



JONATHAN BERNSTEIN PR PLAN
UO SOJC J454: CAMPAIGNS

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EXECUTIVE SUMMARY

This PR campaign is created for Jonathan Bernstein's brand launch as a comedic folk singer. This plan is mainly centered around strategies and tactics for Bernstein's targeted audience involved in his journey via social media and through attending live performances of his. More specifically, amping up Bernstein's presence in person and online through ways such as frequent posting and frequent performing is, more broadly, some of the tactics we recommend Bernstein adhere to.

His target audience is primarily older, retirees who relate to Bernstein's demographics. They are both comedy and live music fans and have enough disposable income to attend live performances at smaller, local venues. In an attempt to figure out which atmospheres best suit Bernstein and his audience, this plan incorporates tactics involving multiple in-person venues, as well as different social media platforms.

Our group decided to focus on Bernstein's social media and community outreach efforts mainly for a few reasons. As Bernstein is new to the music realm after a long hiatus and also retired, his social media presence and use aren't quite where it needs to be for an up-and-coming musician and brand. The same can go for his community outreach efforts, as Bernstein hasn't played in any in-person venues really. As this plan focuses on building a brand from square one, we believe that social media and community outreach are the best and most impactful ways for people to hear Bernstein and become familiar with his music and story. In the process, these people will hopefully engage or follow more of Bernstein's comedic music career so that he can keep expanding his demographic and fan base.

Towards the end of this plan, we provide lots of tangible items that our team created for the sole use of helping his name and brand reach the masses. We created a business card, posters, and much more that will help potential fans learn more about Bernstein and engage in all of his platforms in a simple and hassle-free manner. We hope this plan inspires Bernstein to persistently keep up with his comedic music background, one that he's been dying to work with for years, and we also hope it branches off into new ideas, demographics, and successes.

BACKGROUND

Bernstein is a singer-songwriter based out of San Gabriel Valley, California. His niche lies in comedic music, with an experienced past in folk singing.

Bernstein formed his first folk-singing group at the age of 13, after informing his parents that he wanted to make the switch from the piano, the instrument he'd been practicing for five years per their requirement, over to guitar. Despite his parent's doubt, Bernstein began playing the guitar and proved to his mother that he was dedicated to it up until she died. He continues to play the instrument today. He says his musical idol and someone he tries to mimic is Willie Nelson, a songwriter and guitarist.

In the 60s, Bernstein had a singing partner who he performed around the Washington, DC, area with. His dream was to become the next Simon & Garfunkel, and he was willing to drop out of college and go on the road to make it happen. However, his singing partner wanted to stay in school and become a rabbi. With neither Bernstein's nor his partner's goals coming to fruition, Bernstein stopped singing and songwriting entirely.

Today, Bernstein has a long history of a public relations career behind him, which he took on in place of his music dreams when he was in college. He is now retired and ready to get back into his passion – music.

Bernstein's musical interests combine folk, folk-rock, classic country, and Broadway. With his sarcastic and humorous personality, he writes signature parodies that combine the musical genres he loves. Two of Bernstein's originals that showcase this are “Mama’s Don’t Let Your Babies Grow up to Be Winos,” and “It Seemed Like a Good Idea at the Time.” He also writes originals that are not based on pre-existing songs.

As early as this Summer, Bernstein plans to launch his new brand as a comedic musician. Leading up to the launch, he wants to perfect his music, get multiple social media accounts active and engaging, build a website that fans can turn to, and revamp different aspects of his brand, such as his business card. He describes his target audience and most loyal fans as being those of a similar age and era to his own as they know the music he's mimicking best, yet Bernstein has also expressed interest in growing other areas of his social media like TikTok and potentially reaching new audiences.

SWOT ANALYSIS

<p>Strengths:</p> <ul style="list-style-type: none"> - Tech-savvy - PR knowledge - Has material/content available to put out - Musical/lyrical intelligence - Has established/reasonable goals already in place - Has a very likable and comical personality both musically and non 	<p>Weaknesses:</p> <ul style="list-style-type: none"> - Starting career late - Highest following on Facebook - Lacks followers on other social accounts (Two Instagram followers, five TikTok followers, three YouTube subscribers) - Does not have a website/linktree - Relatability with younger generation, said target audience is anyone born in 80s or before - Many of his closest contacts haven't heard him perform - Folk-singing/parody singing isn't statistically the most enticing music for fans.
<p>Opportunities:</p> <ul style="list-style-type: none"> - Aware of a small audience to test material on - Streaming platforms - Political social commentary - Confidence in artwork, wants to do live shows - Willingness to sell material - Lots of comedy clubs and coffee shops in San Gabriel Valley area - Creating awareness on social media (TikTok, Instagram, Facebook) 	<p>Threats:</p> <ul style="list-style-type: none"> - Target audience may not be familiar with newer tech advancements - Need to make content/social media content appealing for virility - Target audience taking fewer Covid-related risks¹ - Even though his style is unique, Los Angeles area is competitive - Music still be very subjective

