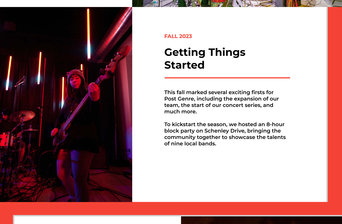
Fall 2023 Recap



FALL 2023

Getting Things Started

This fall marked several exciting firsts for Post Genre, including the expansion of our team, the start of our concert series, and much more.

To kickstart the season, we hosted an 8-hour block party on Schenley Drive, bringing the community together to showcase the talents of nine local bands.

EVENTS

The Oakland Block Party

The Oakland Block Party was an 8-hour live music event held on Friday, September 15th, on Schenley Drive, transforming the street into a sprawling festival showcasing local musicians and various vendors.

The event featured performances from local bands: Mr. Dr., Trip Lotus, Funky Lamp, James Castle, Pitter Patter, Wild Blue Yonder, Valleyview, 9Fifteenth, and Moontown.

Additionally, the event hosted a diverse array of vendors, including City Grows, Elcon Threads, The Closet PGH, Blue Monte Tea Shop, Little Onion Vintage, The Government Center, Lacy Skates, and Ash & Iris Kitchen.

In total, the event garnered an estimated attendance of approximately 2,500-3,000 people.

Bringing Us All Together

In the name of music, we were able to bring together thousands of people from our community to celebrate the works of local musicians from our community.

It created opportunities for these bands to connect with new audiences strengthen their followings!

Unity In Action

The Block Party not only served as an event that brought together listeners, but also marked the first event entirely organized and executed by the Post Genre team.

With the help of 22 team members, we were able to organize, promote, and operate the event from start to finish, providing audio, lighting, photography, and videography services for this event.

Merchandising

With our commitment to donate 100% of the events profits to the artists involved, we made a contribution through selling merchandise throughout the course of the event.

The event generated nearly $3,500 from merchandise sales totaling 125 shirts being sold. After event expenses, $1,210 was dispersed between the artists who performed.

TEAM

The Team Begins To Grow

This fall marked the growth of our team, amassing 25-30 students and young professionals specializing in photography, videography, graphic design, video editing, journalism, social media management, and audio/lighting services.

Through these collaborations, we aim to involve more than just musicians, allowing anyone to play a part in growing our local arts scene.

CONCERT SERIES

Live From Oakland Concert Series

Live From Oakland is an ongoing 5-part concert series being held in partnership with the Pittsburgh Innovation District to showcase artists from our community as they record a live, in-person album.

The series aims to provide artists and listeners with the opportunity to experience live music in a more professional setting. Given that many local artists typically perform in kitchens, basements, backyards, and similar venues, this series serves as a catalyst to help propel the Oakland music scene toward a more consistent and higher-production environment.

After completing three of the five shows, the series has attracted over 280 attendees, generating over $2,800 in total revenue.

Elevating Artists & Listeners

Shows are held in well-equipped spaces allowing larger audiences than typical venues, while offer more opportunities for professional audio and lighting, which fans are willing to pay more for.

Contributing to increased payouts for bands, with an average of $166 per performance.

Audio and Lighting

For this concert series we've partnered with 8 TRAK Entertainment to level up its production capability.

Every live Post Genera event is equipped with professional live sound and lighting reinforcement no matter the venue location.

Each 'Live From Oakland' show is fully recorded and will be released in a compilation album following the event's conclusion

Media Capabilities

Throughout the series, we have provided professional photos and videos, acting as a resource for artists and bands to promote their work in the absence of our team members.

Following the series' completion in December, each show will undergo post-production and is expected to be released in early 2024.

TECHNICAL

Full Audio and Lighting Capabilities

By partnering with 8 TRAK Entertainment, a local sound and lighting reinforcement company, we've been able to utilize their equipment and expertise to achieve a high quality concert experience for artists and audiences.

MERHANDISE

In-House Merchandising

Over the past six months, we have printed over 500 shirts for events like the Oakland Indie Fest and Block Party, as well as for local bands Wild Blue Yonder and Trip Lotus.

The combined T-shirt sales at the Oakland Indie Festival and Block Party amounted to $4,900, with a total of 218 shirts sold during these events.

And that's just the beginning; we have been actively collaborating with bands to provide high-quality and affordable merchandise to sell, assisting them in generating revenue and connecting with their fans.

SUPPORT FOR MUSICIANS

Merchandise sales can serve as the primary source of a musician/musician band's capacity to generate funds for their expenses.

Frank Ritiets, a local musician from Trip Lotus, stated, "A lot of local bands don't make much money playing, it's no money for playing. Being able to sell merchandise is a great way for musicians to make some money to benefit and for the bands to be able to profit and grow."

AFFORDABLE PRICES

When purchasing custom T-shirts through websites such as Vista Print and Custom Ink, the cost of a single T-shirt typically ranges between $10 to $15. This pricing structure leaves bands with minimal profit margins to recover their expenses.

In contrast, we've been able to provide bands with significantly lower prices, ranging between $6 and $7.50 per shirt. This approach not only covers halving the expenses, allowing bands to allocate their savings toward furthering their development.

CONNECTING WITH FANS

In addition to the monetary benefits, custom merchandising enables bands to create stronger connections with their fanbases, offering supporters the opportunity to both financially support their favorite bands and promote them.

With many bands creating their merchandise designs, it provides a unique and creative expression medium for self-expression.

MEDIA

The Scene Will Never Die: Documentary Premiere

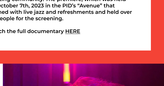
The Scene Will Never Die, a documentary made in partnership with the University of Pittsburgh Frederick Honors college by PRI student Chloe Simpson, took a look at Pittsburgh's rich, vibrant, and underappreciated music history. Beginning in the 1930s and ending with today, this documentary includes interviews of musicians and historians and covers the genres of jazz, doo-wop, soul, rock & roll, indie rock, and more.

The concept behind this documentary is that when music has thrived in the past, it has had a place to thrive: a music venue. A space that promotes artistic innovation and provides a place to dance off the stress of the week, enjoy music, and spend time with others. Live music is an important element to creating community. The premiere, which was held on October 13, 2023 into a PGH "Avenue" that included live jazz and refreshments and held over 60 people for the screening.

Watch the full documentary HERE

FUTURE PLANS

Whats Next For Post Genre

We've been working to release our Spring 2023 "Post Genre Records: Live Sessions" on youtube and our social medias to celebrate the end of the year.

Our overall mission is to secure a permanent location for an independent venue in the Oakland area. In addition to filling Oakland's need for a live music venue, we hope to partner with local organizations to allow the space to be utilized while events are not occurring.