

Environmental Scan
World Music Series
School of Music and Dance, University of Oregon

1. What economical factors are influencing the organization? Trends, changes and concerns?

Contributed income:

The World Music Series receives grants from various campus organizations for various projects throughout the year. Each fiscal year, the School of Music and Dance disburse a small amount of financial support for the year. Each programming of the concert series has individual contributed grants from organization that finds the particular programming aligning with their cause.

Earned income:

WMS mostly loses net income when it comes to ticket sales. In the last concert WMS put on in October, the organization lost money after all the expenses and ticket sales were calculated. The organization had an estimate of 500.00 dollars in lost but ended up with a 250.00 dollar lost in the last event. The general financial health of WMS has been unstable and they almost always lose money at the end of the year. They almost never break even in ticket sales either.

2. Demographic Scan

From the ticket sale data, WMS's target audiences are general public of Eugene. Since, the ticket sale prices are broken up to three tiers, adult, student and seniors, we found that most of the tickets sales were purchased by adult audiences, and then half of students and seniors. There has never been a demographic survey done to the WMS audience, but it may be safe to say that most of WMS's audiences are in the early 40's to 50's, both male and female. As we have seen in the past attendances of WMS audiences, most of our audiences come as a couple, mostly married couples. We suspect the educational level of our audience members varies from secondary to tertiary level, or even higher education. Since WMS is a channel of world music and culture, the organization hope to attract people of all backgrounds and race. One thing that is of utmost concern to WMS currently is the low attendance rate of students. Because this organization is in association with the university and its main purpose is for educational enrichment, WMS hopes to bring more students into their events.

3. Cultural Scan

The general cultural of the organization and board:

First of all, there is no board. There is a director and an (marketing) assistant.

The program is support by the Dean of the music school and the rest is lay upon the director. WMS wishes to bring world music ensembles that cannot be heard or experienced in Eugene. WMS's artistic offerings are somewhat influenced by the local Eugene trend of being free and open minded spiritualities, however, this does not mean that WMS is limited to certain types of ensembles to the series.

For the last decade, WMS has been solely relying on printed posters/flyers and email contacts for it music series. This year, with the reconstruction of SOMD's website and communication brochures, WMS's events can be found on the SOMD events page and printed event programs. The posters can also be seen on the LED screens in the hallways. WMS also has set up a facebook account, along with the effort of setting up a uoregon blog in the near future.

4. Other Environmental Elements:

Because this is the first year WMS is in new leadership for the first time in the last decade, what has been passed down is a skeleton is a bit of a skeleton. There is not a formal business model built for it and the organization is still forming its own identity and direction under new leadership.

Other environmental elements for WMS to consider are the international and the political. The nature of WMS's programming involves artists of different genres and cultures, often times WMS will be bringing in artists from either out of state or overseas. When bringing them from overseas, there are many factors prior to their arrival. Figuring out a date for international travel is tricky, because the time and date also has to fit into the UO SOMD calendar. Then all the costs that involves paying and coming to visit. Since, WMS has limited funds international artists may be applying for grants or funds themselves. If their grant process fails or have issues with their visa, it can become a hazardous problem.

The political element for WMS would be that this program is not considered an official SOMD concert series. This is part of the Ethnomusicology professor's job description. Unlike Chamber Music @ Beall with its full support staff and board members, WMS has none of the support it should have and carries no weight or influence how the SOMD looks or works. Whether if the program prospers or lingers it will not hurt the school image or reputation overall.

However, it is there to fulfill the requirement of diversity and part of the almost

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non-existence ethnomusicology program here. And it is sad to note WMS is like an abandoned adopted child left alone but working hard to pick up the pieces left behind.