



## Overview

During the past two years, Fair Play has facilitated a series of eight community sessions, bringing together hundreds of local musicians, music-related professionals and music lovers to discuss ways to make and keep our scene sustainable and meaningful for everyone. At each session, Fair Play members shared what they think is working, what's not working, and what they'd like to change or create. We captured all the comments and have created a high-level summary to help guide our continued work.

Pluses WHAT WORKS ABOUT THE SCENE?	Minuses WHAT'S NOT WORKING?	Goals WHAT CHANGES DO YOU WANT?
<ul style="list-style-type: none"> <li>+ Our history &amp; heritage</li> <li>+ Collaborations &amp; networks</li> <li>+ Our location makes it easy to tour</li> <li>+ Diversity of neighborhoods</li> <li>+ Relatively low cost of living</li> <li>+ Organizations that support (foundations)</li> <li>+ Easy to be a big fish</li> <li>+ DIY culture &amp; creativity re: shows</li> <li>+ Talent incubator</li> <li>+ Poised for growth</li> </ul>	<p><b>NOT ENOUGH BUSINESS SAVVY</b></p> <ul style="list-style-type: none"> <li>- Many musicians lack awareness about the business of music</li> <li>- There's no clear pathway to becoming a professional and especially no track for middle career musicians</li> <li>- Narrow focus on what's happening here— no national or global perspective</li> </ul> <p><b>LACK OF EQUITABLE INCLUSION</b></p> <ul style="list-style-type: none"> <li>- Smaller factions within the scene</li> <li>- Media bias (TOWARDS WHAT?)</li> <li>- Women not well represented</li> <li>- Systemic challenges of safety, economics, media coverage, curation/promotion, advocacy, cross-pollination</li> </ul> <p><b>LOCAL BIAS</b></p> <ul style="list-style-type: none"> <li>- Perception that local = low quality</li> </ul>	<ul style="list-style-type: none"> <li>● Increase professionalism, raise the bar, create excellence</li> <li>● More supportive, high quality venues</li> <li>● High quality sound at every show</li> <li>● Build/increase audiences and venue owners/promoters who take action to support musicians + creatively engage</li> <li>● Take more risks as a scene and community</li> <li>● Develop systems to connect musicians and their families to resources</li> <li>● Increase awareness and use of resources that can help musicians and music professionals make a living doing what they love - access to business and industry</li> <li>● Create and sustain accountability and safety for musicians and audiences to share and connect</li> <li>● Sustainable structures and</li> </ul>



	<ul style="list-style-type: none"><li>- Pittsburgh as a community generally doesn't place a high value on live music, our audience market is small</li></ul> <p><b>SELF-CARE</b></p> <ul style="list-style-type: none"><li>- Substance abuse issues, mental health</li></ul> <p><b>INCONSISTENT QUALITY &amp; SUPPORT FROM VENUES</b></p> <ul style="list-style-type: none"><li>- Low sound quality / lack of good sound professionals</li><li>- Venues closing/ small number of quality places to play</li><li>- "Pay-to-Play" culture + venue owners who don't value paying musicians</li><li>- Culture of "safe" programming</li><li>- We have DIY and high-end, but lots of gaps in the middle</li></ul>	<p>mechanisms to support local musicians, music professionals and Pittsburgh's music scene</p>
--	--	--

**Our Vision THE CHANGE WE WANT TO MAKE HAPPEN**

Pittsburgh and the surrounding region is a place where music is valued as a viable profession and is supported as a vital part of our community.

**Our Mission WHAT WE DO TO MAKE OUR VISION A REALITY**

Our mission is to help people thrive as musicians & music-related professionals and to promote the value of a strong, supportive, high-quality music scene.



**Our Focus Areas THE WORK WE WILL DO**

<b>PROFESSIONAL DEVELOPMENT</b>	<b>BUILDING THE SCENE</b>	<b>ADVOCACY &amp; POLICY</b>
<p>Helping musicians and music-related professionals thrive.</p> <ul style="list-style-type: none"> <li>● Provide courses and trainings that focus on the business of music</li> <li>● Developing a hub of resources for becoming music professional</li> <li>● Engage Pittsburgh-based professional musicians who are successful in supporting/training up and coming musicians</li> <li>● Foster connections between local musicians and industry support services and professionals</li> <li>● Grow the number of high quality sound technicians + venues</li> </ul>	<p>Growing a supportive market of audiences and venues.</p> <ul style="list-style-type: none"> <li>● Develop and share an education package for venue owners about improving quality and support of musicians</li> <li>● Design and launch a marketing and awareness campaign about our local talent (Exposure)</li> <li>● Increase “accessible” shows: happy hours, family friendly, etc.</li> <li>● Benchmark and incorporate successful approaches from cities with a thriving scene.</li> <li>● Conduct a city-wide audience survey that leads to clear recommendations for how to improve audiences’ experiences (in collaboration with WYEP)</li> </ul>	<p>Promoting the value of a strong music scene and music as a viable profession.</p> <ul style="list-style-type: none"> <li>● Create a tax incentive program for professional venues to support and invest in locally made music</li> <li>● Create successful partnerships with new stakeholders</li> <li>● Explore the creation of a musicians union</li> <li>● Statewide initiatives to support industry growth</li> <li>● Develop Green Papers</li> <li>● Exposure bucks + publicity campaign</li> </ul>