Preserve Jazz Festival (AL), Yoshi's Oakland, Seaside, FL Wine Festival, SanDestin Wine Festival (FL), Bay Fest (AL.), and two tours in central Europe. We've had international airplay on over 200 stations including SiriusXM Watercolors Satellite Radio and Music Choice Cable TV.

Currently, Roman Street has four recorded albums and has made it on the Billboard and iTunes charts. Our popularity is growing, but we need your help.

We are interested in your representation and look forward to hearing from you. We are capable of outstanding performances and we love our music. We are interested in meeting with you and learning more about the position. Provided for you are reviews, a press release, photography, band biographies and music samples. If we can provide any further information for you, please ask.

Sincerely,

Noah Thompson
Josh Thompson

Band Member Bios

Noah Thompson began playing guitar at 15. Roman Street is a way for him to play music with his brother, travel the globe and explore the world of music. He plays for his fans, which the band has formed connections with. He plays because they can remind listeners to have fun listening to a real band with real people and instruments on a stage.

Bryan Morris has been playing the drums with Roman Street since 2014.

Jo Morris has been playing the bass with Roman Street since 2010.

Josh Thompson began playing acoustic and classical guitar at 15 when his older brother, Noah, was going away to college and leaving his band behind. Roman Street is special to him because it is something that he started from nothing with his brother. They saw a void of world jazz in this part of the world and wanted to fill it. He does what he loves with the people he loves.

Andy Gomez has been playing percussion with Roman Street since 2014.

Melody Duncan plays the violin and fiddle with Roman Street. As a little girl she was enchanted by the sound of the violin and music became a part of her life. At 14, she began to play by ear and was later classically trained. She began playing with the boys after they watched each other perform at a music festival, and the rest is history.

Ensembles:

Guitar Duo

Guitar Duo + Bassist

Guitar Duo + Violinist

Guitar Duo + Bassist & Violinist

Guitar Duo + Drummer

Full Band



FOR IMMEDIATE RELEASE:
October 20, 2015

Media Contact:
Patty Thompson
(251) 209-0751
booking@romanstreet.com

Roman Street presents a virtual show starring

NOAH AND JOSH THOMPSON

Thursday, December 17th at 8pm

Roman Street is hosting their first online show so that fans from across the nation and around the world can attend the event. Invite your friends! This is the perfect opportunity for a dinner party or get together with great live music.

Roman Street's music is a compilation of sounds from around the world; Classical, Gypsy, Jazz, Latin and Flamenco can all be heard. They pride themselves on the fact that they don't use any electronic instruments or tools to enhance that sound. Their music will get you up, out of your seats and onto the dance floor.

Concert & Ticket Details

Tickets to the online venue are available online now, at Stageit.com. The virtual event will take place December 17th at 8 pm. Visit Stageit.com for more details.

- End of release -



ROMAN STREET reviews

"The best show we have ever had!"

--Tamara Fuller, Proprietor, The Velvet Note, Atlanta

"...energetic yet soothing, intricate yet accessible. While the Latin and jazz influences are obvious, its appeal is broader."

--Mobile Press Register

"THIS WAS THE SECOND TIME I HAVE SEEN ROMAN STREET. THOSE TWO GUYS ARE INCREDIBLY TALENTED AND THEIR PERFORMANCE IS BEYOND WONDERFUL!!! A JOY TO WATCH AND HEAR. I WILL SEE THEM AT EVERY OPPORTUNITY."

- FAN

"...they stole the show. Even as a opening act, they had a near sell out crowd on their feet and wanting more of this extremely talented quintet."

--Chris Penton, Manager, Saenger Theatre, Mobile, AL.

"These guys only seem to get better. Their music is refreshing and crosses a gamut of styles. They engage their audience and keep them focused."

