

Problem Analysis

Project:

To organize a Christmas concert that would benefit Universal Music Group Nashville, their artists and citizens across the nation. Proceeds from ticket sales would be donated to the Make-A-Wish Foundation and voluntary donations would be accepted for the Toys for Tots Foundation and Goodwill Industries.

Research:

Universal Music Group is the largest music company in the world. The company owns record operations and licenses in 77 countries. It also owns the largest music publishing business in the world, Universal Music Publishing Group. Out of the Big Four record labels, which include Sony Music Entertainment, EMI, Universal and Warner, UMG has a market share of 25.5 percent.

UMG has offices in 71 countries and is headquartered in Santa Monica, Calif. and in New York, N.Y. In 2004, UMG employed 9,661 people. In 2003, their total revenue was \$6.2 million, in 2004 it was \$6.8 million and in 2005 it dropped to \$5.7 million. This was the most recent information available.

Universal Music Group Nashville is a country music subsidiary of UMG and is headquartered in Nashville, Tenn. MCA Nashville Records and Mercury Nashville Records are labels included in this group.

MCA Nashville began in 1945 in New York as the country music division of Decca Records. In 1973 Decca Nashville was renamed MCA Nashville. The Decca label was unsuccessfully revived in the 90s and currently has no connection with UMG Nashville.

Mercury Nashville joined with Mercury Records in 1957 and then became part of UMG Nashville in 1998.

MCA Nashville has several of country music's greatest stars including Gary Allan, Vince Gill, Reba McEntire, Ashton Shepherd, David Nail, George Strait, Josh Turner and Lee Ann Womack. Former artists include the legendary Merle Haggard, George Jones, Waylon Jennings and David Lee Murphy.

Mercury Nashville Records takes care of newcomer Julianne Hough, Billy Currington, Julie Roberts, Sugarland, Shania Twain and several others. The Man in Black, Johnny Cash, was a former artist along with Billy Ray Cyrus, Toby Keith and John Anderson.

Bon Jovi, Halfway to Hazard, Jamey Johnson, Randy Rogers Band and Now That's What I Call Country are also on Universal Music Group Nashville's label.

UMG Nashville does have a Web site, www.umgnashville.com, which lists information of all their artists, touring dates and news. However, the news is only about a new record that is debuting or a song becoming #1 on the charts. I have never heard of this record label until I started researching for this project. Also, some of the artists on their label I am not familiar with, and I consider myself a huge country fan.

Therefore, I feel the record label and some of the artists need more publicity to popularize their songs and increase record sales. However, I do not want to organize an event that will benefit just the artists and label, but that will also benefit citizens of America. I could not find any information of an event sponsored by UMG Nashville ever taking place, and I think a concert would be a memorable, beneficial event to have. The company could always use extra publicity and keeping their artists/clients happy could be a demanding job.

Objective:

I hope to bring attention to UMG Nashville and their artists and by doing that, expand the listening audience. The new artists would be featured at the concert and hopefully fans would become more interested in their music. After the concert, country radio would begin to play their songs more often and Country Music Television (CMT) may interview the artists. This would publicize the country stars to the country music fan base, which would possibly lead to an increase in record sales.

I hope to bring attention to the foundation and organizations as well. Holidays can be a stressful time and many may forget there are people who are less fortunate and disadvantaged.

Basic Plan:

A Christmas concert titled, “Honky Tonkin’ Around the Christmas Tree,” could be organized for Saturday, Dec. 20, 2008 and would feature some of country music’s most popular artists and some upcoming artists. The concert would take place at the LP Field in Nashville, Tenn. It is a stadium that can seat up to 68,798 fans, including approximately 400 seats for disabled fans and their guests. Concerts such as Kenny Chesney and the CMA Music Festival have taken place at this stadium, so this would not be a completely unusual request.

The admission price for the concert would be \$50, and all of the proceeds would be donated to the Make-A-Wish Foundation, which grants children with life-threatening conditions their one true wish. Fans will have the option to make voluntary donations to Goodwill Industries, an organization dedicated to helping people with disadvantages, and/or the Toys for Tots Foundation, which collects new, unwrapped toys for needy children over the holidays. The

day of the concert, trucks and bins would be available at 8 a.m. for donations of items. This is not required to enter the event and is solely voluntary.

The concert would be televised live on ABC so fans across the nation could watch the concert. Hopefully, this would generate news coverage since donations are being made to foundations, which would bring publicity to UMG Nashville and their artists. Also, it would encourage and remind people to make donations during the holidays to less fortunate families.

