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Louisiana Music Commission Report

March 2002

NOTE: Since the paper version of this report is completed, we thought it best to get it onto our website ASAP. We are in the process of uploading links for this online (and thus superior) version. Please be patient if your link is not in place. Our last report had more than 100 links. It takes time to identify and enter them all. Feel free to contact us if you are mentioned in this report, have a website, and do not see it linked here. We want to make all possible connections for the potential readers of this very detailed report. Thank you for your patience and support of Louisiana music. We reserve the right to fix typos and bad grammar on an ongoing basis, so please alert us to them.

Introduction

Since the last LMC Report in [June 2001](#), events of historic proportions both internally and externally have profoundly affected everything that happens at the Louisiana Music Commission (LMC). Foremost amongst these are the tragedies of September 11. With an economy already in recession, the consequences of September 11 seriously affected the entertainment industry in Louisiana and the country. Layoffs in the business world, reductions in corporate events surrounding trade shows and a decrease in hotel bookings significantly impacted the music venues of Louisiana. Thus the income of musicians in Louisiana has been reduced. However, according to Fed Chairman Alan Greenspan, "recovery is underway."

Another significant development is the reorganization of [Department of Economic Development](#) (DED). The [Office of Film & Video](#) (OFV) is now part of DED and the LMC has a much stronger working relationship with OFV.

The [Grammy](#) Exposition & Hall of Fame project (Grammy Expo) continues to make

progress and generate positive press coverage for Louisiana. After securing a \$9.9 million Capital Outlay during the 2001 Legislative Session, the LMC also participated in a successful presentation to the Bond Commission in October. With Grammy President Michael Greene and representatives of the financial partners, Executive Director Bernie Cyrus represented the LMC before the Bond Commission seeking authorization for the state to sell up to \$90 million in bonds for the Grammy project. The Bond Commission unanimously supported the proposal, causing a chain of events that will culminate in the sale of bonds in the first half of 2002 with the subsequent groundbreaking within weeks. Grammy Expo is the biggest music project in the history of Louisiana and represents more than six years of work by the staff and board members of the LMC. Credit also goes to developer Troy Von Otnott of Entertainment Realty who helped secure the private financing. This project has increased both public awareness of the LMC and subsequent incoming contacts.

The LMC, [New Orleans Jazz Centennial Celebration](#) (NOJCC) and [Blaine Kern](#) served as a catalyst for the private donation of more than \$300,000 for the completion of the Jazz Walk of Fame. Now to be called the Robert E. Nims Jazz Walk of Fame, the funds to complete the installation of the interactive lamps and production of the historical audio/visual vignettes will be managed by a partnership that includes NOJCC and the LMC.

NOJCC's historic Jazz Informances continue to reach elementary school students and provide paying gigs for musicians. Jazz Informances have reached nearly a quarter million Louisiana children. It is the most successful Louisiana music history program ever and Jason Patterson, NOJCC's hard working director, deserves much credit.

A variety of significant issues are affecting the international music industry. The LMC is at the forefront of efforts to address many of these problems. The agency contributed to serious dialog at music conferences and seminars, worked with major international press and consulted with state and federal officials in working to solve the industry's problems. Over the past eight months, the LMC has greatly expanded its contact with leaders in the music industry, politics, the press and with the general public.

Other important LMC initiatives making progress include [BuyLouisianaMusic.com](#), an increase in the number of contacts with major record labels seeking material, an increase in the number of music documentaries produced by native film makers, continued progress in growing music manufacturing in Louisiana, an increase in the number of entrepreneurs with business plans seeking assistance from the LMC, and expansion of music business programs in private and public post-secondary schools.

Industry Overview

The record industry saw a decline in overall sales of 2.8% in 2001 and that figure is currently pegged at 5%. Record sales are down nearly \$600 million at this time. Four of the Big Five major record companies lost between \$70-90 million in just the past half year. Only Universal Music Group registered positive income.

Independent record distributors continued to lose ground to major label systems. The closing of several prominent independent distributors and wholesalers is making it difficult for small labels to get their products into the marketplace. The bankruptcy of [Valley Media](#), the largest independent distributor, was a blow to [Louisiana Red Hot Records](#), one of the state's fastest growing labels with more than 200 CDs in its catalog. The label's president, Harris Rea, is working hard to adjust to the changing market; and, the LMC is working to address his company's needs.