-FAN

"One of the coolest things about Roman Street is .. they hail from Coastal Alabama. That is so cool for bringing into California, or anywhere, flavors from elsewhere and Coastal Alabama just "tastes" good to my smooth jazz ears. When brothers Joshua and Noah, 2 red hot flamencoists, and their full band made their Catalina Island JazzTrax Festival debut October 2013 we were blown away when they outsold ALL other bands CD's at the JazzTrax store. Obviously a lot of folk were experiencing them for the very first time, and HAD to have their CD. When they returned as a duo in our Miss Liberty sternwheeler cruise on Big Bear Lake to open our 2014 JazzTrax Summer Music Festival, the impact was just as sweet. So full band, or dueling duo, Roman Street I would suggest for any jazz festival or music festival since their sound goes far beyond just smooth jazz."

--Art Good, Producer of JazzTrax, Catalina Island and Big Bear Lake Jazz Festivals, and longest syndicated Jazz Radio Program in the US

Appendix G- Social Media Analytics

Facebook Insights Data Export - Roman Street - 2015-11-02 (Read-Only) - Excel

Date	Total Likes	28 Days Page Engaged Users	28 Days Total Reach	28 Days Total Impressions	28 Days Reach of page posts	Weekly Organic Reach of Page posts	28 Days Organic Reach of Page posts
	Lifetime: The total number of people who have liked your Page.	28 Days: Engaged with your Page. Engagement includes any click or story created.	28 Days: People who have seen any content associated with your Page.	28 Days: The number of impressions seen of any content associated with your Page.	28 Days: The number of people who saw any of your Page posts.	Weekly: People who saw your Page posts in news feed or ticker, or on your Page's timeline.	28 Days: The number of people who saw your Page posts in news feed or on your Page's timeline.
10/1/15	4145	766	9893	33863	9542	1806	6007
10/2/15	4148	767	9903	34209	9529	1366	5994
10/3/15	4149	825	9818	29823	9423	1134	5857
10/4/15	4150	800	9392	28968	9000	593	6029
10/5/15	4150	770	8940	28155	8565	407	6111
10/6/15	4150	738	7997	26715	7645	402	6269
10/7/15	4152	710	7069	25536	6750	753	6138
10/8/15	4152	531	5168	20353	4704	961	4697
10/9/15	4158	489	4399	19149	4061	1068	4061
10/10/15	4160	489	4340	19236	3989	1063	3989
10/11/15	4164	499	4532	19793	4157	1211	4157
10/12/15	4164	502	4523	20093	4150	1273	4150
10/13/15	4165	508	4514	20236	4135	1312	4135
10/14/15	4167	461	4541	18508	4142	1376	4142
10/15/15	4175	612	5664	22330	5299	2630	5299
10/16/15	4179	747	7042	28339	6580	4135	6580
10/17/15	4180	816	7701	31723	7244	5202	7244
10/18/15	4184	854	7878	33646	7381	5213	7381
10/19/15	4185	1136	10354	45019	9508	7405	9508
10/20/15	4187	1154	10403	45248	9419	7923	9419
10/21/15	4189	1154	10112	45045	9046	7787	9046
10/22/15	4188	1152	10167	46465	9043	7385	9043
10/23/15	4188	1143	9988	45301	8882	6208	8882
10/24/15	4190	1169	10110	46462	9041	5886	9041
10/25/15	4193	1152	10212	45395	9069	5920	9069
10/26/15	4197	1175	10232	46725	9127	3329	9127
10/27/15	4199	1260	10624	51532	9510	3221	9510
10/28/15	4202	1309	11362	55087	10227	4053	10227
10/29/15	4201	1370	11989	59060	10917	4891	10917
10/30/15	4206	1394	12170	60942	11141	5408	11141
10/31/15	4209	1392	12318	62609	11261	5247	11261
11/1/15	4207	1388	12318	62790	11247	5157	11247

Key metrics | Daily Like Sources | Daily Total frequency distr... | Weekly Total frequency distr... | 28 Days Total frequency distr... | 9:57 AM

Appendix H- Media Kit e-mail

Subject: Student seminar project feedback

Hello!

My name is Hannah McIntyre, and I am a senior, Public Relations and Advertising major at Spring Hill College in Mobile, Alabama. I am currently working on my capstone experience where I am creating a traditional media kit for a niche band to supplement a social media campaign.

