

# How to Develop a Successful and Educational Jazz Festival

by

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Hilton Hotel

New York, NY

- To provide an educational festival in your area
- To have your students perform with great jazz artists
- To serve as a recruiting tool for your school
- To provide an exceptional experience for your students in performance, organization, responsibility, and making a difference
- To help fund projects for your program
- To provide a creative outlet for your ideas
- To help others experience and benefit from outside input
- To establish external validity for your program

- Competitive or non-competitive?
- Master classes by artists & adjudicators?
- Length of on-stage performance time?
- If groups run overtime, how will lost time be recaptured?
- Ratings...posted, non-posted or none?
- Adjudication form format?
- Audio AND video recordings?
- Participant clinics on stage, in clinic room or none?
- Afternoon or evening major performance(s)?
- If evening concert, then club performances after?

Festival Dates  
Budgeting  
Artists  
Adjudicators  
Travel  
Contracts  
Funding  
Equipment support from manufacturers  
Awards, scholarships, certificates, in-kind services, etc.  
Facilities and equipment  
Public Relations  
Administration

Check available school/auditorium dates  
Check State High School Athletic Association calendar  
Check other festival dates in the area  
Check local Chamber of Commerce for conflicts  
Check dates of state and national conventions  
Call several schools in the area to get feedback

Proposed, Adjusted, Final Columns for Income & Expense

	Projected	Adjusted	Final
Income			
Total			
Expense			
Total			

Know where you are all the time  
Project income on low side, expenses on high  
If evening house holds 500, then project 50% income

Instrument Manufacturers  
Artists' Agencies - (such as Tom Cassidy Agency, etc.)  
Artist ads in Jazz Educators' Journal & Jazziz magazines

Recommendation of colleagues  
Local artists

Important! Use artists as performing artists and workshop clinicians...too  
much to ask to be  
adjudicators as well!

Adjudicators who have enthusiasm, communication skills & knowledge that  
can also conduct workshops  
Adjudicators who are recommended by colleagues  
Adjudicators who have worked with your groups  
Adjudicators you have observed working with other jazz ensembles  
Adjudicators who have a good reputation

Request travel reservation information in early fall  
Arrange to have a local travel agency book all air and ground transportation  
Request quantity discount from airline if you have a large festival. Travel  
agency should make request  
Send 'Travel Form' with adjudicators' contract and give to travel agency when  
returned  
Send adjudicators e-tickets at least two months before the festival. Travel  
agency can do this.

If possible, try to secure artist with fee including air transportation  
Responsible student(s) should pick up artist at airport and return. Great  
opportunity for students  
If artist on their way to another performance, try to co-op airline fee with  
other venue  
Usually, artists do not have their spring schedules completed in early fall, so  
booking a flight at this time may be difficult. Be patient and stay on top of  
this!

Artists

Adjudicators  
Performance/rehearsal/clinic facilities  
Hotel/motel, clubs restaurants, etc.  
Sound Engineers  
Video personnel  
Display tables for music stores, etc.  
Photography company  
Others (radio, television, etc.)

Instrument manufacturers  
Music stores  
School administration  
Local and state arts councils  
Private donors  
Advertising  
Photography agencies  
Local newspapers  
Student Fee funds  
IAJE Student Chapter (caps, t-shirts, posters,etc)

Premier Drums, Zildjian Cymbals and Fender Amplifiers can be requested for festival use

Saves directors time and provides students with excellent equipment

Saves time in group changeover

Provides the same setup for every group

Provides a consistent sound for all groups

Shure Brothers microphone support request

Request microphones for use (847) 866-2200

Very advantageous to the manufacturers

Premier Drums

Gary Curry, National Sales Representative

(303) 428-1901

Zildjian Cymbals

Steve Tirpak, Western US Sales

(818) 707-6206

(Bob LaClair, Eastern US Sales

(800) 229-8672

Allen Kaylor, Southeastern US Sales

(615) 822-8787

## Fender Amplifiers

Ed Rizzuto, Education Director, Fender Corporation  
(480) 596-9690

Contact instrument and accessories manufacturers and local music stores for soloists awards

