

Austin Community College

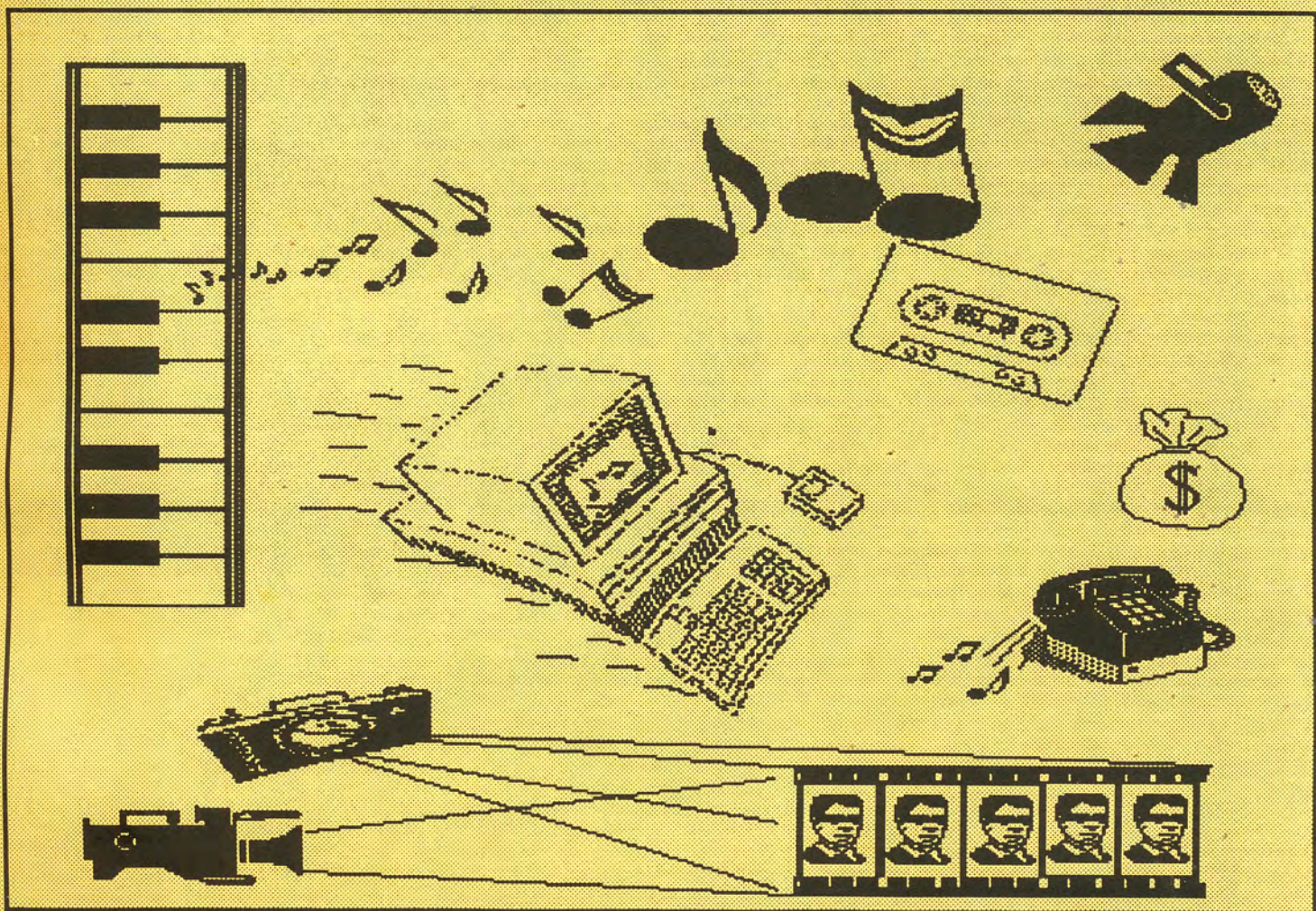
Commercial Music Marketing Class

Instructor

Martin Theophilus

Director, Phantom Productions, Inc.
Austin, Texas

Class beginning October 5, 1992



MARKETING COMMERCIAL MUSIC

Austin Community College

COURSE DESCRIPTION: MARKETING COMMERCIAL MUSIC is designed to help the musician, manager, or other individuals working in music, develop marketing plans, design professional promotional packages and identify the best resources for maximum exposure. The course will include information on promo content, graphics, demos, media and attracting interest in an act. In addition to the basic course content, experts from the related fields will provide practical application of the information.