The LMC is striving, with unprecedented levels of support from the Administration of Governor Foster and the Legislature, to improve the state's ability to deliver assistance to companies like Louisiana Red Hot Records. The kind of incentives available to large companies and professional sports still elude the music industry in Louisiana. However, a groundswell of efforts, such as the work of the [MetroVision Entertainment Cluster Committee](#), the initiatives of the [Lafayette Economic Development Authority](#) and Louisiana Crossroads, activism by [Terrance and Cynthia Simien](#) to get a Cajun-Zydeco Grammy category and work by the Shreveport Regional Arts Council Music Committee are helping lead to the kind of cooperation and consensus that will help the Louisiana music industry guide government efforts to be more supportive.

Several national legal issues, including an investigation by the [US Department of Justice](#) of the apparent duopoly of planned online distribution by the major labels and the demise of many dotcom companies, have significantly affected everything from the growth of broadband connectivity to the number of online music outlets. Another serious issue rising to the fore is the old specter of payola, now called [Pay for Play](#). [Rep. John Conyers](#) is calling for a federal investigation. Pay for Play is one of the biggest obstacles to Louisiana labels and artists seeking to obtain radio airplay. The LMC has strongly recommended Congressional scrutiny.

Consolidation of major media companies, such as [Vivendi's](#) recent investments in [EchoStar Communications](#) and purchase of [USA Networks](#), reflects a continuation of efforts by the Big Five to own all aspects of creative content from creation to manufacturing to distribution to retail consumption. Additionally, [Clear Channel](#) has expanded to become not only the largest owner of radio stations, but the largest concert promoter as well. The main competitor of Clear Channel Entertainment (the concert promotion wing of the company) is House of Blues Concerts. Both companies have come to dominate the industry, affecting the fortunes of older companies. Highly visible smaller companies like [Superfly Productions](#) and [Turducken Productions](#) continue to survive despite the climate of consolidation. Indeed, the industry's shift to mega-size and mega-sales has created opportunity for new companies to serve the needs of small to midlevel selling artists.

Production components of [Cash Money Records](#) and the newly reorganized No Limit Productions also compete in the concert production arena but have scaled back from their heyday levels of the previous two years. No Limit, in particular, greatly reduced its commitment to Louisiana by failing to complete its \$15 million studio complex in Baton Rouge and moving its operations to Beverly Hills.

Major Louisiana Stars Continue to Sell

Louisiana's biggest selling acts continue to be [Britney Spears](#), [Tim McGraw](#), [Mystikal](#), acts from Cash Money Records and No Limit, [Brooks & Dunn](#) (Kix Brooks is a Shreveport native), [Harry Connick Jr.](#), [Sammy Kershaw](#), [Trace Adkins](#), [Andy Griggs](#), [Better Than Ezra](#), [Pantera](#), [Nine Inch Nails](#), and others. Major releases by all of these artists created collective sales levels that rival previous years. The LMC estimates that overall worldwide sales by Louisiana artists constitutes 1% of the [international market](#) and approximately 4% of North American record sales. The challenge remains to bring more of these artists' business operations home to Louisiana.

Several major labels recently cut their rosters, setting loose many well known acts whose records in the past sold millions, but who today sell in the thousands. This is creating an opportunity for the growth of midlevel companies to create new business models for handling acts whose sales can generate profits for a smaller company but cannot do so for a major label. Another significant development is the defection of major artists from labels. Elton John has decried the major labels as unpleasant to deal with and has vowed not to record again. David Bowie has split from a major label to start his own. Don Henley, Sheryl Crow and others have formed the [Recording Artists Coalition](#) to address problems within the industry. These trends are expected to open up new possibilities that could benefit efforts in Louisiana.

High profile Louisiana artists' current sales are strong. New releases from Britney Spears, Harry Connick Jr., Trace Adkins, Master P, Mystikal and others have generally kept pace with previous efforts. Overall record sales by Louisiana artists are not at all time highs, but are still substantial enough to equate to hundreds of millions of dollars in revenues for the industry. A major reorganization by Master P's No Limit enterprises has meant the loss of most of his business ventures in Louisiana. However, he is still making records with Louisiana and national artists, and his sales, though not at his prior multi platinum levels, are significant nonetheless. Cash Money also has maintained a strong presence on the charts and in Louisiana. The [loss of such artists](#) as [Boozoo Chavis](#), [Ernie K Doe](#) and dozens of others adds to the sense of urgency in archiving and presenting Louisiana's music legacy.

A validation of the state's burgeoning music scene is the fact that Louisiana had a record number of Grammy related nominations this year. Overall, 2001 was a good year for Louisiana music.

