



CONTACT:
Debra Alleyne
Arts and Cultural Affairs Coordinator
563.690.6059
dalleyne@cityofdubuque.org

NEWS RELEASE

May 18, 2018 -- FOR IMMEDIATE RELEASE

Business of the Arts Series Continues with ‘Making a Living Making Music’

DUBUQUE, Iowa – The City of Dubuque Office of Arts and Cultural Affairs will continue its exploration of the relationship between arts and business with its second “Business of the Arts” presentation, “Making a Living Making Music,” on Wednesday, May 30. The free event, created to support the many individual artists, musicians, and bands that live and work in the Dubuque area, is open to the public and will be held from 5- 7 p.m. at The Lift at 180 Main St. in Dubuque.

The featured speaker will be Roy Elkins, founder and CEO of Broadjam and director of the Between the Waves Madison Music Conference and Festival. Elkins, who is also a music licensing professional, will discuss strategies on how artists can make a living in today’s changing world. His presentation will discuss developing, marketing, selling, and financing projects with particular attention to musical performance and entertainment. Elkins will focus on how to employ business strategies, delivery systems, and practical advice for artists to amplify the reach of their work. He will also discuss the methods and challenges of pitching to the film and television industry, maximizing earnings in local markets, and developing a successful business strategy.

“This series is intended to focus on the individual artist. We acknowledge that the journey of the artist is twofold: the creation of artwork but also the creation of a successful career using the arts,” said Debra Alleyne, arts and cultural affairs coordinator for the City of Dubuque. “We hope that this series will provide guidance on the secondary process that is unique to artists and creative makers.”

This event is free and open to the public. For additional information, contact City of Dubuque Arts and Cultural Affairs Coordinator Debra Alleyne at 563-690-6059 or dalleyne@cityofdubuque.org.

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