

April 7, 2020

**New Music Virtual Town Hall Meeting: Digital Live Streaming Methods
Notes**

Guests:

Raquel Klein (Founder & Producer, MUSIC on the REBOUND) – raqklein@gmail.com

Eun Lee (Founder & Executive Director, The Dream Unfinished Orchestra) –

leeunmusic@gmail.com

Shaya Lyon (Director, Live Music Project) – shaya@livemusicproject.org

Ed Yim (President, ACO) – ed@americancomposers.org

Questions answered:

1. **Re: Donations** — do you recommend asking people to give what they can, or ask for a specific amount? i.e. a “ticket?”
 - a. Brooke L.: I have seen individual people do Venmo “tip jars”. I am not sure what the organizational equivalent might be, but I think some people have found success with it.
 - b. Eun Lee: Re: donations via PayPal – one of our advisory board members told us that it is recommended not to have a PayPal link that accepts donations from all states, unless your 501c3 is registered to accept donations in every state.
 - i. Brooke L: Re: out-of-state donors. YMMV.
<https://www.nonprofitissues.com/to-the-point/can-we-receive-out-state-donations>
 - c. Daniel Wyche: Re: donations/revenue: ESS has been using PayPal, which we also use to directly distribute the money we receive to artists. It’s been a donate-as-you-can model, and we decided against charging a “ticket price” for access to the stream. The coordinators stay active in the chat and encourage people to donate. We have done quite well so far but different events have very different audiences.
 - d. Shaya Lyon: \$5 suggested donation (is the suggested text). Just asking for a “tip” is leading to larger amounts
 - e. Amanda: different options suggested
 - f. Alex (ESS): using paypal as income stream, suggest \$5 but also leave options for tiers. Raised about \$3,700 just by asking for donations in the chat room (Corbett vs. Dempsey digital event). However, each night varies.
 - i. Adam: pay out average of \$100 per artist.
 - ii. Adam: just pretend like you’re out at a show and drop \$10 - lots of small donations but some ppl are dropping \$25 and above as well.
 - iii. Alex: not effective to go directly to artist paid accounts (another step, difficult for listeners) - effective for organization to take everything into one account with org name attached to it and saying we are distributing 100% of this directly to the artists.

- iv. Alex: getting the word out – ESS has a marketing team getting word out on own via eblast + social media; diversifying curation. Many already had series going – a place where everyone can go. Feels like it's being at a performance together.
- v. **For these donations are they tax deductible for the attendee?**
 - 1. Answer: yes
- 2. Question for Shaya: is Dots an in-house tool or is it available generally?
 - a. Dots is powered by LMP – it's available to the public at:
<https://dots.livemusicproject.org/>
- 3. Question for Alex: Do each of the musicians have their own PayPal or do people contribute to ess's account and then you redistribute?
 - a. ESS's account then redistribute

Resources/links shared via chat:

- 1. From ICE: [COVID Streaming Workflows and Practices](#)
- 2. MUSIC on the REBOUND: <https://www.musicrebound.com/>
- 3. ESS Quarantine Concerts: <https://ess.org/the-quarantine-concerts>
- 4. ACO launches new program for commissions/online premieres:
<https://bit.ly/ACOConnect>
- 5. Facebook live improv - community building w/ live comments! Community jam session:
<https://www.facebook.com/groups/2498522130411414/>
- 6. www.nownetarts.org

Tips and Tricks:

- 1. Dorian Wallace: I've been doing Facebook live streams and always make sure to pin the donation at the top comment. I've gotten a few hundred dollars from it.
- 2. Ed Yim: ACO is making a "tips" sheet for at home performers to help them maximize the audio quality and video quality. Will send to Jennifer to distribute if anyone wants it.
- 3. Ross Karre: Feel free to email me directly about audio and video streaming and remote collaboration brainstorming: ross.karre@iceorg.org

NOTES:

ICE working in 3 categories

1. Online streaming – playing existing archival material + live, synchronous streaming
2. Remote Learning
3. Remote collaboration – developing new systems / best practices / new ways of communicating + collaborating in different spaces
 - a. Opera Omaha → [Virtual Opera Omaha](#) “asynchronous collaboration”
 - b. Live-Stream → binaural distancing / ESS.org katinka + ross
 - c. Hybrid of Archival + live spoken content (similar to radio show)

Raquel Klein: Tuning Meditation & MUSIC on the REBOUND

- Audience engagement, importance of clear/concise messaging
- Using Zoom platform – user-friendly – still figuring out how to create live events through that
- Brooklyn Rises for Puerto Rico

Eun Lee: The Dream Unfinished Orchestra

- Activist orchestra: every year, different theme related to current issue in social justice – music curated around that theme (this year’s theme on voting rights)
- Kick-off with larger event in July – figuring out if done remotely or live
- Putting together a suite of videos – “stay home, stay informed” (still executing this year’s theme digitally)
 - Importance of census in voting
 - How to vote absentee
 - How to register for early voting
 - Voting with misdemeanor charges
- How to stay relevant

Shaya Lyon: Live Music Project – aggregation of lists from music world

www.livemusicproject.org

- Audience/Community Building
- Regional Community Calendar – anyone can list concert
- Sends out weekly/monthly notifications
- Logged cancelations but hide that and feature live-stream events
- Broad outreach on facebook to include live-stream events / radio broadcasts
- Please submit!
- Internal template for all events that includes link to donate
 - Include date, time, time zone
 - Include link to donate / venmo
- Some language barrier issues
- Importance of volunteers
- Building audience around a live-stream event
 - Fundraising tool: dots – sponsor musicians + embed video in that page
 - Nief-Norf – trying this out with audience/seat layout – sponsor the seat
 - <https://dots.livemusicproject.org/virtual-norf-space/>

Ed Yim: ACO with MUSIC on the REBOUND

- Connecting ACO community – commissioning emerging composers who are a part of the ACO community
 - Provide income, create virtual gathering spaces / online gathering spaces
- Pick performers in ACO family – list of composers – link up commissions + online premiere
 - Composers giving fees to other composers who need it
- This Sunday 5pm EDT – first one
 - Intro by composers; performance by performer; online chat where ppl who tune-in ask Qs to composer/performer so there's a chance of being together
 - Sessions recorded → posted on <https://www.musicrebound.com/> on a dedicated ACO channel
 - Online premieres are tickets on Eventbrite both for security and with the explicit understanding that the nominal fee of \$5 will support further commission projects. People can also request a fee waiver if that is a barrier for them.
- What is the landscape when the dust settles? How are we going to have constructive conversations around resources? Work collaborative, complementary, strategic. What kind of official consortiums can we make?

Smaller group convos: off-line email chain

- Talk about collaborations from small to large projects