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Major Accomplishments

Grammy Exposition & Hall of Fame

The State of Louisiana and City of New Orleans have taken all the steps necessary to complete the funding process for the construction of this \$90 million facility. The

State Bond Commission voted unanimously in October 2001 to issue up to \$90 million in bonds to pay for the Grammy Expo. In January the Bond Commission also voted to issue the bonds necessary to fund the state's \$9.9 million Capital Outlay for the Grammy Expo. In December 2001 the New Orleans City Council approved a measure to add \$5 million to the project. As of the writing of this Report, the private sector funding partners have not met to complete the paperwork to finance the project. That meeting will take place in March or April 2002. Upon completion of the private sector funding process, the bonds will be purchased by the investors creating the cash needed to build the Grammy Expo. Executive Director Cyrus attended the Grammy Awards in Los Angeles and continued his work to convince sponsors and private investors to invest in the Expo. Other meetings are listed in the Recent Contacts section of this report. The Grammy Expo is the most significant music facility ever developed in Louisiana. The LMC served as a leader in securing the public sector support and is serving as Contract Monitor for the State of Louisiana for the project. The work on Grammy Expo is ongoing and demanding. Thus, the LMC staff are spending a lot of time dealing with issues relating to this massive undertaking. The LMC is also working to expand membership in the National Academy of Recording Arts and Sciences (NARAS), the parent organization of the Grammy Expo.

Robert E. Nims Jazz Walk of Fame

This project, which created a pedestrian promenade on the Algiers Levee, has now surpassed the one million dollar mark. In February, a private donation of \$309,000 from Ms. Jeri Nims was contributed toward completion of the project. Ms. Nims' donation will cause the walk to be named the Robert E. Nims Jazz Walk of Fame, in honor of her late husband, the founder of Lucky Coin Amusements and a staunch supporter of jazz and Louisiana music. These funds will allow for the completion of 30 historical jazz vignettes, adding the 15 already produced by the LMC. These multimedia components will also be used for other educational purposes including audio and video spots, the music history CD ROM and other potential uses. This project was done in partnership with New Orleans Jazz Centennial Celebration, Inc. (NOJCC).

Higher Education

The LMC assisted Delgado Community College in formulating and presenting a plan for music business courses. Peter Cho, Lead Instructor in Music, was joined by LMC staff in making a presentation to the school's Curriculum Review Committee. The successful effort produced two new certificate programs at Delgado. Each will be 12 hour programs. One will be in general music business. The other is in audio engineering with an emphasis on live sound reinforcement. This is the first live sound production certificate program in a post secondary school in Louisiana. These certificates will lead to an associate degree program in the very near future. This effort was done with the assistance of and in conjunction with the Loyola Music Business Degree Program and other music business leaders.

Loyola University added another endowed chair to their Music Business Degree Program. Dr. Jerry Goolsby has joined the faculty. Dr. Goolsby has already added great value to the Loyola program and to other efforts such as the MetroVision

Entertainment Cluster. His background in Marketing and business consulting will be very helpful in creating the new business models needed to be effective in the changing music business environment. The LMC is working closely with Dr. Goolsby.

Other Issues/Accomplishments

Advertising Strategies and Support for Music Events Statewide

The LMC, via its advertising budget, provided limited sponsorship for a broad variety of events and functions statewide. These include: the New Orleans Jazz & Heritage Festival, Festivals International de Louisiane, the Louisiana Original Music Festival, the Bluesberry Festival, Louisiana Crossroads Initiative, the Louisiana Cavalcade, the Festival of African and African American Music, the world premier of Forever My Love: Music of the Bayous, New Orleans-South Africa Connection, the Just Hatched compilation CD with the New Orleans Music Convention Association and more. The LMC's sponsorship is relatively small but helpful in both supporting these projects and in spreading information about the LMC's resources. In addition, the LMC advertises in Louisiana music publications such as the OffBeat Louisiana Music Directory, Where Y'at and Rhythm City. In 2001 the agency created a series of ads titled "This is What Louisiana Sounds Like" that highlighted recent CD releases by Louisiana artists and labels.

MetroVision Entertainment Cluster

The LMC is an active partner in the implementation of the MetroVision Entertainment Cluster Committee. MetroVision, the economic development arm of the New Orleans Regional Chamber of Commerce, encompasses ten parishes. The organization has provided staffing and professional facilitators to assist in formulating the needs, goals and objectives of this committee.