Strengths: One of Bernstein's strengths is his ability to pick up on technology quickly. His adaptability to new mediums will work to his advantage in a time of rapid growth and change in the media world. Additionally, he has PR knowledge from his career, which allows him to understand the basics of a campaign. Based on his history, he has the musical knowledge required to produce music and a clear idea of where his specialty lies. Bernstein already has a reliable amount of content that he can test out and continues to write lyrics. He is self-motivated in making sure his material is as strong as possible before launching his music career for the second time.

¹[National Library of Medicine](#)

Weaknesses: Bernstein is starting his career later in life. While he worked in music earlier on, a lot has changed in the music industry in the last couple of decades, and he will have to change some of the ways that he may be used to. Also, his style of folk and parody singing is unique, but it isn't the most favorable kind of music amongst many people nowadays — the more niche the genre is, the smaller the audience gets. Bernstein's target audience does not favor the younger generations, who are more in touch with current forms of communication, such as social media and YouTube. Bernstein does not have large followings across his social platforms except for Facebook, but he doesn't think 100% of his Facebook friends are active. Many of Bernstein's close contacts have yet to hear him perform live, making it harder to get feedback leading up to his career launch.

Opportunities: Bernstein has over a dozen active friends on his Facebook who he feels confident he can test his music on. This small group will make a great test audience to test material on and accept feedback. Also, streaming platforms, such as Spotify and SoundCloud, have a high prevalence in the music industry today, and getting his music on these platforms provides Bernstein with an opportunity to reach a newer and vaster audience. Bernstein is not tied to being the person to perform his lyrics – he is more than happy to sell songs to others to perform, which adds a whole new realm of opportunity for success. Bernstein also already has a list of places where he thinks he can perform in the San Gabriel Valley area. With the growth of social media, Bernstein has various platforms that he can utilize to get his name and his music out into the media, without having to count on earned media sources.

Threats: Bernstein's target audience, those who recognize song lyrics from the 80s and prior, may not have the same technological capabilities as Bernstein. As a result of this, using media formats such as TikTok, Instagram, and a Linktree website may not be as accessible to the audience as they ideally would. Additionally, this audience, assuming it is mostly older adults, takes fewer covid-related risks than kids and young adults². This is a threat because going to see live music is a higher-risk activity for those who are covid cautious and continue to take precautions to protect themselves from contracting Covid. With Bernstein residing in California, this poses a threat to his success due to the competitiveness that California creates in the entertainment industry.

²[National Library of Medicine](#)

COMMUNICATION AUDIT

Bernstein has created accounts across various platforms but utilizes some more heavily than others. He is in the process of updating his social media presence and is waiting to fully launch his new brand until he feels confident that things are perfect. At this time, he does not have a website, and his brand name varies across all of his social media platforms.

- [TikTok](#)

Bernstein's TikTok goes by the username @folksinger1969. He currently only has five followers on this account and has posted one video. The one video is him performing one of his comedic parodies of "This Land is Your Land," which he spun to be "This Land is Dying." It has 53 views, two likes, one share, and a few comments left by Bernstein himself talking about how this parody is about singing for change in relation to the racial problems the country is facing, so it's evident he cares about important social issues.

- [Instagram](#)

Bernstein's Instagram is inactive. He has an account, under the username @oldfolkie69, but only has two posts and two followers. The last time anything was shared on the account was December 25, 2021. Bernstein followed many songwriters and musicians on the app including famous ones like Snoop Dogg or Taylor Swift and less-known ones like Jonathan Tilken, a singer from Los Angeles.

- [Facebook](#)

Facebook is where Bernstein does most of his social media activity. While he does post music content on this account, it also serves as a personal page for him. The most recent post on Bernstein's Facebook is a video of him playing one of his parodies, "It Seemed Like a Good Idea at the Time?" This post has been viewed 148 times and received 22 likes and 12 comments.