Since UMG Nashville never held a Christmas concert, this would be something new and exciting for the company and fans. The concert would feature legendary faces such as the “King of Country,” George Strait, who would bring in fans of all ages. He has been popular since the late 80s, which would bring in the older crowd, and he continues to produce hit after hit, which would bring in the younger crowd. Vince Gill, another well-known country singer, would perform and bring in the older crowd. He is not very popular today, but he could make a special appearance for his devoted fans.

Along with these legends would be Bon Jovi. He is not exactly a country singer, but has had a hit or two in the country music industry. Some fans that prefer the pop rock genre might be interested to see him perform and may come to the concert. It is anticipated that people interested in other genres could become interested in the country music industry, which would eventually increase sales.

A female country star is a necessity, and Shania Twain fits the job description. She was popular back in the 90s and is still well-known today. She has not performed in a while, but I think that would bring an even larger crowd. Reba McEntire would make an appearance with Kelly Clarkson. They performed together throughout the fall season with their “2 Worlds 2 Voices” tour. Kelly could bring in more of those pop rock genre fans.

Artists including Julianne Hough, known for her skills on Dancing with the Stars, Sugarland, a popular two-person country group, and Josh Turner, a country music heartthrob known for his deep voice, would perform. This would bring in the younger crowd who are more familiar with their songs.

Since this concert is to benefit the upcoming artists of UMG Nashville Records, several newcomers will perform as well. This includes Jamey Johnson, who just released his first album back in early August, the Randy Rogers Band, who is releasing their album the end of September, and David Nail, who released his first song back in April.

To help transition between performances, Brad Paisley and Taylor Swift, both energetic country stars, would act as hosts of the show.

This event would be publicized by radio, television stations, including CMT, press releases from UMG Nashville, brochures, print advertisements and articles, which would be featured in local and national newspapers. The Make-A-Wish Foundation, Toys for Tots and Goodwill would advertise the event since it would be benefiting them as well.

The persuasion technique that will be used is asking for action. Articles in the newspapers and broadcasted advertisements would explain the event and ask the general public to come to the concert to support the foundations, organizations, UMG and their artists.

A budget of \$100,000 has been set aside for the event. The performers would be willing to perform with no compensation since it is a charity concert, which saves the company much money.

Budget:

Rental of LP Field and parking:	\$50,000
Media coverage and advertisements:	\$20,000
Rental of merchandise and food/beverage stands:	\$10,000
Event staff compensation:	\$6,000
Newsletters and brochures:	\$7,000
Performers compensation:	<u>Free/Charity</u>
	\$93,000

There is an additional \$7,000 available in case of unexpected fees.

List:

The target audience would mainly be country fans of all ages. There are a variety of performers and each one has a different audience. As mentioned above, the older generation would be interested in artists like George Strait and Vince Gill, and the younger generation would like to see artists such as Sugarland and Julianne Hough.

Even though this is a country concert, it is also a Christmas concert. Therefore, non-country fans are part of the target audience. Bon Jovi and Kelly Clarkson are being featured to hopefully bring in those extra hundreds or thousands of people to the show.

This audience was chosen because they are the type of people that would be interested in the event and that could be counted on for support. The company is not only interested in publicizing the artists, but also interested in benefiting the foundations and organizations.

The company is taking into consideration that people from states like California or Maine are most likely not going to attend the concert because of the far distance and high prices to travel. So, marketing of the event would basically be in Nashville, since this is where the concert is taking place. However, some marketing will be nationwide.

Execute:

Plans for the event would begin early March. The venue, artists and ABC would need to be contacted early to secure their participation. The foundations and organizations would be contacted during the month of July, so they can begin preparation for the event. Merchandise and food/beverage stands would be contacted in September, which would allow them time to schedule employees and plan for the date.

Around October or early November, travel would be discussed with the artists. Artists may have unexpected obligations, so planning before then may cause more stress than necessary.

Advertising, including newsletters, brochures and advertisements, for this event will begin to show around early November. It may be a little early for people to be thinking about Christmas, but tickets will need to be sold in advance. Tickets will be available to purchase through Ticketmaster on Saturday, Nov. 15 at 10 a.m. As the time gets closer, more media coverage will be shown to the public.

This event will be held on Saturday, Dec. 20, 2008. Doors will open at 3:00 p.m. and the show will begin at 8:00 p.m.

Measure:

I would hope to see around 70,000 attendees, which is approximately the capacity of the stadium. If that happens, then the event was a huge success. However, to measure if the audience was happy with the event and to see if the event was worth all the planning, more research would need to be done.