Cutting Edge Music Conference & Roots Music Gathering

The LMC continues to support the state's longest-running professional music conference. The 9th Annual Cutting Edge Music Conference & Roots Music Gathering was held in August 2001 at the W Hotel with music presentations at several venues in New Orleans. Panelists included multimillion-selling producer, former bassist for Elvis Presley and founder of numerous studios in Nashville and Memphis, Norbert Putnam; longtime member of Eric Clapton's bands and Tulsa music legend Jamie Oldaker; several executives of new music companies, producers, engineers, managers and other music industry professionals. The conference was held simultaneously and in the same location as the Universal Music Group's Worldwide Publishers meeting which created networking opportunities that helped connect Louisiana music producers with a major music publishing organization. Additionally, the conference featured workshops, showcases, oral histories and other valuable components. This year the Cutting

Edge holds its 10th annual conference from August 21-25 at the Hotel Intercontinental. The LMC is working with organizers to make it bigger and better than ever.

Future of Music Coalition Policy Summit

The LMC participated in this significant music conference held in January at Georgetown University in Washington DC. The Future of Music Coalition is working to ensure that the rights of musicians, songwriters and other creators of music are properly, fully and directly compensated under the new digital rights law. Congress passed the Digital Millennium Copyright Act and the Telecommunications Act, both of which have created what most industry people believe to be a dysfunctional royalty system. The conference featured keynotes by federal legislators and panels made up of CEOs and major industry leaders. Topics were chosen to address many of the dilemmas facing the music industry today. The LMC is working with Loyola, the University of New Orleans and other organizations to bring a one day version of the Future of Music Coalition Summit to Louisiana this year (see next item). Discussions are underway with the organization and with potential local partners. A full report with links is on the LMC website Newsflash page.

Future of New Orleans Music Symposium

Working with a partnership involving Loyola University, the University of New Orleans, MetroVision and other sponsors, the LMC will assist in staging a one day symposium focused on the Future of Music in New Orleans on April 30 at Loyola University. This seminar is being coordinated with the assistance of the Future of Music Coalition and will feature nationally prominent music business leaders discussing current issues and problems in the industry and how the local music industry can take advantage of opportunities presented by the turmoil in the record business.

Shreveport/National Park Service

The LMC facilitated an effort by the City of Shreveport to bring the National Park Service in as a partner in the revitalization of the Shreveport Municipal Auditorium. The LMC provided contacts and information that allowed the City of Shreveport to prepare an information package that followed NPS criteria guidelines for seeking NPS assistance. The package was submitted to the NPS late in 2001. The LMC is monitoring this effort and working with federal elected officials to determine if the project is feasible.

Louisiana Music History Efforts

The script for the Louisiana Music History CD ROM is completed and the LMC is working with the Louisiana State Museum to determine what state-owned archives may be applied to the effort. Additionally, as noted previously, the LMC assisted in staging a world premier of Louisiana filmmaker Pat Mire's latest music documentary. The LMC is serving as a consultant on several other music documentary efforts. As a partner with New Orleans Jazz Centennial Celebration, the LMC has participated in ongoing work to deliver living music history lessons to

elementary schools statewide.

The LMC assisted a British television crew in shooting a two part documentary on Dr. John. Grenada Television, producers of the long-running South Bank Show, worked with LMC staff to secure historical sites, information and people to assist in telling the life story of Dr. John. The LMC is working with other filmmakers and documentarians on a variety of Louisiana music history projects.

Anti-music Ordinances and Statutes

The LMC successfully defended the rights of musicians and music venues at both local and state levels. In 2001, several legislative bodies attempted to create anti-music, unconstitutional laws to restrict where music could be played. These laws would have had a chilling effect on the state's music economy. The LMC worked both in high profile appearances and behind the scenes to preserve the rights of musicians and music venues.

Legislative Agenda for 2002

Economic Impact Study Funding

The LMC, working under a resolution passed by the Legislature last year, is seeking \$100,000 to fund an economic impact study of the music and film industries. Working with DED and the Office of Film & Video (OFV), the LMC hopes to secure funding during the upcoming session. This study will be the first statewide analysis done since 1989. Estimates of the economic impact of the music industry are as high as \$3 billion. But, the accuracy of these numbers is questionable since they are based on the original 1989 study. The funds will be used to contract a research firm to not only estimate the economy of music and film, but to help identify resources and their potential. Thus, the LMC and the OFV will then be able to better determine needs and provide assistance.

Venture Capital for Entertainment Projects

Working with DED, the private sector and elected officials, the LMC is working to create a feasible plan, based on the now-expired CAPCO model, that will help build funds for investment in entertainment industry projects and businesses. The LMC has already been working with several companies in Louisiana to raise needed investment capital. Also, the agency has remained in close contact with some of the state's most exciting new companies in music manufacturing, audio and video production, record labels, and related entertainment industry ventures.