OBJECTIVES:

1. Participants will be able to develop a marketing plan, budget expenses, implement and monitor the success of the plan.
2. Participants will be able to design promo packages, utilizing appropriate content and materials, to effectively market their artists.
3. Participants will learn techniques to increase opportunities to obtain media attention and become familiar with critical timing, appearance and focus issues.

RATIONALE: This course is intended to assist the music professional in creating opportunities for exposure, rather than reacting to events. The course focuses on planning each step in the promotion process and making the most of any given situation. The course content will provide the tools to construct an attractive promo package and include methods of dealing with the media. The overall rationale is to provide basic promotional information to the artist/manager enabling them to maximize available resources.

FOCUS

CORPORATE ENTERTAINMENT

Entertaining clients for fun and profit

by M.A. DORNBUSCH
Austin Business Journal Writer

Hunting trips and comedy lunches have replaced three-martini business men and women courting clients or entertaining employees. One group that frequently

performs at business functions is Esther's Traveling Follies, managed by David Perkoff Music.

The group does 60 shows a year in Austin and surrounding areas, said agency representative Chris Theophilus.

Eight cast members will perform either a 50-minute stock show for which the performers pick the material or a custom show requested by the company.

For a custom show, writers interview meeting planners to get insider information about the company or a personality. The troupe then writes skits or songs based on that material.

One of the funniest skits the traveling troupe performed was for CompuAdd's Christmas party last year. The party had a renaissance theme and Esther's Traveling Follies did a Mark Twain parody called "A Texas Bubba in King Arthur's Court," Theophilus said.

Perkoff also manages a hypnotist, James Courts, who can hypnotize up to 30 people at one time, Theophilus said.

"He can virtually turn people in to cats, dogs or singers," she said. But, she added, "People won't do anything against their will."



PHOTO COURTESY OF DAVID PERKOFF MUSIC

Cast members from Esther's Traveling Follies provide an amusing alternative to traditional corporate entertainment activities. The group performs at business functions.

By Pete
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Have joke, will travel

Esther's Traveling Follies bring humor to some unlikely places

By Pete Szilagyi
American-Statesman Staff

Oh Janet Lynn, where ever did you stash all that stuff? Singing Patsy Cline's *I've Got You* — and pretending to be oblivious to the audience's laughter — she reached down the bodice of her dress and pulled out a veritable garage sale's worth of oddball items — wadded up tissues galore, of course, along with a record, a picture, fuzzy dice, a sponge, a glove, a license plate, a golf club and the big laugh-getter, a ... Sorry, can't steal the punch line.

Sooner or later much of Texas will get a chance to see for themselves at one of the dozens of shows annually by Esther's Traveling Follies.

It's a little-known fact. There are two Esther's Follies comedy ensembles — the familiar group that appears in several shows a week at the Follies' theater at Sixth and Red River streets, and Esther's Traveling Follies, a separate cast of gifted actors, singers and comedians, plus technicians and musicians, that takes Esther's on the road.

Using makeshift stages and dressing rooms, and custom writing comedy skits to fit the occasion, Esther's Traveling Follies entertains conventions, sales meetings, parties, fund-raisers and get-togethers of all kinds.

"In corporate entertainment and private parties, you'd be hard pressed to find eight comedians working on a stage at the same time. This is an unusual entertainment form," said the traveling ensemble's producer, David Perkoff.

"One of the nicest things about our jobs is that we see a bigger cross section of our community than anyone. We are privy to everybody's board rooms because we go to their parties week in and week out."

