

Stratford Live Music & Arts Events Magazine Synopsis

Synopsis

In an effort to continue to promote Stratford as a destination music city, we will create a monthly periodical between 12 & 48 pages to direct locals and tourists to the city's many music and arts events and attractions.

This magazine is the tangible resource that will promote Local & Canadian artists in the community. It could expand to other communities, perhaps over time, but the main focus will be Stratford.

To create a true collaboration of artistic vision(s) with multiple artisans, the goal is to hire various curators and artists from various disciplines each month to create something special.

Magazine Design - using a foundational format, the magazine will invite a local and/or established magazine designer to create that month's magazine layout, with a write-up about them and their career.

Magazine Cover - the cover will be created by a different guest artist each month, or use a piece of art currently on display in a local gallery, or a local well established artist featured in a regional or national gallery. Plus a feature on them and/or the gallery.

Feature Articles - Feature articles will be commissioned to writers with a passion for music and will feature upcoming artists performing in Stratford or local artists making waves elsewhere. Plus articles of interest about the musical history of the area and Canada in general - remember many of the readership will be out-of-towners and/or visiting from another country or continent.

Music Playlists - We will establish a program to boost the awareness and hopefully, the livelihoods of local, regional and national Canadian musicians. We will invite various established musicians/DJs and promoters to curate a 3 hour playlist of their favourite Canadian songs. Curated playlists will be campaigned to restaurants and retail environments and workplaces to grow the streams of all of these artists.

Online Ad Submission

WebConnex provides for all ad sizes to be uploaded and paid for in advance, reducing and/or eliminating the need for invoicing and collecting receivables. NOTE: All ads and listings to be paid online. Advertisers receive their paid receipts immediately and secure their ads each month. When purchasing ad space, each additional ad reduces overall ad cost, i.e. advertise in two consecutive issues and get a 10% discount, three get a 15% discount, four get a 20%, and so on up to 30% off.

App & Website integration for live listings

We are looking to create an integrated system for reporting/entering live event information. Using the WebConnex site to receive ad copy and payment, we need to also use this site to

have our venue vendors enter their event details and payment for each listing or purchase an annual plan. Event listings could be very minimal in cost for a line list. If more information is needed, it would cost a bit more. There are options to make these adjustments in the system based on what is chosen or what happens.

Hopefully these event details can be integrated into a database that can be accessed and populated automatically into the app listing. Can this info be sent automatically to the app? Can it be sent to the website?

The App for essentially cell-phone use, would list that day's shows as the first thing that pops up - every day, the first thing that a user sees is that day's list of events. They can then tap into more info provided from web-sites to info fields about the event.

Also this info should be automated to populate the web-site page for each day's events. When visiting the web page, the landing page should show that day's events. Future events can also be populated, but would have to be tapped on specific dates to access. Once tapped on it would populate the phone screen. The most important aspect of both app and website is that it immediately shows that day's events. Once clicked, more information can be accessed.

Magazine Content/Features/Departments - ideas

Live Show Advances - What's Happening, Who's Happening & Bio info

Artist Interviews & Quotes

It Happened this month in music

Where to find good music online - playlists & radio stations/programs

Your Retail/Restaurant/Bar/Venue Playlist - Supporting Stratford & Canadian Musicians, A

Revolution! Monthly Guest Curators

Stratford IS a Music City!

Stratford/Town

City Map & Venue List w/ numbers

Event Listings

Live Music

Stand-Up Comedy

Classical Music

Theatre

Art Galleries, Libraries, Museums/Archives

Literature/Poetry

Special Restaurant & Bar Events - Guest Bartenders, etc.

Community? Maybe in the back few pages.