The outlook for raising money for these legislative items is tempered by the weak economy. The LMC is dedicated to helping Louisiana diversify its economic base to help offset the erratic price swings of the petroleum industry upon which much of the state's tax base is founded. Stronger support for the creative industries of the state is necessary if Louisiana is to take advantage of economically significant creative resources found here. Since Louisiana artists generate a measurable percentage of worldwide record sales, it behooves the State of Louisiana to try harder to grow the businesses that capitalize on this resource.

General Contacts and Activities

What follows is a **partial** listing, in chronological order, of meetings, actions, discussions and other contacts handled by the LMC staff.

- Met with Senators Hainkel and Bajoie to discuss the Grammy Expo Capital Outlay.
- Worked with attorney Mary Howell to address a Noise Bill that could greatly restrict street musicians.
- Talked to Kathy Richard about plans to use an historic property in Abbeville as a possible site for performances and television broadcasts.
- Met with Eric Cager of the Cutting Edge conference to discuss a State of the Industry article for his Indie magazine.
- Worked with Rep. Scalise and appeared before a Legislative committee regarding HB1811 to clear up questions about Workers Compensation and musicians.
- Worked with a law student to research issues surrounding noise ordinances and bills.
- Bernie Cyrus attended a meeting at Trump Plaza in New York City with the director of the Grammy Foundation, members of the Grammy Board, legal representatives and financial representatives to discuss the state's Capital Outlay commitment.
- Facilitated getting a letter from Governor Foster explaining the state's strong support for the Grammy Expo project.
- Assisted the Arts Council of New Orleans by serving on a Grants Review committee.
- Worked with Attorney General Richard Ieyoub's office to facilitate a legal document relating to the Grammy Expo.
- Met with Jim Ryan of the Louisiana Community Development Authority to discuss how the Grammy bond sale would work.
- Worked with producer Danny Allen to assist in formulating plans to create a pilot TV show to be shot in Lafitte.
- Worked with the Division of Administration to coordinate the Capital Outlay application.
- Worked with Jon Hornyak of NARAS to plan a "roast" of Cosimo Matassa during the Cutting Edge music conference.
- Met with Popagee Johnson to discuss his efforts to save the historic jazz buildings on South Rampart in New Orleans.
- With Harris Rea of Louisiana Red Hot Records, discussed problems in how retailers are paying for product sold in stores.
- Assisted the owners of Rosy's Jazz Hall in making contacts to help them find items of historical significance (from the club's early days) to help them decorate the newly renovated building.
- Held a meeting of the LMC on June 27.
- Assisted Japanese bass player Nori Narioka with his work visa.
- Met with Phillip Carter and Eddie Kurtz of ReelAmerica.com to discuss their pending launch on cable TV.
- Discussed the status of payola (Pay for Play) with David Frazier of Baton Rouge, an independent artist with his own label, and how difficult it is for independent

artists to access radio.

- Met with MTE Records in Lafayette.
- Mike Bracy of the Low Power Radio Initiative and the Future of Music Coalition contacted the LMC to discuss progress on the Low Power efforts and the upcoming Future of Music Coalition Policy Summit to be held in January at Georgetown University. He requested the participation of the LMC and for Chairman Marsalis to be a panelist.
- Met with Bubby Valentino to discuss the staging of a major television production featuring Wardell Quezergue at St. Louis Cathedral.
- Assisted elementary school teacher and musician Tim Wells in facilitating a workshop in Baton Rouge for teachers to learn how to use his "Kids: We are the Future" CD to teach children about numbers, manners, conflict resolution and more.
- Met at New Orleans Center for the Creative Arts (NOCCA) with DED Secretary Don Hutchinson and local Grammy developers to discuss the Cooperative Endeavor between the state and NARAS.
- Met with UNO Development Director Florence Andre to assist in planning a major TV production honoring Ellis Marsalis upon his retirement from the university.
- Provided assistance to the Department of Culture, Recreation & Tourism in creating a Music Unit for their Louisiana Voices resource materials for Louisiana school teachers.
- Established a relationship with a regional A&R representative of Warners seeking to stay on top of music developments in Louisiana.
- Assisted in holding a meeting of the Board of NOJCC.
- Working with CA Guitars and Acoustic Analysis/KJL Amplifiers to explore how the state can add impact to their participation in the Summer National Association of Music Merchandisers (NAMM) convention in Nashville.
- Began working with the New Orleans Convention and Visitors Bureau to lure the summer NAMM show to New Orleans.
- Met with Brian Steeger of 106.7FM to discuss featuring local music.
- Joined the MetroVision Entertainment Cluster committee.
- Purchased and installed a new computer system at the LMC offices.
- Coordinated the videotaping of the musical performances at the House of Blues patron party for the University of New Orleans.
- Met with Gretna Mayor Ronnie Harris and Kenny Lannes of KJL Amplifiers to discuss economic development efforts and the Gretna Heritage Festival.
- Met with Blaine Kern and Ms. Jeri Nims to discuss her planned donation to complete the development of the Jazz Walk and name it after her late husband.
- Met with Timothea to discuss the Hepatitis C benefit plans.
- Bernie Cyrus did a presentation discussing careers in the music industry for Mandeville High School students.
- Met with Karen Bourliea of the Louisiana Songwriters Association to discuss a plan she is formulating to assist songwriters.
- Assisted Gerald Cahee of Lafayette with his business plan.
- Contributed to a series of stories by journalist Eric Boehlert of Salon.com on the subject of Pay for Play or payola in today's radio industry.
- Sent letters to Rep. Billy Tauzin and Senator John McCain requesting an investigation into Pay for Play.
- Assisted Andy Ambrose in developing a European tour by the Radiators including a group of fans. The trip garnered press in the Wall Street Journal.
- Met with producer Norbert Putnam to discuss the possibility of relocating to New

