

Research

The client, Avidity Recording Studios, is an independent recording studio, and the owner, Daniel Ross, has been involved in the music and recording industry since having been signed to a recording contract with his band, Divided By Friday, and more recently, a music publishing contract.

Secondary research revealed that Nashville is the place aspiring musicians across the South see as providing opportunity. The campaign goal was to position Avidity Studios as a unique, creative, organic recording experience adept at taking musicians from ordinary to “Music City Quality.”

Action

Objectives:

- Generate positive publicity surrounding Avidity Studios
- Increase Avidity Studios visibility among the target market
- Demonstrate the professional-quality services offered by Avidity Studios
- Earn credibility among aspiring artists by showcasing Ross’ industry bona fides.

Communication Plan

- An “in-the-round” music event showcasing Daniel Ross and friends.
- A multimedia story featuring Daniel Ross placed on the WCU Communication Department website
- Press releases and media pitches distributed to 25 media outlets (print, broadcast, & digital)
- 75 event posters 50 event flyers distributed in 40 public venues showcasing community events and appealing to the Avidity Studio target audience
- Two live interview segments on WWCU-FM featuring Ross
- Over 50 PSA’s on WWCU-FM leading up to the event
- Social media messaging posted on Facebook, Instagram, and Twitter

Evaluation

- The event hosted an over-capacity crowd, exceeding the goal of 60 attendees to the event.
- A pre-event article was produced by the Western Carolina Journalist
- Two local reporters attended the event, resulting in two feature stories reviewing the event and quoting Avidity Studio owner Daniel Ross
- A number of inquiries regarding Avidity Recording Studio services
- Publicity and promotional efforts inspired the development of “a look behind the Nashville songwriting industry” documentary film featuring interviews with Avidity Studio owner Ross.
- Generating over 180,000 media impressions through print, media, and radio.

An Evening With Avidity

PRESENTED BY AVIDITY RECORDING STUDIOS

Featuring Music By

**DANIEL ROSS
BRANDON DAY
JOHN-LUKE CARTER**

COME LISTEN AS MUSICIANS SHARE THEIR
MUSIC AND GIVE A BEHIND THE SCENES LOOK
AT THE SONGWRITING PROCESS.


**FRIDAY APRIL 10
THE POINT COFFEE HOUSE
DOORS @ 7:45 PM
SHOW @ 8:15 PM**

PICK UP YOUR FREE TICKETS IN ADVANCE AT
THE POINT COFFEE HOUSE



The distributed poster

ADMISSION	SECTION	ROW	SEAT	EVENT ID
\$	FLOOR	N/A	ANY	EI02105
SEAT \$	AVIDITY RECORDING STUDIO PRESENTS			
	FLOOR	AN EVENING WITH AVIDITY		FLOOR
78RT768	DANIEL ROSS - BRANDON DAY - JOHNLUKE CARTER			ADULT
N/A	THE POINT COFFEE HOUSE			N/A
0ZX7 0Z	CULLOWHEE, NC			C
ANY	FRI APR 10, 2015		7:45PM	ANY
XI02105	FLOOR SEATING			027MAR5



Tickets to the event

An Evening With Avidity

Thank you for coming out and enjoying tonight's show!

Whats Different: Tonight's performance occurs "in the round" and is styled after singer-songwriter nights made famous by Nashville artists. This is a chance for the performers to share the story behind the song in an intimate, up-close setting.

SHHHH! Policy: Too much conversation distracts listeners and is disrespectful to the songwriters who form the backbone of our music community. We encourage talking before the show, between sets and after the show but ask that during the performances, to keep talking as low as possible.

Available Seating: We have limited available seating. Please make room for others to share the experience with you at your table.

Food and drinks are available before and after the show. The bar will be closed during the entire performance.

Presented by
Avidity Recording Studio
The Point Coffee House
April 10, 2015



An Evening With Avidity

Thank you for coming out and enjoying tonight's show!

Whats Different: Tonight's performance occurs "in the round" and is styled after singer-songwriter nights made famous by Nashville artists. This is a chance for the performers to share the story behind the song in an intimate, up-close setting.

SHHHH! Policy: Too much conversation distracts listeners and is disrespectful to the songwriters who form the backbone of our music community. We encourage talking before the show, between sets and after the show but ask that during the performances, to keep talking as low as possible.

Available Seating: We have limited available seating. Please make room for others to share the experience with you at your table.

Food and drinks are available before and after the show. The bar will be closed during the entire performance.

Presented by
Avidity Recording Studio
The Point Coffee House
April 10, 2015



Daniel Ross

Hailing from Hope Mills, NC, Daniel Ross is a 23 year old recording studio owner and songwriter. From a young age, Ross began playing in various bands and eventually developed a love for audio production. In 2012, he founded Avidity Recording Studio, and he has steadily carried clients ever since. After many writing sessions and several trips to Nashville, he will relocate in May 2015 to continue on his music journey.

John Luke Carter

John-Luke began playing music at 7 and writing original material at 12. Inspired by artists like the Dave Matthews Band, John Mayer and Ben Folds, He quickly began to develop a style all his own. While in high school, John-Luke relocated with his family to Sylva, North Carolina, where he would continue to further his passion for music. He released several eclectic albums embodying John-Luke's love for all types of music, mixing rock with jazz and alternative, creating a sound that is uniquely his own. Currently living in Cullowhee, NC, John-Luke continues to create and perform music.