Lynn, who was performing the Patsy Cline gag recently in an Esther's show for a professional association within the Texas Employment Commission, is one of the traveling ensemble's key players and, although just in her 30s, is an Austin stage veteran. For several years, Lynn fronted the Country Nu Notes and now is a vocalist for four bands in addition to her appearances with the Follies. She is joined in the cast by two other familiar faces: singer, songwriter,



Members of Esther's Traveling Follies are, top row from left, Rob Nash, David Arnsberger, Janet Lynn, Noel Alford (music di-

actor and playwright Steven Fromholz, and Dave Arnsberger, an original member of the Uranium Savages band, producer of the annual Spam-O-Rama and sometime radio personality.

Other cast members are Kim Davis, a 22-year-old with an operatic voice and stage presence beyond her years; Andy Ehrenfeld, dance teacher, children's entertainer, author and one-time national



Bev Robinson, left, Andy Ehrenfeld and Milaka Meyers change costumes in the Hyatt

Staff photo by Rebecca McEntee
kitchen, which serves as the backstage area as well as the dressing rooms.

the scenes generating business, collaborating with cast members and other writers to develop gags and skits especially for individual clients, and shepherding the cast's many stage talents into a snappy show. So far, Esther's Traveling Follies' clients include many of Austin's high-tech businesses; one guy was to write and perform a completely original comedy show, *A Texas Bubba in King Arthur's Court*, for CompuAdd's Christmas party. Several jobs have been outside of Texas.

"There's a lot of pressure in what we do," Perkoff said. "Every performance space changes every night. The audience frequently can be 1,000 people of a very high level, politicians and industry people."

Well in advance of the show date, Perkoff meets with clients to research the two or three custom skits that will be mixed with Esther's proven material, either recycled from Esther's theater show or skits written specifically for the traveling company.

"Some companies have clear personalities in their group who they like to tease. If they're a close-knit organization, all good friends, the personality quirks of the officers or management will become skits," Perkoff said. "Other people have a political agenda they want adressed. Republicans need Democrat jokes and Democrats need Republican jokes, and everybody likes lawyer jokes."

Usually, Perkoff and musical director Noel Alford, along with a cast member or two and a comedy writer, meet for breakfast at his North Austin home to brainstorm a script. The tone of each show's skits are directed by the personality of the company.

"IBM is a very conservative, blue suit company. Not only do they watch their product meticulously, they watch every word that is said at their function meticulously," Perkoff said. Apple Computer people, on the other hand, "come screaming in sports cars and waving six packs."

With unproven jokes aimed at a narrow audience, "you're rolling the dice, but we've done it so much I can tell you where the laughs will be," he said.

The recent 50-minute show at the

Photo by Charles Guerrero
rector) and Bill Haddad (stage director); center, Kim Davis and Bev Robinson; sitting Milaka Myers and Andy Ehrenfeld.

baton twirling champ; Milaka Myers, recent University of Texas film graduate, a writer and versatile comedian; Ray Anderson, a zany magician sometimes featured at Esther's theater shows; character actress and singer Beverly Robinson; and stand-up comedian Rob Nash.

Perkoff, best known publicly as leader of the Little Big Band, works behind

Continued on Page 16

Esther's Traveling Follies delivers humor to masses

Continued from Page 15

Hyatt Regency for the employment counselors association, the International Association of Personnel in Employment Security, as for a relatively open-minded audience and thus was more risqué than most Traveling Follies shows. Even so, it was tamer than Esther's theater show.

With cast members furiously tripping to their underclothes and changing costumes in front of the Hyatt's amused kitchen help, the difficulty of staging shows in spaces not designed for theater and using kitchens and restrooms as dressing rooms was evident during the IAPES show.

In the main ballroom of the Hyatt on a Friday night, the show also demonstrated the peril of writing gags especially for audiences — sometimes they don't work. But when Esther's Traveling Follies is hot, they sizzle.

