

## ***Shall We Grow the Fan Base?***

This article is for those of us wanting to explore *some way, some day* to grow and keep on growing the fan base and ensure the perpetuation of THE "sound". . . for generations to come. . . so *We'll Be Together Again* and again and again. . . !

**The Problem:** According to Ross, "most" performances by '50's - 60's 4F were before general college audiences. Below data, taken from prior Fresh News (all but April - June '04 issue), show 4F performance venues. May not be entirely accurate but at least a place to start. As % School-related, as best this researcher can figure to be school related, the trend is encouraging but 16 - 25% is certainly not "most" by anyone's definition.

	<u>School-related*</u>	<u>Total Venues</u>	<u>% School-related</u>
2002	8	46	17
2003	12	50	24
2004*	5	36	14
2005	10	62	16
2006	14	65	22
2007	15	60	25

**The Goal:** Shall we strive for "most"? Is "most" doing maybe 40 out of 60 venues/yr, 2/3rds, that are not just school-related but are "colleges with jazz/ a cappella programs"?

**The Plan:** Call someone we just might know at a college/university having a jazz studies/a cappella program that is the decision-maker for scheduling performances by jazz/vocal artists. Student answering may/may not have such authority. [http://www.jazztimes.com/guides/education\\_guide/search](http://www.jazztimes.com/guides/education_guide/search) is great for contact info. Scroll to "jazz guides", click on "Jazz Schools & Education Programs/Collegiate Jazz Programs" and search either alphabetical or by state. You'll also see "international" locations. Universities or large colleges may be the best bet. Likewise, there is a directory geared to singing <http://www.collegiate-acappella.com>

### **Very important to keep these points in mind as we proceed:**

1. Ideally, the prospective contact is someone with whom we already have a personal relationship. If not, don't be shy about calling a perfect stranger.
2. Best to make a telephone appointment so contact can be at computer and we go to [www.fourfreshmensociety.com](http://www.fourfreshmensociety.com)
3. Selling Point - As we talk our prospect through FFS web site and click the videos, etc., emphasize that the current crop is clearly not a bunch of aging boomers Doo-Wopping public television station fund drives. "As you can plainly see", jazz/vocal college audiences can easily bond with the 4F who could be available to do Q & A at performance break. If prospect agrees 4F is of interest, find out when the school sets its schedule of such performances and when dates open. If none, ask if OK to keep in touch on annual basis prior to such.

Please call 415-986-6006 (PST) or email [singbone@gmail.com](mailto:singbone@gmail.com) with "FFS" in subject line. Simply state in message body that you have identified someone that qualifies as a "lead" as well as your comments, etc.

**This is Step One. Step Two will be** my reporting the results of our efforts in the very next issue of Fresh News. This gives us approximately 90 days to determine a number of things such as whether we go on to Step Three, e.g., do as an ongoing project & IVI telling us at FFS Convention status of these leads, etc.

Thanks for reading this, good luck and stay "Fresh".

Bart Miller