I am writing to you to ask if you would take some time to review the media kit in the Google Drive and answer a few questions so that I can obtain feedback and evaluations for my final paper. On some computers, the image on the bios sheet shows lines in the PDF version but not when printed. Please note that I am still working on this.

1. Do you like the media kit? Is it aesthetically pleasing?
2. What would you change about the kit? What would you keep the same?
3. Is there anything you would add or take out of the kit?
4. Would you use a traditional media kit to promote your band or client?
5. Any addition comments or feedback

If you are available to help me, I ask that you respond by Friday November 6th. If you are unable to help, I ask that you simply let me know as soon as possible.

If you have any questions at all, please let me know. I really appreciate your help in advance!

Hannah McIntyre

Appendix I- Media Kit Feedback options

Feedback options:

1. Noah- noah@romanstreet.com
2. Josh- josh@romanstreet.com
1. Patty- booking@romanstreet.com
2. JJPR--- Kelsey@jjpragency.com ,jessica@jjpragency.com
3. Better Than Ezra- BBecker@wmeentertainment.com
4. Cowboy mouth – kevin@nstarartists.com
5. The Orwell's RF@wmeentertainment.com, danae@grandstandhq.com
6. Twin peaks ethan@windishagency.com
7. The Head and The Heart meganh@grandstandhq.com

Appendix J- Media Kit Feedback table

	Noah and Josh Thompson	Kevin Daly	Jessica Porterfield	Kelsey Johnson	Patty Thompson
Do you like the media kit? Is it aesthetically pleasing?	Yes, however I find the packaging a bit effeminate to represent 2 guys.	I like it and I do find it aesthetically pleasing.	Yes, I think it's very simple yet sophisticated	I like it, and it seems like the items included are helpful and appropriate.	No answer
What would you change about the kit? What would you keep the same?	Instead of the generic 'RS' at the top right of the pages, I would include the band's logo throughout the kit for branding and consistency purposes.	If the kit is also being offered on line, which I would recommend, I would add some active links to music, video and social media.	I think that with media kits, it's most important to grab the person's attention, which I think this does—it makes you want to see what is inside. The only suggestion I would have is that you can't initially tell that it is for Roman Street, so I would maybe make a tag or something for the outside, so that they know at first glance.	It's a little hard to see what all it contains from the pictures. I would suggest adding some pictures of the (poster?) unrolled. I would also take the album out of the plastic for pictures.	No answer

<p>Is there anything you would add or take out of the kit?</p>	<p>Some of the phrasing is a bit choppy. 'We are Noah and Josh of Roman Street...We are looking for representation. ...We play guitar...'</p>	<p>If the kit is not being offered on line, I would suggest you consider adding some music by exploring the technology behind greeting cards that play music.</p>	<p>See above</p>	<p>I would leave out the cover letter, unless you're only sending this to potential representation contacts.</p>	<p>No Answer</p>
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<p>Would you use a traditional media kit to promote your band or client?</p>	<p>Probably not. In past experience they have proved to not provide any return on time or money investment. However, I'm sure some industries, and some clients would benefit from a traditional media kit on a very circumstantial basis.</p>	<p>I would not. Everything is digital these days.</p>	<p>Yes, I think it would be a good method of reaching out. Most of the media kits that we do are event related and go to the media, so I don't have as much experience sending to agents, etc., but I imagine it would have the same effect as it does with the media. We always have the most luck with food when it comes to media, but I think this media kit is attractive, useful and attention grabbing, which is what you want.</p>	<p>Definitely, we use media kits to promote a variety of clients.</p>	<p>No answer</p>
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<p>Any additional comments or feedback?</p>	<p>No answer</p>	<p>Keep up the good work.</p>	<p>No answer</p>	<p>Your materials look great. Very well planned and executed. I have a few thoughts: -I would beef up the news release with a few more facts about Roman Street to build their credibility and showcase why this story is worthy of media attention. Consider pulling from the cover letter some of those hard facts, for example: “Currently, Roman Street has four recorded albums and has made it on the Apple an iTunes charts.” -Quotes are always great to build authenticity too. -Also, don’t they have local roots? That’s a great way to connect to the community and give local media an instant story. The two most important things to keep in mind when pitching a story are your audience and your call-to-action.</p>	<p>Thanks so much for all your efforts. I love the picture. We have needed a full band picture for a long time.</p>
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Appendix K- Media Kit Feedback e-mails

Noah Thompson November 4, 2015 11:06 AM
 To: Hannah McIntyre [Hide Details](#)
 Cc: josh@romanstreet.com, Roman Street Booking 4
 RE: Media Kit Feedback

How's this?

