

# 2023 Montauk Music Festival Free Industry Workshops

**Ask the Experts! At the MMF12**

Friday May 19 (11 am-2 pm) at Shagwong Tavern

Presented by *The Montauk Music Festival &  
Sponsored The Montauk Sun*

## MAXIMIZING YOUR POTENTIAL AS AN INDEPENDENT ARTIST

FRIDAY 5/19 • 11am-12pm

### MAXIMIZING YOUR POTENTIAL AS AN INDEPENDENT ARTIST (Part 1)

What needs to be in place before you release your music. Find out about the different types of distribution companies and what they cost and offer you? What do record labels and music publishers do? What are A&R reps at record labels and music publishing companies looking for nowadays? The Artist Manager's role has changed drastically in the past decade. What are they doing now that is so different and how can they help you?



**Lunch 12:15- 1:00pm**  
Sponsored by Shagwong Tavern



### MAXIMIZING YOUR POTENTIAL AS AN INDEPENDENT ARTIST (Part 2)

Is your brand right on? What forms of marketing and publicity are working today? What are booking agents looking for and what do they do? What are all these Artist & Label Services companies all about and do you need one? And what the hell is going on in the live music industry right now after COVID?

**Description: Getting Your Music to the Masses.** This panel is about the next steps *after* all the admin and prep work is completed. It will focus on the distribution, marketing, PR, and licensing efforts involved to get your music to the masses and to ensure you are properly paid.

2:00 PM 2:00PM

**Ask the panelists anything you want? Or just say hello, they don't bite! Or, make an appointment to meet with a panelist on Saturday during the Main Stage shows on the Green.**

### BIOS:

Lou Plaia

A&R Director, North America: Sentric Music Group

Founder / CEO: Hot Rats Records and Hot Rats Management



In early 2022, Lou Plaia joined Sentric Music Group, a global, award-winning independent music publisher, as its A&R Director, North America. Plaia's main role is to add to Sentric's roster via new signings, business opportunities, partnerships and acquisitions. Sentric offers rights management services to over 400,000 songwriters and represents more than 3.8 million works globally either directly or via partners, including music publishers, independent labels, management companies and distributors that benefit from Sentric's publishing administration, co-publishing, creative services, and sync licensing. Sentric proudly represents songwriters ranging from those writing their first ever songs to RIAA Platinum certified artists.

Plaia also launched Hot Rats Entertainment in January 2022. Hot Rats Entertainment consists of Hot Rats Records and Hot Rats Management.

Plaia is also an Adjunct Professor at Five Towns College in New York where he teaches classes on Artist Management and Concert Production & Promotion.

In 2006, Plaia co-founded ReverbNation and "disrupted" the music business by equaling the playing field when they began to offer ALL artists the promotional tools, distribution, publishing administration, and opportunities previously only available to artists who were signed to record labels. Plaia also struck deals with some of the biggest music festivals in the world, giving ReverbNation artists the opportunity to

perform in front of tens of millions of music fans. Festival partnerships included Summerfest, Warped Tour, Firefly, Bonnaroo, Sunset Music Festival, Sturgis Buffalo Chip, Carolina Country Music Fest, Okeechobee Music Fest as well as hundreds of other small and large events. Plaia also created partnerships with dozens of Music Conferences whereby thousands of ReverbNation artists showcased for industry representatives. Conference partnerships included SXSW, Canadian Music Week, CMJ, Launch Music Conference, The Great Escape, and many others. Within a few years it became the largest DIY Artist Services Platform for musicians in the world, with more than 5 million artists/bands using the platform. Plaia and his partners sold the company in November 2021.

From 2002-2005, Plaia was the Head of Marketing and Artist Development for Atlantic Records imprint, Lava Records. And from 1990-2002, Plaia was VP of Strategic Marketing at Atlantic Records. In those roles, he worked in some capacity with Kid Rock, Jewel, Hootie & the Blowfish, Stone Temple Pilots, Simple Plan, Brandy, Lil' Kim, Trans-Siberian Orchestra, O.A.R., Blue Man Group, Nonpoint, Skindred, Collective Soul, George Carlin, Mike Stern and many others.