Brandon Day

At just 21 years old Brandon Day, originally from Fayetteville, NC, landed a publishing deal with Tennessee music company Destiny Nashville. He grew up playing in pop punk groups but is steadily finding his footing in the Nashville music scene. Although a newcomer to Music City, he is a songwriting veteran. Brandon has been shaping and working his craft since he was 12, and is now finding his home in the country world.

Daniel Ross

Hailing from Hope Mills, NC, Daniel Ross is a 23 year old recording studio owner and songwriter. From a young age, Ross began playing in various bands and eventually developed a love for audio production. In 2012, he founded Avidity Recording Studio, and he has steadily carried clients ever since. After many writing sessions and several trips to Nashville, he will relocate in May 2015 to continue on his music journey.

John Luke Carter

John-Luke began playing music at 7 and writing original material at 12. Inspired by artists like the Dave Matthews Band, John Mayer and Ben Folds, He quickly began to develop a style all his own. While in high school, John-Luke relocated with his family to Sylva, North Carolina, where he would continue to further his passion for music. He released several eclectic albums embodying John-Luke's love for all types of music, mixing rock with jazz and alternative, creating a sound that is uniquely his own. Currently living in Cullowhee, NC, John-Luke continues to create and perform music.

Brandon Day

At just 21 years old Brandon Day, originally from Fayetteville, NC, landed a publishing deal with Tennessee music company Destiny Nashville. He grew up playing in pop punk groups but is steadily finding his footing in the Nashville music scene. Although a newcomer to Music City, he is a songwriting veteran. Brandon has been shaping and working his craft since he was 12, and is now finding his home in the country world.

Table biographies placed at the event

A vintage-style microphone is the background for the top half of the card. The text is overlaid in white.

An Evening
With
Avidity



VIP

A vintage-style microphone is the background for the top half of the card. The text is overlaid in white.

An Evening
With
Avidity



VIP

A vintage-style microphone is the background for the top half of the card. The text is overlaid in white.

An Evening
With
Avidity



VIP

A vintage-style microphone is the background for the top half of the card. The text is overlaid in white.

An Evening
With
Avidity



VIP



Front and back of the press/VIP pass for An Evening with Avidity

4/3/15

Contact: Brandon Allen

Catamount Communications Rep

704-677-4625

FOR IMMEDIATE RELEASE

An Evening with Avidity

(Cullowhee, North Carolina) Avidity Recording Studios will be hosting a singer songwriter night at The Point Coffee House located at 4685 Little Savannah Rd in Cullowhee, North Carolina on April 10. "An Evening with Avidity" will feature Brandon Day, John Luke Carter and Avidity Studios owner Daniel Ross. Doors will open at 7:45 p.m.

Daniel Ross is the owner operator of Avidity Studios, a studio with two locations, one in Cullowhee North Carolina and one in Nashville Tennessee, specializing in sound recording, mixing, and mastering. Ross, who has produced and mastered songs in all genres, is always looking for opportunities to give back to the community and help emerging artists find their voice.

"I believe music to play a crucial role in everyone's daily lives. When I go to Nashville, singer songwriter nights draw large crowds wanting to catch a glimpse of what actually goes into writing the songs. The way it's set up really gets the audience involved and helps people understand the production process," said Ross.

Avidity will present this event using the popular "in the round" showcase style made famous by Nashville recording artists. An Evening with Avidity will showcase original songs by each artist, as well as stories behind their creation. Anyone with an interest in the creative process for today's popular music is invited to attend.

Tickets are free and available on a first- come, first- serve basis at the register of The Point Coffee House. Seating is limited, so those interested should pick up their tickets in advance.

Avidity Recording Studios was created in 2011 by artist Daniel Ross. Avidity focuses on providing an affordable, complete recording services package to artist wanting to take their music to the next level. From initial concepts for a single, to mentoring artists just starting out in the recording industry, Avidity has continually helped artists reach their full potential. For more information please contact avidityrecordingstudio@gmail.com.

Press release for An Evening with Avidity

Date: March 27, 2015

Script Title: Avidity Event

Script Topic: PSA for Avidity Event

Length: 60 sec

Avidity Recording Studios is bringing Music City to the mountains! On April 10th, Avidity Studios will present a free, unique, Nashville-inspired singer-songwriter night right here in Cullowhee at The Point Coffee House, featuring artists Brandon Day, John-Luke Carter, and Avidity Studios owner Daniel Ross. The trio will share their music, relate inspirations behind the music, and provide a behind-the-scenes glimpse into the music business. Enjoy food and drinks served prior to the event by The Point Coffee House while you get a feel of the Nashville singer-songwriter experience. Doors open at 7:45pm, show starts at 8:15pm. Free tickets are available on a first come basis at the register of The Point Coffee Shop; however, seating is limited. Don't miss this chance to see An Evening with Avidity, Friday April 10th as they bring Music City to the Mountains!

PSA that ran on WWCU-FM