After a day in seminars, this audience of 470 was primed for a good time. Dessert dishes had been cleared and replaced by after-dinner longnecks when the house lights dimmed and the Follies cast ran to a portable stage and into the spotlight for their opening number, *I Am Texas*.

Esther's own technicians set up lights and a sound system for each show, with the musical accompaniment ranging from Alford's solo piano accompanied by taped music and sound effects to full orchestra. Hiring Esther's Traveling Follies is like buying an automobile — the more clients depend, the more accessories they get. Perkoff said prices range up to about \$5,000.

Lynn's Patay Cline song was next, followed by *Madrigal*, a quick, squeaky-clean skit involving a four-letter word, then the evening's first question mark — the first comedy piece specially written for the group of employment counselors. Featured were Ehrenfeld as an unemployed Pee-wee Herman (full of double-entendre jokes about Herman's arrest last year), Arnsberger as a rednecked Gorbachev, and Myers as Margaret Thatcher.

The skit parodied the paperwork faced by TEC job counselors and was warmly received after the audience began to recognize the coded form numbers worked into the skit. Another custom skit for the employment group, based on an AT&T long-distance ad, inspired few laughs until Arnsberger, as a slovenly redneck character, read a line about a TEC quality-control program and Nash ended the skit with a barb at one of the TEC's better known staff members.

The third custom skit for the employment counselors couldn't have worked more hilariously. Perkoff had learned that popular TEC commissioner Mary Scott Nabers had once been a baton twirler, and it was well-known in the agency. So Ehrenfeld, Esther's own twirling specialist, dressed like Nabers and put on a dazzling show for the employment group, which responded wildly.



Staff photo by Rebecca McEntee
Beverly Robinson sings her heart out during a sketch at the Hyatt.

"I was shocked," said Nabers, who was seated at the front table. "When he came out, I thought this guy cannot possibly be good. Just for the fun of it I'm going to walk up (on stage) and embarrass him and show him I can darn sure do this. About that time he picked up two batons. I thought, well . . . when he picked up three batons, I thought, I don't believe I'm going to get up there."

"Those people are very talented. I'm always impressed with (Esther's). They really do their homework. I thought the humor was very good," Nabers said.

Among the other skits were a solo magic show by Anderson, who had just returned from a magicians' competition in Las Vegas; a parody of the *Wild Kingdom* television show; Arnsberger's hilarious Buck Husky, the irate, growling consumer advocate; a straight song-and-dance medley of train songs; and Robinson as a lounge singer accompanied by three grab-happy men.

The finale was *Jalapeno Chorus*, once a staple of Esther's theater shows now borrowed by the traveling ensemble, which evolved as

a separate entity in the mid-1980s as Esther's theater cast had more requests for road shows than it could handle. The traveling show, initially called Esther's To Go, has since performed 50 to 60 shows annually in venues as unlikely as a boat in Corpus Christi Bay, the Chattanooga, Tenn., train station and a stage built in the middle of a Southeast

Austin mobile home factory.

A synergistic relationship has developed between the theater and Traveling Follies, which are both owned by founding members Michael Shelton and Shannon Sedwick.

Perkoff, a longtime friend and associate of Shelton's and Sedwick's, said "the Traveling Follies would not exist if people didn't

have so much fun in the theater and the theater Follies is greatly amplified by the success of the Traveling Follies. We play huge groups of people who may never have ever heard or come to the theater, giant statewide audiences and local audiences. These people will come to the theater and bring a friend because they have so much fun."

Esther's Traveling Follies performs in Dallas ...

Houston

San Antonio

Austin

Orlando

Chattanooga

Phoenix

Atlanta

So, how about Chicago

New York

Los Angeles

Denver

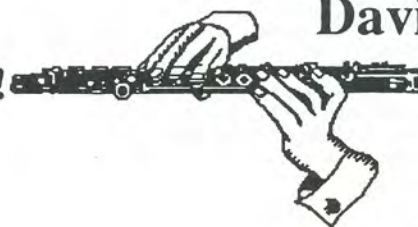
...even Pflugerville!