At the concert, the hosts will announce to the audience that if they log onto www.umgnashville.com and complete a survey before Dec. 25 at midnight, they will be entered into a drawing. They could win a CD value pack from each artist that would be performing at the concert and two tickets to the CMA Music Festival, which will be June 11-14, 2009 at the LP Field. This would hopefully entice the audience to participate and give feedback on how the event went. The winner would be contacted and announced Dec. 26 on UMG Nashville's Web site.

We would know how much money the Make-A-Wish Foundation received from ticket sales, but we would contact Toys for Tots and Goodwill to see how many items were donated. Once we knew the numbers, we would then pitch a story to local and national radio stations, television stations and newspapers, and issue a press release from the UMG Nashville Web site.

Another way to measure success would be to regulate the sales of the artists. If they see an increase in their merchandise, records, etc., then the concert was a hit.

If the concert was a success, the idea of having an annual Christmas concert hosted by UMG Nashville and their artists could be discussed for the future.

UNIVERSAL MUSIC GROUP

Universal Music Nashville
100 Country Lane
Nashville, TN 37214
Phone: (615) 555-4386
E-mail: universalmn@umg.com



NEWS RELEASE

October 21, 2008
FOR IMMEDIATE RELEASE

Contact:
Tessa Maciejaszek, Media Relations
(555) 570-5929
Tessa.Mac@umg.com

Sujata Murthy, Senior Vice President of PR
(555) 570-3859
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COUNTRY MUSIC ARTISTS DECK THE HALLS WITH CHARITY CHRISTMAS CONCERT

Proceeds from concert to be donated to Make-A-Wish Foundation

NASHVILLE, Tenn. – Many country music stars are coming together for one night to benefit charities and put on a show for devoted fans. A Christmas concert titled, “Honky Tonkin’ Around the Christmas Tree,” will be held on Saturday, Dec. 20, 2008 at 8 p.m. at the LP Field in Nashville.

Music artists who are part of the Universal Music Group Nashville label will perform a Christmas concert, and all proceeds from ticket sales will be donated to the Make-A-Wish Foundation. Trucks and bins will be available for fans to make voluntary donations to Goodwill Industries and the Toys for Tots Foundation. Tickets for the concert are \$50 and will be available to purchase through Ticketmaster on Saturday, Nov. 15 at 10 a.m.

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Brad Paisley and Taylor Swift will be hosting the concert and performances will include:

George Strait	Vince Gill
Bon Jovi	Shania Twain
Reba McEntire	Kelly Clarkson
Julianne Hough	Sugarland
Josh Turner	Jamey Johnson
Randy Rogers Band	David Nail

“I’m expecting this concert to have a great turnout,” said Doug Morris, chairman and CEO of Universal Music Group. “Holidays are hard for many people and our company is looking forward to helping people who are less fortunate. This is the first country Christmas country concert Universal Music Group has hosted, and we’re very excited to have so many talented singers and musicians on one stage.”

Donations for the event will be accepted beginning at 8 a.m. the day of the concert. The doors to the concert will open at 3 p.m. and the show will begin at 8 p.m. The event will also be shown live on ABC.

Universal Music Group is the world's leading music company with wholly owned record operations or licensees in 77 countries. Its businesses also include Universal Music Publishing Group, the industry's leading global music publishing operation. Universal Music Group Nashville is a country music subsidiary of Universal Music Group.

For more information on the event, log onto www.umgnashville.com. For media information, contact Tessa Maciejaszek, media relations, at (555) 570-5929, Tessa.Mac@umg.com, or Sujata Murthy, senior vice president of PR, at (555) 570-3859, Sujata.Murthy@umg.com.

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UNIVERSAL MUSIC GROUP



COUNTRY MUSIC ARTISTS DECK THE HALLS WITH CHARITY CHRISTMAS CONCERT

Fact Sheet

- Over 10 country singers and bands, including George Strait, Sugarland, Shania Twain and Julianne Hough, will perform a Christmas concert hosted by Universal Music Group Nashville.
- The concert will take place on Saturday, Dec. 20, 2008 at 8 p.m. at the LP Field in Nashville; doors will open at 3 p.m.
- Tickets are \$50 and can be purchased through Ticketmaster on Saturday, Nov. 15 at 10 a.m.
- All proceeds from ticket sales will be donated to the Make-A-Wish Foundation, which grants children with a life-threatening condition their one true wish.
- Fans have the opportunity to make voluntary donations to the Toys for Tots Foundation, which collects new, unwrapped toys for needy children during the holidays, and Goodwill Industries, which provides education, training and career services for people with disadvantages.
- Trucks and bins will be provided at the concert, and donations will be accepted beginning at 8 a.m.
- The event will be shown live on ABC for fans to watch the concert from home.
- Universal Music Group is the world's leading music company operating in 77 countries.
- For more information on the event, log onto www.umgnashville.com.
- For media information, contact Tessa Maciejaszek, media relations, at (555) 570-5929, Tessa.Mac@umg.com, or Sujata Murthy, senior vice president of PR, at (555) 570-3859, Sujata.Murthy@umg.com.

