

EMA 370 - Practical Arts Entrepreneurship

Crisis Management Scenario #3

CM Plan due Sunday 4/19 @ 9PM

Scenario:

Artist: DJ

A(a)rt: DJ-ing at clubs in the Charolette / Greensboro / Durham areas.

Price Point: Varies. Ranges from \$50-\$1300.

Inventory: NA

Marketing channels: Instagram, YouTube, Twitter, FB, Spotify, MixCloud, f2f, GigWax, AGNT

Social Media Presence: Instagram, YouTube, Twitter, FB

Pre-Crisis Spring / Summer 2020 Plans:

- As an emerging DJ that after 5 long years of paying dues at house parties, events and lousy clubs (including a string of second & third jobs), the artist was finally getting a good reputation, decent social media and a house DJ in three cities (Charlotte, Greensboro, Fayetteville). The move to DJ-ing full time was planned for this summer.
- Bought a one-year subscription to Hootsuite and was generating content for the remainder of the year. Was making plans to work with a social media arts marketing firm based in Austin, TX. Additionally, the artist was saving a small amount of \$ to invest in t-shirts, caps and keychains for the move to full time.
- Continuing to build a network with other DJs. The great thing about last year was that both Alison Wonderland (?) and Carl Cox were promoting the artist's Mixcloud uploads in their social media platforms but that dried up in mid-Feb 2020. There was some noise about getting the artist to the UK for a benefit gig Cox

was holding in London for ClientEarth. That idea seems to have dried up in early Jan., 2020.

Financial Considerations:

- The artist has two part-time jobs paying roughly \$930 (before taxes) a week and thankfully, these are both secure jobs in the near term. The artist has no retirement account, almost no savings (<\$1,000) and most of the artist's money goes to help his estranged 2 children in the form of child support.
- The main reason the artist wants to go into DJ-ing full time is not only because the artist is good at the art form and quite enjoys it, the potential financial rewards were significant. With the house DJ shows in three cities he has (had?) signed contracts for, the artist's income for 2020 was going to increase by roughly 275%. He could sue to enforce the contracts but has no savings to pay a lawyer. This said, he has verbal agreements with five of the six venues to honor the contracts once all things get back to normal. However, there is no guarantee that the venues will re-open after the crisis ends.
- Monthly liabilities are: a small personal credit card balance (\$35/month min), a car payment (\$165), rent and utilities (\$978/month) and child support (\$857/month). Not including food, gas or discretionary purchases, the artist's monthly liabilities amount to \$2,035. The artist nets roughly \$2,600/month from the two part-time jobs.
- Before the crisis, the artist averaged \$738/month from his art in 2019. The silver lining to all this is that the SM channel ad revenue numbers have only dropped 5%.

Misc. Considerations:

- The artist is a little miffed at D-Nice and the whole Club Quarantine concept. He had that idea 2 years ago and was doing almost the exact same thing for his social media followers long before. Actually, the artist was the only DJ he knew doing

these internet-only shows specifically for his fans enduring both mental health and physical challenges who can't get to his regular shows. He was talking up these bi-monthly shows all over his Instagram but couldn't get any press or any real social media traction for the effort. (Not that that was the point but where's the love?) So, Michelle Obama, Rhianna, Drake and Oprah show up at D-Nice's Instagram Live show and now he gets all the press?

- The only plan the artist has at this point is to continue as is: doing internet-based show for his followers (about 350), trying to leverage and build his network, spending too much time on social media and working two jobs to make ends meet. As a single guy living alone, he obviously doesn't need a massive amount of income but the thought of not performing in front an audience until who knows when, is tough. Obviously, an artist needs an audience and right now, the only one he has is digital so there's no feedback, which he believes is putting his art at risk. He honestly doesn't know if what he's putting out there is anything his audience actually wants because there's no spontaneous crowd reaction to the art in real time. But at this point, he can get roughly 100 people to his weekly Instagram & FB Live shows and nobody is unsubscribing...so it's not all that bad under these circumstances, he assumes.