Orleans and to assist him in identifying properties.

- Assisted entrepreneurs Tucker Crawford and Justin Zitler in the formulation of an innovative new business plan for a venture called New Orleans Digital Entertainment. Zitler has patented part of the process within the plan.
- Facilitated a relationship between blues singer Mathilda K. Jones and songwriter Leslie Smith who composed several songs for Ms. Jones to be featured on her upcoming album.
- Contacted Harold Battiste to secure his commitment to appearing in the South Bank Show documentary on Dr. John.
- Met with entrepreneur Paul Angrisano to assist him in formulating plans for music-related development of historic properties and a television show.
- Bernie Cyrus met with the St. Tammany Chamber of Commerce to discuss music business impact.
- Spoke to Paul Robinson of the Shreveport Symphony about issues affecting the financial status of the organization.
- Contacted jazz historian Don Perry regarding a Round Table Jazz Tour concept he developed.
- Met with Diana Thornton of Crescent Music Productions to assist in formulation of a new business plan and an effort to expand her company.
- Assisted studio owner Paul McCord in making contact with a construction company that was working near Piety Street Recording and that could disrupt sessions. A productive meeting resulted.
- Met with Baton Rouge music supporter Diane Duplesis to discuss her concept of creating an entertainment hall of fame for the new state history museum there.
- Contacted Allen Toussaint to secure his participation in the South Bank Show Dr. John documentary.
- Attended the Bond Commission meeting at which the Grammy project was unanimously supported.
- Met with Adam Noles of Fujitsu to discuss fiber optics and how music could benefit from fiber infrastructure.
- Drex Brumfield contacted the LMC to discuss his plans to create a Louisiana music series of performances at New Orleans Centre Mall near the Superdome.
- Worked with Memphis developer John Elkington regarding his development of the Red River District in Shreveport and plans for several music venues there.
- Secured a vintage automobile for the South Bank Show Dr. John documentary.
- Met with Ally Duffey of ReelAmerica.com and to discuss other potential job opportunities in Louisiana.
- Attended Festivals Acadiens in Lafayette.
- Met with David Spizale and Carl Fontenot of radio station KRVS on the ULL campus to discuss how to expand the station using the new emergency management systems resulting from the September 11 tragedies.
- Met with Todd Mouton of the Louisiana Crossroads initiative in Lafayette.
- Met with Reese and Shamus Fuller of LouisianaRadio.com in Lafayette to discuss how the dotcom fallout has affected their work and how changes in the Digital Millennium Copyright Act might affect their plans.
- Attended the Louisiana Stomp fundraiser for the Tommy Comeaux Endowed Chair in Traditional Louisiana Music at ULL.
- Met with David Wagner, manager of country artist Chris Gray to discuss how to reach a bigger audience.
- Discussed plans by Rob Gianconpeirie to develop a music instruction website.
- Met with Cyril Neville Jr. and his partner Patrick Marrero to learn about his

multimedia production resources.

