

MAKE MUSIC DAY UK 2020 – DIGITAL PRODUCER BRIEF

MAKE MUSIC DAY 2020 – DIGITAL CELEBRATION

Make Music Day is a grassroots festival where musicians, communities, venues and businesses collaborate to celebrate music on 21 June around the world. Due to the COVID-19 pandemic, we don't know if public gatherings will be feasible by 21 June. We are therefore re-focusing Make Music Day 2020 as a digital celebration.

DIGITAL PRODUCER ROLE

We are looking for an experienced Digital Producer to join our team as soon as possible in order to help with the delivery of the Make Music Day digital celebration on 21 June. This is a fairly new area for Make Music Day UK, so we are looking for someone with the technical, curatorial and project management expertise to help us maximise the reach and impact of Make Music Day in a digital sphere. We envisage the key roles and responsibilities as follows:

- Devise and produce any digital participation projects (with project management support from the existing MMD team)
- Help curate a day-long programme of online performances – determining the best platforms to use, advising performers on how to live stream using simple technology from their homes, ultimately ensuring a high quality and enjoyable experience for audiences and performers
- Review all digital tools on the MMD website to ensure they are effective and up-to-date, and are relevant to our participants and audiences, and re-write documents where necessary
- Support the promotion of the day, ensuring any digital activity has a wide reach (working with the MMD project management team, PR manager and social media manager)
- Ensure we have the necessary tracking tools in place and can therefore report on activity and engagement
- Support the MMD team and steering group across all digital activities for MMD 2020, advising on how we can make the most of this opportunity to reach and engage more people
- This is a creative opportunity and we are open to other suggestions the digital producer may have

Fee available - £3,000-£4,000 depending on agreed remit

HOW TO APPLY

Send a CV, brief cover letter and two examples of your digital work to info@makemusicday.co.uk by **Tuesday 14 April**

Online interviews will take place on Thursday 16 April

Start date – w/c 20 April

ABOUT MAKE MUSIC DAY

In France where it started in 1982, Make Music Day (called Fête de la Musique in France) is practically a national holiday and two thirds of the population engage with it (2017 survey). It is now a global phenomenon that takes place in 125 countries on the summer solstice, 21 June every year. Make Music Day is a DIY festival of music and anyone can perform or organise an event. The global project has just two rules: events have to take place on 21 June and be free to the public to access (whether as participants or audiences). The rest is up to whoever wishes to take part. Engagement and participation are at the heart of MMD. Rather than a traditional music festival, the people are the makers and we are simply the facilitators.

2019 was the third MMD in the UK. On 21 June last year, over 1,000 performances took place across the UK, reaching audiences of approx. 140,000 people live and online. Last year's evaluation report can be found [here](#).

2020 POSSIBLE DIGITAL PROGRAMME

We are working with other Make Music Day coordinators across the world to offer a variety of digital strands for people to participate in, wherever they are. The list of ideas is growing, but initial ideas are:

Live streaming

- Encouraging people to live stream performances as we have done previously. We have produced a [live streaming toolkit](#) with NYMAZ to support this. Our website collates all digital performances, and we intend to make it easier for people to search the website for the kind of digital events they are interested in.
- Curated 'official' live streams from key musicians on our You Tube channel throughout the day
- Make Music Alliance (USA) have plans to do a 12 hour global live stream which the UK can be part of
- Live From Home Challenge: Record a musical performance at home on 21 June, and tag three friends to challenge them to respond with their own performances

MMD anthem – Bring me Sunshine

Encouraging people to post their performances of Bring me Sunshine online, using a specific hashtag. We had already planned to run a competition for the best cover version which we can still do.

Street Studios

Be part of a completely improvised music creation session! Record any sound or musical material on 21 June and upload it to one of the "Street Studio" producers, then watch the producer's livestream as they incorporate it into a musical track created on the spot, using only the submitted materials.

Online Music Lessons and Workshops

Encourage teachers and workshop leaders to offer free taster online lessons and workshops for a variety of instruments. We are in the process of putting together a toolkit for this.

Digital participation project

There's lots of virtual choirs/instrumental groups being trialled at the moment. We would like to do something for Make Music Day, e.g. one choir event and one brass band event. This could be something that participants engage with in the run-up to MMD, with a final 'product' released on 21 June, or something that happens live on 21 June. Ideally we'd like something that everyone can engage with, i.e. doesn't rely on vast musical knowledge/experience. We have a separate budget which could cover professional artist fees (e.g. choir leader; composer; arranger).

DESIRED OUTCOMES

- Curated programme of high quality live streamed performances throughout the day, hosted on MMD UK You Tube channel
- Hundreds of other online performances, lessons, workshops etc taking place on 21 June, hosted by individuals and linked together via a hashtag
- Connection with international activities via digital means, e.g. global live stream
- High quality digital participation projects which hundreds of people can participate in
- Enjoyable opportunity for participants/musicians and audiences – that is easy to take part in and navigate
- Big splash on social media on 21 June
- Sophisticated tracking tools so that we can see what actually happened and who we reached