We bring the theater to you!

David Perkoff Music

1206 Richcreek Road
Austin, Texas 78757

1-800-880-7426



KENTUCKY FRIED CHICKEN Amateur Songwriting Contest

October 16, 1987

Mr. Scott Hoyt
1712 Magazine Street
Austin, TX 78727

Dear Scott:

On behalf of the Kentucky Fried Chicken Amateur Songwriting Contest, congratulations on being named a fourth place winner in this year's contest for your song, "Southern Belle!" This is quite an honor, since nearly 50,000 entries were received this year. In addition to your fourth place win, another one of your songs, "Aching Arms," was named one of the top 50 entries!

As you know, your local Kentucky Fried Chicken will award you your prize and your special certificate of merit from Eddie Rabbitt soon.

As we talked about yesterday, the names of all top ten finalists will be announced on "Nashville Now" on Tuesday, October 20, 7 - 9:30 p.m. central time.

We will soon be sending news of your award to your local newspapers, and you'll receive a copy of that release as well.

Again, congratulations, and best wishes on your future songwriting career.

Sincerely,

Mary Chervenak

Mary Chervenak
Account Executive

cc: John Weir

10888 Wilshire Blvd. • Suite 550 • Los Angeles, CA 90024 • (213) 475-1500



Kentucky
Fried
Chicken

Amateur Songwriting Contest

A Special Commendation
to

Scott Hoyt

Eddie Rabbitt

Sponsored by Kentucky Fried Chicken.

KENTUCKY FRIED CHICKEN Amateur Songwriting Contest

November 3, 1987

Mr. Scott Hoyt
1712 Magazine St.
Austin, TX 78727

Dear Scott:

CONGRATULATIONS! Your entry in the 11th Annual Kentucky Fried Chicken Songwriting Contest, "Achin' Arms", has received honorable mention in the national judging!

Nearly 50,000 entries were submitted to the contest this year, more than ever before, and only 50 made it into the national judging, so this is quite an accomplishment for you. A list of all winners is enclosed.

In recognition of your honor, we award you with this certificate of merit signed by contest guest artist Eddie Rabbitt. Your local newspapers will also be notified of your achievement.

Again, congratulations, and best of luck on your songwriting career.

Sincerely,

Mary Chervenak

Mary Chervenak
Promotions Director

Enc.