NEWS

CONTACT INFORMATION: Luke Lewis
Chairman and CEO of Universal Music Nashville
100 Country Lane
Nashville, TN 37214
Phone: (615) 555-4339
E-mail: Luke.Lewis@umg.com

“COUNTRY MUSIC ARTISTS DECK THE HALLS BY WITH CHARITY CHRISTMAS CONCERT”

Proceeds from concert to be donated to Make-A-Wish Foundation

October 21, 2008

NEWS FACTS

- Universal Music Nashville will hold a Christmas concert on Dec. 20, 2008 at 8 p.m. at the LP Field in Nashville; doors will open at 3 p.m.
- All proceeds will be donated to the Make-A-Wish Foundation.
- Fans can also make voluntary donations to Toys for Tots and Goodwill; trucks will be available at the concert.
- Tickets are \$50 and can be purchased through Ticketmaster on Saturday, Nov. 1 at 10 a.m.
- The artists performing will include: George Strait, Vince Gill, Bon Jovi, Shania Twain, Reba McEntire, Kelly Clarkson, Julianne Hough, Sugarland, Josh Turner, Jamey Johnson, Randy Rogers Band and David Nail.
- The event will be shown live on ABC.

RSS/del.icio.us link

MULTIMEDIA ELEMENTS



QUOTES, ATTRIBUTABLE TO LUKE LEWIS

- “The opportunity to have so many country artists on one stage only occurs a few times a year. This should be a great experience for the fans because they’ll be able to see some of their favorite artists all together.”
- “I hope this concert will benefit everyone involved, including UMG employees, attendees of the event and fans watching the concert from home on their TV’s.”

Please call (615) 555-4339 or send an e-mail to Luke.Lewis@umg.com for further information or to set up an interview.

ABOUT UNIVERSAL MUSIC GROUP

Universal Music Group is the world's leading music company with wholly owned record operations or licensees in 77 countries. Its businesses also include Universal Music Publishing Group, the industry's leading global music publishing operation. Universal Music Nashville is a subdivision of Universal Music Group. For more information on the event, log onto www.umgnashville.com.

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FOR IMMEDIATE RELEASE

[COUNTRY CHRISTMAS CHARITY CONCERT..... (:60 SECS)]

VIDEO	AUDIO
<p>CLIP OF PEOPLE WALKING INTO THE LP FIELD VENUE</p> <p>PICTURES OF BRAD PAISLEY AND TAYLOR SWIFT, GEORGE STRAIT, VINCE GILL, BON JOVI, SHANIA TWAIN, REBA MCENTIRE, KELLY CLARKSON, JULIANNE HOUGH, SUGARLAND, JOSH TURNER, JAMEY JOHNSON, RANDY ROGERS BAND, DAVID NAIL</p>	<p>(MUSIC FROM JINGLE BELLS WILL PLAY THROUGHOUT THE BROADCAST)</p> <p>UNIVERSAL MUSIC GROUP NASHVILLE HOSTS "HONKY TONKIN' AROUND THE CHRISTMAS TREE," A COUNTRY CHRISTMAS CONCERT ON SATURDAY, DECEMBER 20 AT THE LP FIELD IN NASHVILLE.</p> <p>THE CONCERT WILL BE HOSTED BY BRAD PAISLEY AND TAYLOR SWIFT WITH PERFORMANCES BY GEORGE STRAIT, VINCE GILL, BON JOVI, SHANIA TWAIN, REBA MCENTIRE, KELLY CLARKSON, JULIANNE HOUGH, SUGARLAND, JOSH TURNER, JAMEY JOHNSON, RANDY ROGERS BAND AND DAVID NAIL.</p>

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CLIP OF PEOPLE CARRYING TOYS
AND BAGS OF CLOTHES

ALL PROCEEDS WILL BENEFIT THE
MAKE-A-WISH FOUNDATION.
TRUCKS AND BINS WILL BE
AVAILABLE AT THE EVENT
BEGINNING AT 8 A.M. FOR FANS TO
MAKE VOLUNTARY DONATIONS TO
THE TOYS FOR TOTS FOUNDATION
AND GOODWILL INDUSTRIES.

