

continued from page 21

As the market diffuses and expands, these developments are inevitably going to involve a downside as well as an upside for musicians. Players and promoters alike now have to find time to produce online information in an appropriate format. If the technological revolution had swept away all that had gone before it, this might not present a problem in terms of time-management. But jazz musicians who may never have been raised with the ubiquity of the internet now have to get to grips with the learning curve it involves - but at the same time continue to be producing traditional marketing in terms of printed fliers, posters and brochures. With the internet, however, you do have a far greater chance of reaching your target audience. And email, once you get the hang of attachments and scanning flattering pictures of yourself to display to the world, generally does make distributing biogs, press releases and images much faster.

Alison Byard, Sales and Marketing Manager for the Cheltenham Festivals, is at the beginning of a fearsome audience development project, revamping the Festivals' website. 'The current site was put together about three years ago,' Byard reports, 'and it's and is pretty basic. I think the internet revolution simply hasn't reached the arts.' The new site, expected to be up and running by the end of January, will cost an initial outlay sum of approximately £30,000, with help from the Jerwood Foundation (who are keen on audience development) and from the local council, who are under pressure to harness new technologies and the opportunities offered by digital media.

The expansion will give Byard the chance to offer music clips online, and recommendations for people booking one event to consider booking something else that might appeal to them. Online bookings will be possible on the new site. This will relieve the pressure on her hard-working box office staff, but will have the added invaluable benefit of capturing more data on their audience, which in turn will help the festival organisers with their future programming and marketing.

'We'll be able to offer much more appropriate means of communicating with our customers, whose feedback has included requests for on-line diaries and PDFs of the brochure which they can look at on their computer or print off for themselves.' As for the bookings, it may come as a surprise how many people prefer to book tickets online, in spite of perceived concern about the security of our bank details. Speaking to the

Edinburgh Festival Fringe, who updated their website to harness current technologies, Alison Byard discovered that they had processed 25% of their bookings through the website in the first year, and 44% in the second year.

'£30k!' you cry. The Cheltenham Festivals currently spend about that sum on printing their brochures and then have to cover the cost of postage on top of it. Those audience members savvy with the internet, whose numbers are growing in the jazz market, will save the Festivals money in the long run. For those who still want the physical brochure, either in print or as a PDF, the print and website will work together, driving traffic to and from one another. There will also be a CD to tempt audiences to try something new.

As Stacey Kent says, the internet users out there are so resourceful, it makes sense to put some of your own energy into getting to grips with it. The opportunities for a non-commercial and idiosyncratic artform like jazz are immense.

**Don't miss
Part Three of our
survey of the
state of jazz in
Britain today -
following in the
January 2005
issue!
JazzUK writers,
and experts from
all over the
scene, look at
jazz on radio and
TV, the role of
the educators
and much more!**

**the jazz
economy
PART THREE**



BBC RADIO 3

90-93 FM

JAZZ ON 3

FRIDAY NIGHTS 23.30-01.00, BBC Radio 3, presented by Jez Nelson

NOV 5

Dave Green Trio (Iain Dixon and Gene Calderazzo) with special guest Evan Parker plus CD Roundup

NOV 12

Specially extended live broadcast to launch the London Jazz Festival - 22.15-01.00, from Pizza Express in Soho - featured festival artists include Jason Lindner Quartet and Ravi Coltrane.

NOV 19

Carla Bley & Gilad Atzmon DOUBLE BILL (recorded earlier that evening at the London Jazz Festival)

NOV 26

'A Day at the Festival' - including: Jack DeJohnette, John Scofield, Larry Goldings, tribute to Tony Williams

DEC 3

BEST CDS OF 2004 - round table discussion

DEC 10

Sam Rivers Big Band (LJF)

DEC 17

Cecil Taylor with Bill Dixon and Tony Oxley (LJF)

DEC 24

Anthony Braxton (LJF)

DEC 31

New Year's Eve Special!

JAZZ LEGENDS

4PM FRIDAYS BBC RADIO 3

NOV 5

MAL WALDRON - Alyn Shipton on the great piano accompanist for Abbey Lincoln and Billie Holiday.

JAZZ LINE-UP

4PM SATURDAYS BBC RADIO 3

NOV 6

Stacey Kent previews the London Jazz Festival.

NOV 12

DAVE BRUBECK-Julian Joseph interviews the master composer about his memories during World War 2, and tracks from his collection of war time tunes *Private Brubeck Remembers*.

NOV 13

The first of three broadcasts from the London Jazz Festival. Julian Joseph introduces saxophonist Freddie Ljunquist, plus Damon Brown and Doug Raney.

NOV 19

LONDON JAZZ FESTIVAL SPECIAL-presented by Julian Joseph - John Rae and his Magic.

NOV 26

SHIRLEY HORN presented by Stacey Kent

NOV 27

Featuring the BBC Big Band conducted by Lennie Neihaus and introduced by Julian Joseph.

DEC 3

JOHNNY MANDEL presented by Stacey Kent

DEC 4

Stacey Kent and a roundup of new CD for the Christmas buyer - plus Alyn Shipton on his book *A Handful of Keys*

DEC 11

Martin Speake, recorded exclusively at the Royal Opera House Covent Garden.

DEC 18

The Christmas Round Table. With Claire Martin, Jamie Cullum, Martin Taylor
(No Transmission on Christmas Day)

BBC RADIO 4

NOV 23

13:30 *A Love Supreme* Celebrating the 40th anniversary of John Coltrane's legendary album. Jez Nelson looks at how this classic grew to prominence and captured a mainstream audience. Contributors include McCoy Tyner, Elvin Jones, Alice Coltrane, Ashley Kahn, Steve Reich, Reverend Franzo King, Evan Parker and voices of the fans.

BBC RADIO 2

DEC 7, 14 21, 28

9.30-10.00pm. Radio 2
A Love Supreme - John Coltrane's Jazz Revolution
More celebrations of that landmark album from a variety of fans and witnesses.

COURTNEY PINE'S JAZZ

CRUSADE

DEC 6, 13, 20, 27

JAN 3, 10, 17, 24, 31

Courtney Pine returns to Radio 2 to present the seventh series of his *Jazz Crusade*, featuring the best of contemporary Jazz.

The new series involves nine programmes, featuring interviews and music from established and upcoming artists. Pine plays the cream of new jazz releases, classic tracks from the back catalogue and meets musicians with a passion for jazz in all its forms - either as players themselves or fans of the genre. Guests from the last series included Deborah Harry, Paul Weller, Chick Corea, Amy Winehouse and Harvey Mason.

CHANNEL FOUR TV

NOV 13

19.00-20.30

It's A Jazz Thing

Presented by Branford Marsalis Prime time slot for saxophonist Marsalis in collaboration with Jazz on 3 producers Somethin' Else, filmed in the US and Europe and dealing with the immense variety of the music today.