cc: John Weir

10888 Wilshire Blvd. • Suite 550 • Los Angeles, CA 90024 • (213) 475-1500

WINNERS LIST

James Barringer
Walker, KY
"Walkin' The Blues"
WGO/WGO, KY
Mayfield, KY

Gary Carroll
Norton, IL
"What Can You Do
To Me Now"
WGN, Alton, CO

Michael Gibbs
Richmond, IN
"Stomp"
WDR, Richmond, IN

Scott Hoyt
Austin, TX
"Achin' Arms"
TNN Entry

Rich Lehman
Baltimore, MD
"A Place In My
Heart"
WRO, Baltimore, MD

Mark Patterson
Lyndhurst, VA
"Two Stoppin' -
Beer Drinkin'"
WNV, Waynesboro, VA

Michael Trent
Racin, OH
"I Believe Eyes"
WGR/WGR, Winton, WV

Mark Burton
Whitehouse, TX
"More Than A Memory"
WNN Entry

Buster Chabert
Furios, MS
"Anybody You Can
Scam"
TNN Entry

Ernie Graham and
Paul Chandler
Winder, GA
"Just A Little While"
WNO, Winder, GA

Jim Hunter
Grand Junction, CO
"I'm Late"
WBB, Fruita, CO

Darry McDobson
Belgata, OH
"Fascin' Lane"
WFL, Defiance, OH

Rick Pillows
Jonesboro, AR
"I've Just Got A
Way To Go"
TNN Entry

Shannon Wallace
Destin, FL
"Never Look Back"
WBY, Ellisville, MS

Lloyd Wood
Spencer, IN
"Indians"
TNN Entry

Benny Sess
Wichita, NE
"Heartaches Just
Are Getting Suss"
TNN Entry

Gerald Dutton
Nashville, TN
"Baby Love"
TNN Entry

Salvatore Guida
Shank, NY
"Frolicous Camp"
AS Network

Jeff Rasmussen
Toledo, OH
"Square Inside A
Circle"
WFO, Toledo, OH

John McKelvey
Rosa, AL
"Except For His"
WBR, Rosa, AL

Gary Price
Anderson, IN
"I Wouldn't Tell
A Lie"
WLN, Muncie, IN

Dallas Wayne
Glen Dale Hts., IL
"8 x 10"
TNN Entry

Benny Sess
Waco, VA
"West, By God, Virginia"
WBN, Fairmont, WV

Ronnie Brunfield
Tucson, AZ
"I've Had It"
TNN Entry

Don Francis
Olympia, WA
"You Are The
Reason"
KOB, Puyallup, WA

Rage & Stephanie
Kirkley
Lake City, FL
"Not Quite Right"
TNN Entry

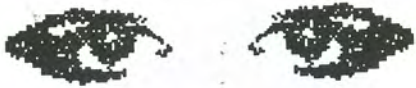
Bruce Shadron
Broom, CO
"Oh, Oh Fallin'
In Love"
KCY, Pueblo, CO

Ray Gunn
Ocklawaha, FL
"Bell On Down"
TNN Entry

Kenneth Schur
Nashville, TN
"Head Start On
Your Heart"
TNN Entry

Carole White
Westport, CT
"Dancing With The
Sun"
TNN Entry

*JAMES
COURTS*



**MASTER
HYPNOTHERAPIST**
LIVE
at **AUSTIN'S**
DALLAS NIGHT CLUB

Phantom Productions, Inc.
P.O. Box 90936 • Austin, TX 78709
512-288-1044 • 409-866-6913
Fax 288-4748

*JAMES
COURTS*



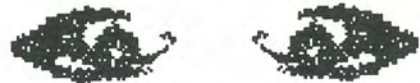
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LIVE

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HYPNOTHERAPIST**



*JAMES
COURTS*

MARKETING COMMERCIAL MUSIC

FOR CLASS BEGINNING July 8, 1991

ARTIST NAME: *JAKE (female)*

ARTIST STYLE: *Rock-Blues (might do some cross-over)*

ARTIST AGE: *28*

TENURE: *Two Years*

WHAT HAS BEEN DONE THUS FAR: Jake sang for her church and a few weddings for friends. Her family encouraged her to go "professional." She found a local publisher who "demoed" a few of her best songs (which are tied up until the end of the year) and they've done absolutely nothing for her.

She's co-written a few songs and written about sixty more. Thanks to a friend, she personally presented her material to record companies in Los Angeles and was told she needed more development. Mostly stage experience. They are interested enough to keep checking on her.

She's tried several times to put a band together, but no one is willing to commit to her because her gigs average \$100 for solo (she plays Blues solo) and only \$250 with a four piece band.

She has a 200+ mailing list, but isn't playing enough to pay \$100 a month to mail out the cards.

She recently recorded three of her songs when one of the musicians she plays with was in a studio and they decided to spend an extra two hours on her songs. She only got two shots at the lead vocals, knows she could have done a better job, but its the best tape she has.

She also had an offer to join another band as a backup singer, but felt at her age, she'd better keep her image (as small as it is) out in public.

Everyone at her gigs and her fans support her and think she'll do great. Record companies say if she'll move to LA, she'll make it!

WHAT SHOULD SHE DO?

WHAT'S WORKING IN HER FAVOR?

WHAT'S WORKING AGAINST HER?

WHAT WOULD YOUR MARKETING PLAN BE? She wants to be a national act, at the very least!

DEVELOP A MARKETING PLAN WITH EXPECTATIONS OF SIX MONTHS, ONE YEAR AND TWO YEARS.