CLIP OF SUGARLAND SPEAKING
(JENNIFER NETTLES)

COME OUT FOR A NIGHT OF
COUNTRY FUN AND CELEBRATE THE
HOLIDAYS WITH SOME OF YOUR
FAVORITE ARTISTS.

CLIP OF SUGARLAND SPEAKING
(WITH CHRISTIAN BUSH)

HELP NEEDY CHILDREN BY BRINGING
A NEW, UNWRAPPED TOY OR GO
THROUGH YOUR CLOSET AND FIND
THAT OLD SHIRT YOU HAVEN'T
WORN IN YEARS.

CLIP OF SCREEN WITH DATE
(DECEMBER 20, 2008), TIME (DOORS
OPEN AT 3 P.M. AND EVENT BEGINS
AT 8 P.M.) AND TICKETMASTER LOGO
WITH THE DATE TICKETS GO ON SALE
(NOVEMBER 15, 2008)

TICKETS FOR THE EVENT CAN BE
PURCHASED THROUGH
TICKETMASTER ON SATURDAY,
NOVEMBER 15 AT 10 A.M.

CLIP OF JULIANNE HOUGH
SPEAKING

DON'T MISS OUT ON ONE OF THE
BEST CHRISTMAS CONCERTS OF
THE YEAR. SEE YOU THERE!

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UNIVERSAL MUSIC GROUP



November 11, 2008

Peter Cooper
Entertainment Reporter
The Tennessean
1100 Broadway
Nashville, TN 37203

Dear Peter,

The time of year has approached us where we try to find the perfect gift for our loved ones. However, there are some less fortunate families who cannot afford to buy their daughter that Barbie Doll everyone is talking about or their son a brand new baseball mitt to practice with for the upcoming season. Fortunately, there are foundations that help needy children and adults, and Universal Music Group Nashville is teaming up with them to make a difference in their lives.

Over 10 country artists and musicians will perform on Saturday, Dec. 20 at 8 p.m. at the LP Field in Nashville. "Honky Tonkin' Around the Christmas Tree" will be hosted by Brad Paisley and Taylor Swift with performances by George Strait, Shania Twain, Julianne Hough, Sugarland and many more. All performing artists are part of the Universal Music Group Nashville's label. Tickets are \$50 and can be purchased through Ticketmaster this Saturday, Nov. 15 at 10 a.m.

All proceeds from ticket sales will be donated to the Make-A-Wish Foundation. Trucks and bins will be available at the event for voluntary donations to Goodwill Industries and the Toys for Tots Foundation.

Doug Morris, chairman and CEO of Universal Music Group, is available to discuss details of the event and provide an interview.

If you have any further questions concerning the event or foundations, or if you would like to speak with Doug Morris, feel free to contact me at (555) 570-5929 or Tessa.Mac@umg.com. You can visit Universal Music Group Nashville's Web site at www.umgnashville.com. I will be contacting you in a few days to follow up.

I look forward to speaking with you.

Sincerely,

Tessa Maciejaszek
On behalf of Universal Music Nashville

100 Country Lane Nashville, TN 37214 (615) 555-4386 universalmn@umg.com

UNIVERSAL MUSIC GROUP



*****MEDIA ALERT*****

- WHO:** Universal Music Group Nashville is a country music subsidiary of Universal Music Group. The company is hosting a charity concert with performances by George Strait, Vince Gill, Bon Jovi, Shania Twain, Reba McEntire, Kelly Clarkson, Julianne Hough, Sugarland, Josh Turner, Jamey Johnson, Randy Rogers Band and David Nail.
- WHAT:** Country artists and musicians will perform a concert titled, “Honky Tonkin’ Around the Christmas Tree,” to benefit charities during the holiday season. Tickets for the event are \$50 and proceeds will be donated to the Make-A-Wish Foundation. Trucks and bins will be available the day of the concert to accept voluntary donations, such as toys, clothes, etc., which will be donated to the Toys for Tots Foundation and Goodwill Industries.
- WHEN:** The concert will be held on Saturday, Dec. 20, 2008. Doors will open at 3 p.m., and the concert will begin at 8 p.m. Voluntary donations will be accepted beginning at 8 a.m. Tickets for the event will go on sale Saturday, Nov. 15 through Ticketmaster.
- WHERE:** LP Field (outdoors)
One Titans Way
Nashville, TN 37213
- SPECIAL GUESTS:** The concert will be hosted by country stars, Brad Paisley and Taylor Swift.
- CONTACT:** Tessa Maciejaszek, media relations, at (555) 570-5929, Tessa.Mac@umg.com, or Sujata Murthy, senior vice president of PR, at (555) 570-3859, Sujata.Murthy@umg.com.