Fiona Bloom

Founder / Publicity & Marketing Guru: The Bloom Effect



Music Industry Veteran Fiona Bloom is a Renaissance Woman and Global Citizen. Her experience runs the gamut from owning record companies to curating shows, talent booking, marketing, branding and publicity. Born in the U.K, Bloom came to the U.S on scholarships studying classical music. After realizing, that may not be her true calling, (with a brief stint in Israel) she returned to slowly make her way to NYC. Navigating the record business working at such labels as Chrysalis, BMG,TVT, Zero Hour, 3-2-1 and Sub-Verse Music (where she may be most known for signing projects with MF Doom, Blackalicious, SkemeTeam) and giving NY Debuts to the likes of Atmosphere, Swollen Members, Phife, Aloe Blacc, Zion I, and many others. She now runs a one stop shop specializing in building artist profiles growing them from the ground up. Her roster includes new, emerging, and established artists including Simple Minds, Raul Midon, The Zombies, Gangstagrass, Tower of Power, TRISHES, Bahamadia, Set It Off, Sub-Radio and many others. What sets Fiona Bloom apart is her ability and talent to weave in and out of different communities, genres so effortlessly. Her motto is "Working with All Styles/All Genres- If it moves me, I can get behind it and push to the stars".

Jason Spiewak

President and CEO: Noble Steed Music



Jason Spiewak is the President and Founder Noble Steed Music, an artist management and label services company with offices in New Jersey and a recording studio in historic Muscle Shoals, Alabama. Current clients include TONY Nominee Constantine Maroulis, Toby Lightman, Ian Flanigan, and Grammy-winning producer Craig Alvin. Prior to establishing Noble Steed, Spiewak served as the President of Warner Music-distributed Rock Ridge Music for 9 years.

Spiewak has been a Grammy (NARAS) voting member since 2003 and maintains an affiliation with the CMA as well.

Spiewak is an accomplished music business professional, with credits and accomplishments on stage as well as in the office.

<http://www.jlsmgmt.com> • <http://www.noblesteedmusic.com>

Randy Nichols

Moment House/ Force Media Management



Randy Nichols has guided artists to multiple Gold records and Grammy nominations. Overseen record releases on and sold out tours on six continents. Managed artists for a combined sales of over 5 million records and \$20 million plus dollars in merchandise sales.

He manages or has managed Underoath, The Starting Line, Vacationer, Aaron Gillespie, Say Anything, Bayside, Person L, The Almost, Hit The Lights, Beach Slang, Fake Problems, Jamison Parker and The Pilfers.

In addition to artist management Randy also leads growth and strategy for premium digital content Platform Moment House who has hosted ticketed digital experiences with Tame Impala, Halsey, Justin Bieber, Yungblud and countless other artists.

Randy is also an advisor for the leading live event commerce platform atVenu, creative agency Tension Division, artist management platform Immensity and Propeller, a digital marketing platform that works at the intersection of social impact and culture to inspire activism and help build movements for change. He was also an early investor and advisor to social tour marketing platform Bandsintown.

Regularly invited to speak about artist management, merchandise and technology at conferences including SXSW, CMJ, Launch Music Conference, Montauk Music Festival as well as multiple universities that bring him back annually.

He started his career as a booking agent, in tour marketing at a record label and a music-based online ad network.

## Musicians Music Store at the MMF12

Available at the Murphy's tent. Strings, picks, tuners, cables, mics, straps, capos, slides, drum sticks, tambourines, Ukuleles, and other accessories. Stop by the Murphy's tent Saturday



on the Green by the Main Stage or can call 516-310-0427 up until 10:00 PM on Saturday 5/20 if they have any questions or need any products.