1. Do you like the media kit? Is it aesthetically pleasing?
 --Yes, however I find the packaging a bit effeminate to represent 2 guys.

2. What would you change about the kit? What would you keep the same?
 --Instead of the generic 'RS' at the top right of the pages, I would include the band's logo throughout the kit for branding and consistency purposes.

3. Is there anything you would add or take out of the kit?
 --some of the phrasing is a bit choppy. 'we are noah and josh of Roman Street...we are looking for representation....we play guitar...'

4. Would you use a traditional media kit to promote your band or client?
 ---probably not. In past experience they have proved to not provide any return on time or money investment. However, I'm sure some industries, and some clients would benefit from a traditional media kit on a very circumstantial basis.

5. Any additional comments or feedback

 Noah M. Thompson
 Managing Partner
 Roman Street Music
noah@romanstreet.com

[See More from Hannah McIntyre](#)

☆ **Josh Thompson** November 4, 2015 2:00 PM
 To: Noah Thompson [Hide Details](#)
 Cc: Hannah McIntyre, Roman Street Booking 5
 Re: Media Kit Feedback

Noahs response is pretty much exactly what my feedback would be. I can still answer them if you want, but again it will pretty much be the same.

[See More from Noah Thompson](#)

--
 Joshua Thompson
 Partner
 Roman Street Music LLC.
josh@romanstreet.com

Josh Thompson 🚩

To: Hannah McIntyre

Project

November 2, 2015 8:29 AM

[Hide Details](#)

1

Hey!

Looked over the project and it looks great! Had a couple of notes.

- The cover letter could flow better in my opinion, particularly the first paragraph. " We are Noah and Josh Thompson of Roman Street. We are looking for representation. We play guitar etc.

- On the third paragraph it says we are "capable" of outstanding performances, and I feel there should be some more assurance in that statement. " We give" , " We provide" something like that.

Other than that it all looks good! I will still answer the questions this week in the email you sent, but wanted to touch base with you about these first.

Thanks!


--

Joshua Thompson

Partner

Roman Street Music LLC.

josh@romanstreet.com

Kelsey Davis 
 To: Hannah McIntyre
 Re: Student Seminar Project Feedback

November 6, 2015 10:03 AM
[Hide Details](#)
 2

Hi Hannah,

I've included my feedback below. Overall, I think you've done a great job. I can tell you've worked hard on this. I hope my comments are helpful, and I wish you the best through the rest of the semester.

Best,
 Kelsey

JJ PR | **Kelsey Davis** | Public Relations Account Manager
 251.375.1297 | kelsey@jjpragency.com | jjpragency.com
 25895A Friendship Rd., Ste. C | Daphne, AL 36526

Find Us Online! [f](#) [t](#) [in](#) [in](#) [@](#)

1. Do you like the media kit? Is it aesthetically pleasing?

I like it, and it seems like the items included are helpful and appropriate.

2. What would you change about the kit? What would you keep the same?

It's a little hard to see what all it contains from the pictures. I would suggest adding some pictures of the (poster?) unrolled. I would also take the album out of the plastic for pictures.

3. Is there anything you would add or take out of the kit?

I would leave out the cover letter, unless you're only sending this to potential representation contacts.

4. Would you use a traditional media kit to promote your band or client?

Definitely, we use media kits to promote a variety of clients.