Contact Jamey Aebersold Jazz, down beat, Jazziz, etc. for soloist awards

Contact microphone companies for soloist awards

Contact summer jazz camps for scholarships

Contact hotel/motel for complimentary rooms

Contact Pepsi, Coke, Snapple, etc. for free beverages

Contact good local FM/AM radio station(s)

Confirm in writing all facilities to be used for the festival

Confirm in writing all moving requests

Confirm in writing all piano tunings

Confirm in writing all equipment to be borrowed from local schools, stores, etc.

Risers

Music Stands

Latin percussion instruments

Pianos, etc.

Send postcards & brochures announcing the festival dates & artists to educational institutions in and around the state

Request artist & adjudicator bios and pictures early for promotion and preparation for program

Prepare Website with festival information, downloadable applications, and links to corporate sponsors

Contact radio and television stations and local papers with festival information and pictures.

Provide information to local non-profit organizations such as Chamber of Commerce, Rotary Club, etc.

Keep your institutional faculty informed

Ask the local paper if they will review the concerts

List festival on websites, IAJE, down beat, etc.

Invitation to adjudicators with contract, travel info sheet, and request for bios and pictures

Acknowledge receipt of all participant applications

Adjudicator second letter - two months out

- Confirmation of event

- Tentative schedule

- E-ticket (sent by travel agency)

- Morning meeting time to discuss details and festival format

Participant second letter - two months out

- Tentative Schedule

- Parking, ticket, clinic information

- Adjudication form

Participant third letter - one month out

- Copy of final schedule

- Copy of pertinent information

These letters are completed and stuffed in envelope ready to mail BEFORE the festival begins (except repertoire and awards list). Letters are sent out the day after the festival has ended.

Thank you letters to:

- Artists

- Adjudicators and/or Clinicians

- Corporate Sponsors for awards, scholarships, rooms, in-kind services, etc.

- Key festival workers and emcees

Festival and adjudicator evaluation forms, repertoire list, soloist awards, following year reservation form, and thank you letters to all participants

Set rehearsal times for artists with your group

Set sound check times for artists and groups

Prepare adjudicator lunch relief schedule

- or break times for clinics/workshops

Write evening scripts for Master of Ceremonies including presentation of special awards

Plan room set-up schedule for day or evening previous - don't set up the rooms the same day the festival starts!  
Prepare festival meeting agenda for adjudicators  
Determine number of tables, chairs, tape decks, lights, clocks, cables, extension cords, etc and list on a database  
Sign up sheets, workers meeting and job descriptions

Assign a school a performance time slot immediately on receipt of application.  
Note date of receipt on app  
Select Master of Ceremonies for evening concert  
Prepare logo page in program for corporate support  
Use a software program to lay out all diagrams of rehearsal/performance areas including placement of drums, amps, piano, speaker, microphone chairs, etc.  
Inventory all borrowed items, especially Premier drums, Zildjian Cymbals and Fender amps  
Prepare repertoire list of all charts being performed at festival. Include title, composer/arranger, and publisher  
Track ticket sales beginning two months out twice a week

Confirm pickup schedule for borrowed equipment designating a specific date, certain time (Riser pickup at THS on 0/0/0 at 00:00 a.m.) with drivers  
Prepare evening concert programs  
Check and double check all audio/video equipment  
Order all tapes in the fall...guestimate!  
Use file folders and post on wall or bulletin board with each day listed beginning three weeks before the festival. Write on these file folders things that need to be done such as on April 20 file folder, 'Pickup 3 video cameras from Media Services'  
Confirm adjudicator morning meeting with hotel

Mail out soloist awards  
Inventory all items and organize a method of storing for next year. Order short items  
Return all borrowed equipment including microphones, drum sets, amps, etc.  
Meet with administration and present written evaluation with final budget, attendance figures, copies of articles, etc.