- Attended the videotaping of the Creole Mass by Wardell Quezergue at St. Louis Cathedral.
- Bernie Cyrus attended a St. Tammany Parish Council meeting to discuss a restrictive noise ordinance that would hurt existing music clubs in the area.
- Met with Blaine Kern to discuss the pending support of Ms. Jeri Nims for the Jazz Walk of Fame.
- Assisted Joseph Bush in determining possible funding sources for his record company.
- Met with Wally Rogers of Rogers Piano Company.
- Met with Secretary of State Fox McKeithen to discuss plans for the Delta Music Museum, the Louisiana Cavalcade and music resources in the State Archives.
- Worked with Barney Kilpatrick of the Radiators' record company, to try to facilitate a pro bono performance of the band at a US military base in Europe during their tour.
- Worked with the office of Senator Mary Landrieu regarding the Radiators' tour and possible military base gig.
- Spoke to Texas Music Office director Casey Monahan about a new report called The Role of Music in the Austin economy and secured a copy for the LMC to analyze.
- Spoke to Wendy Morgan, the new director of the Austin Music Commission about the report.
- Contacted Kathryn Hobgood of Shreveport about the new phenomenon of House Concerts in which people have artists perform at their home and raise funds to pay the performer by charging friends and others to attend these intimate concerts. This is part of a nationwide phenomenon that is helping singer/songwriters tour.
- Helped judge a Battle of the Bands at Loyola.
- Spoke to John Hockenyos, lead author/researcher of the Austin music business study.
- Wrote a letter of support for Kim Carson prior to her trip to Europe.
- Attended the New Orleans Film Festival.
- Met with Mike Yazbeck to discuss his business plan to promote Louisiana music.
- Met with filmmaker Steve Scaffidi of Ghost Rider Pictures to discuss his plans for a new television show to highlight Louisiana musicians.
- Met with Jenny Toomey of the Future of Music Coalition to discuss their January 2002 Policy Summit and how to bring components of that conference to Louisiana.
- Worked with Jim Ryan of the Louisiana Community Development Authority and Grammy developer Troy Von Otnott to discuss how the bond process will transpire.
- Bernie Cyrus appeared on the David Tyree show on WWL AM.
- Attended a Grammy membership reception at Piety Street Recording Studios.
- Met with videographer Griff Mehaffey to discuss his ideas regarding how the LMC can assist in promoting video productions featuring Louisiana music.
- Met with Peter Cho of Delgado to discuss curriculum needs relating to creation of a music business program at the school.
- Bernie Cyrus and Steve Picou appeared on the Christopher Tidmore show on WBYU radio to discuss the Grammy project.
- Worked with Leon Medica to get Louisiana artists' CDs to a prominent record company executive.
- Assisted Timothea in planning and staging the Hepatitis C Awareness benefit.
- Worked with Steve Teeter of the Louisiana State Museum at the Old US Mint to secure artifacts and memorabilia for a Louisiana music exhibit.

- Worked with the office of State Treasurer John Kennedy to facilitate the first payment by the state toward the planning and construction of the Grammy Expo.
- Assisted in staging the world premier of Louisiana documentarian Pat Mire's latest work, Forever My Love: Music of the Bayous at the Liberty Theater in Eunice.
- Participated in Strategic Planning sessions with the Department of Economic Development.
- Discussed the formation of an association of independent labels in Louisiana with Carlo Ditta of Orleans Records.
- Spoke to Orleans Parish School Board member Jimmy Fahrenholtz about a charter school concept involving music.
- Appeared in news stories on several local television stations regarding the Grammy Expo.
- Met with marketing consultant Fred Peer, publisher of the Louisiana Festivals & Events calendar Julie Posner, and singer/songwriter Leslie Smith to discuss how Julie could leverage her knowledge of fairs and festivals to provide booking services for bands.
- Worked with members of the New Orleans City Council to prepare another effort to end the Amusement Tax.
- Met with studio owner Jimmy Augustin regarding several new rock acts he produced.
- Worked with Bethany Bultman to notify musicians and music organization about the opportunity to access passengers for the 4 star cruise ships that dock in New Orleans.
- Met with promoter/producer Christian Wagner to discuss his plans to create a Latin music television pilot in New Orleans during the Super Bowl.
- Spoke to Parker Dinkins of Master Digital about his plans to build a new building and how the LMC can assist in notifying the press about his expansion and activities.
- Assisted documentarian Rich Patterson with getting information on music licensing for a Mardi Gras documentary he is producing.
- Provided a letter of support to entrepreneur Angelo Edwards that helped his new record label secure a loan.
- Contacted attorney Dino Gankendorf to discuss antitrust issues in the radio industry. Learned that Louisiana is one of only 5 states that did not join in the MAP (minimum advertised price) price fixing suit against the record industry.
- Met with and assisted Wendi Berman and Brian Gary of Flying Chaucer Films in expanding their company to Louisiana.
- Consulted by Colin Kendrick in Austin to advise him on formation of the Austin Music Foundation.
- Provided music industry information for several of the mayoral candidates in the New Orleans election.
- Attended a meeting of the Louisiana Alliance for Arts Education.
- Met with Jeff Montalbano of the Orpheum Theater to discuss how to expand music events there.
- Attended the OffBeat Magazine music awards and music business awards. Chairman Marsalis received a Lifetime Achievement award.
- Assisted filmmaker Laura Davis in researching Cajun waltzes for a documentary.
- Spoke to Phil Michelson, a documentary producer working on a multipart history of rhythm & blues that will feature many New Orleans artists.
- Kevin Finney, an author and former talk show host in Atlanta, contacted the LMC about potential work in Louisiana.