5. Any addition comments or feedback


Your materials look great. Very well planned and executed. I have a few thoughts:

I would beef up the news release with a few more facts about Roman Street to build their credibility and showcase why this story is worthy of media attention. Consider pulling from the cover letter some of those hard facts, for example: "Currently, Roman Street has four recorded albums and has made it on the Apple iTunes charts."





Quotes are always great to build authenticity too.

Also, don't they have local roots? That's a great way to connect to the community and give local media an instant story. The two most important things to keep in mind when pitching a story are your audience and your call-to-action.

Make sure to proofread your work multiple times, and then get a classmate to proof it for you too. The more eyes, the better. Any writing project we're working on, we pass around the office to get at least two or three sets of eyes on!

☆ **Kevin Daly** 
To: Hannah McIntyre
Re: Senior Seminar Project Feedback

November 4, 2015 9:43 AM
[Hide Details](#)

    2

Answers below in [blue](#)

Kevin Daly
Northstar Artists
nstarartists.com
763.999.7700

On Nov 4, 2015, at 9:27 AM, Hannah McIntyre <hannahmcintyre54@gmail.com> wrote:


Hello!

I am writing as a follow up to my e-mail last week. My name is Hannah McIntyre, and I am a senior, Public Relations and Advertising major at Spring Hill College in Mobile, Alabama. I got your e-mail from the Cowboy Mouth website. I am currently working on my capstone experience where I am creating a traditional media kit for a niche band to supplement a social media campaign.

I am writing to you to ask if you would take some time to review the media kit in the Google Drive (link below) and answer a few questions so that I can obtain feedback and evaluations for my final paper. On some computers, the image on the bios sheet shows lines in the PDF version but not when printed. Please note that I am still working on this.

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[I like it and I do find it aesthetically pleasing.](#)
2. What would you change about the kit? What would you keep the same?
[If the kit is also being offered on line, which I would recommend, I would add some active links to music, video and social media.](#)
3. Is there anything you would add or take out of the kit?
[If the kit is not being offered on line, I would suggest you consider adding some music by exploring the technology behind greeting cards that play music.](#)
4. Would you use a traditional media kit to promote your band or client?
[I would not. Everything is digital these days.](#)
5. Any addition comments or feedback

[Keep up the good work. I am familiar with this school going back to booking shows there in the early 90's. Great place...](#)

Jessica Porterfield 
 To: Hannah McIntyre
 Re: Senior Seminar Project Feedback

October 29, 2015 3:19 PM
[Hide Details](#)

3

I hope this helps y'all and is what you were needing. Let me know if you need anything else!


1. Do you like the media kit? **Yes** Is it aesthetically pleasing? **Yes, I think it's very simple yet sophisticated**
2. What would you change about the kit? What would you keep the same? **I think that with media kits, it's most important to grab the person's attention, which I think this does—it makes you want to see what is inside. The only suggestion I would have is that you can't initially tell that it is for Roman Street, so I would maybe make a tag or something for the outside, so that they know at first glance.**
3. Is there anything you would add or take out of the kit? **See above**
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5. Any addition comments or feedback



Jessica Porterfield | Creative Director
 251.375.1297 | jessica@jjpragency.com | jjpragency.com
 25895A Friendship Rd., Ste. C | Daphne, AL 36526

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[See More from Hannah McIntyre](#)

Roman Street Booking 
 To: Hannah McIntyre
 RE: Senior Seminar - Invitation to view

November 6, 2015 12:08 PM
[Hide Details](#)

Hi Hannah. Thanks so much for all your efforts. I love the picture. We have needed a full band picture for a long time. Thank you. Thought you might want to add that Andy Williams is from Havana Cuba. Thought that would be interesting. As far as the representation page, is this just for your project sake or were you planning on sending this out to agents, etc.? If it's just for project sake that's great. If you were wanting to send anything out we probably should talk more about that and all be on same page with how we go about that before that happens. Thankyou and hope you are doing well!

Appreciate you.

Patty

Patty Thompson
 Booking Agent
 Roman Street Music, L.L.C.

romanstreet

booking@romanstreet.com
 251.209.0751 (mobile phone)
www.romanstreet.com
www.sonicbids.com/romanstreet