- Met with Ron Swoboda as part of his research on the music industry for a story to appear in New Orleans Magazine.
- Contacted the Ethics Board to request a ruling on attending the Grammy Awards in Los Angeles.
- Assisted Jay Albarado, marketing director for Acoustic Analysis/KJL Amplifiers, in getting a listing of music stores.
- Promoter Nita Wilson contacted the LMC seeking assistance in securing a permit to stage a major music event at Zephyr Stadium during the Super Bowl.
- Provided brochures from the LMC and NOJCC to Michelle Geggheimer of the New Orleans Musicians Clinic.
- Spoke to reporter Eric Boehlert about a story he was writing for the New York Times Magazine regarding Pay for Play.
- Abbie Kearse, a former MTV news reporter who also worked for BET and Viacom, contacted the LMC seeking to learn more about the job market in New Orleans.
- Bernie Cyrus attended the Grammy awards and related events.
- Sponsored and attended the Louisiana Crossroads concert at Vermilionville in Lafayette featuring songwriters David Eagan and Buddy Flett.
- Participated in the grand opening of the Delta Music Museum in Ferriday and the launch of the Louisiana Cavalcade.
- Attended a meeting of the Board of Directors of NOJCC.
- Met with Gary Dauphin of Apple Computer, Bruce Bowdish of Tulane and television producer Bob Grevemberg to discuss a new technology that Tulane and Apple have collaborated on and how it can be used for music.
- Spoke to ABC 20/20 producer Audrey Lapman about an upcoming story on Pay for Play.
- Planned a joint press release with Carol Gniady of Delgado regarding the new music business and audio engineering certificate programs.
- Working with Michelle Minyard of the New Orleans Convention and Visitors Bureau to bring the summer National Association of Music Merchandisers (NAMM) show to New Orleans.
- Spoke to Kenny Lannes of KJL Amplifiers about participating in the summer NAMM show in Nashville.
- Charles Chamberlain contacted the LMC about possibly sponsoring a musical outreach trip to Cuba.
- Lou Gabus of the Louisiana Entertainment Hall of Fame contacted the LMC about sponsoring this year's event.
- Spoke to Ken Luallen of ABC News about Pay for Play and a lawsuit involving a Louisiana radio station.
- Ian McPhail, a saxophone player, contacted the LMC regarding his plans to create a library of music for marketing to film and video companies.
- Spoke to Matt Coby of Swelltown/Ultrasonic Studios about his database of songs and how the LMC could build upon it to create an easy access Louisiana song licensing system.
- Steve Baker of RMG Records in Nashville contacted the LMC about an upcoming single and video by Louisiana artists Eddie Raven and Buckwheat Zydeco.
- Jason Hewitt of Baton Rouge contacted the LMC regarding his desire to promote music shows there and the lack of medium sized venues.
- Bernie Cyrus appeared on WWL TV as part of their on location coverage of Louisiana at the Grammy awards.
- Patsy Martin of the Cajun French Music Association contacted the LMC regarding Cajun music issues.

- The LMC is working with SW Regional DED representative James Ducote to stage a one day symposium on music in Lake Charles.
- Assisted a Japanese production company in finding musicians for a television commercial.
- Spoke to Leah Simon of ARMS Division, an artist development company in Los Angeles about finding the right Louisiana song for a new singer they are promoting.
- Bob Younts, a Nashville agent who represents Merle Haggard, BJ Thomas and many others, contacted the LMC about the upcoming Louisiana Entertainment Hall of Fame ceremonies.
- Participated in a photo shoot with Mrs. Jeri Nims, Blaine Kern, Beverly Andry and Jason Patterson of NOJCC, to accept the \$309,000 check she contributed to the Robert E. Nims Jazz Walk of Fame.

Other Contact Information/Statistics:

Since July 2001:

Website Visitors: 8500+

Page Views: 20,655+

Incoming Email: 7000+

Phone Calls: 4800+

Outgoing Mail: 516

Search our Site:

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