Bernstein likes to post humorous memes and an occasional political post that paints him as a dependable resource and ally for all. He supports African Americans, the LGBTQ+ community, veterans, and more on his account.

- **Earned Media**

After doing a Google search on Bernstein, it is apparent that he has yet to receive any earned media. Seeing that he is yet to launch his music career for the second time, it is not surprising that earned media opportunities have not happened yet. The closest Bernstein has come to earned media attention was last fall when Theater Americana hosted an open mic for musicians and Bernstein was scheduled to perform, but the event

was canceled. Scarantino said that Bernstein was ecstatic for the event and they plan on rescheduling.

- [YouTube](#)

Bernstein's YouTube is under the name @folksinger-comic. He has three subscribers and two videos. While YouTube stats show he joined the platform in 2010, his current first video is from April 17, 2023, so he is slowly starting to revamp this online presence. Bernstein disabled comments on his YouTube videos, which is interesting. He also uses the same photo for YouTube as he does over several other social mediums, which is a nice and transferable look.

Bernstein hyperlinks his crisis management website to his about section, and interestingly enough, there lies a video on YouTube of Bernstein five years ago talking to the China Global Television Network (CGTN) after President Donald Trump ended the manufacturing council. The video is well before Bernstein's resurgent music days, but it's an example of impressive earned media during his days working in public relations.

GOAL OR OPPORTUNITY STATEMENT

Aside from pursuing his passion for music, the ultimate goal for Bernstein at this point in his life is to sell music. To make this possible, public awareness of his talent and brand needs to increase; so Bernstein has the opportunity to build his active listening audience and familiarize them with his artistic style.

KEY AUDIENCES

Older Adults or “Boomers”

Demographics

The PR plan we have created is meant to reach individuals in or around the San Gabriel Valley, CA area. These individuals are in their later age, also known as “boomers,” and can identify song lyrics from the 80s and prior. More specifically, this audience is likely in their retirement age, 60 years and up, and have enough disposable income to support artists at live venues in local areas. Bernstein's key audience that he intends to attract will closely identify with the demographics that Bernstein also relates to.

Psychographics

These individuals enjoy live performances and smaller, more intimate venues. Additionally, they spend over 30 minutes more than the average human having face-to-face interactions with others³. People aged 75 and older spend an additional 30 minutes playing interactive games like cards, so it's evident that the boomer generation values personalization. The fifth most frequent way boomers are spending money is through coffee⁴, which could benefit Bernstein when playing in coffee shop venues. Boomers most preferable social media is Facebook, as 78% of them are active on it including Bernstein, which is his favorite social platform. Boomers cited their top reason for unfollowing a branded account on social media to be poor customer service⁵, which is one of Bernstein's strong suits. They also prefer some kind of incentive to stick around an account whether it'd be monetary or not, which is a path Bernstein can go down. They enjoy folk-based music and connect to others with a dry sense of humor, who can appreciate the comedic element of Bernstein's self-written parodies and originals. They are fans of in-person comedic performances and are familiar with the comedic scene in the San Gabriel Valley area.

Small Business Owners

Demographics

There are 32.5 million small businesses in the U.S. and California has the most.⁶ There are approximately 250,000 small businesses just in the Los Angeles area alone, and as a region known for its pop culture with singing and acting, many of these small businesses center around the entertainment industry. Additionally, most small business owners land between the ages of 41 and 56 years old,⁷ which fits well with Bernstein's target audience and age group. Although the gap is narrowing, still most small businesses are owned by men by a margin of about 14%, and veterans like Bernstein are one of the least represented small business owners across the country

³ [U.S. News](#)

⁴ [FinanceBuzz](#)

⁵ [Sprout Social](#)

⁶ [SmallBizGenius](#)

⁷ [Review42](#)

at just 6.4%.⁸ The last few years haven't also been the kindest of times to small businesses especially through the Coronavirus pandemic. In 2021, over 180,000 more small businesses closed than opened which would explain why survival and money are two of the biggest stressors for a small business owner.

Psychographics

Small business owners' third-largest worry when running operations is attracting, growing and maintaining strong customer loyalty.⁹ We believe Bernstein could fit perfectly within this worry because he can attract dozens of new customers, possibly even from a distinct demographic, with his gentle demeanor and unique talent. The best way to cope with this worry as a business owner is to be approachable and easy to talk to for anyone. One of the most important and easiest ways an owner can lure new customers, besides having a great product, is the ability to build new relationships¹⁰. If owners truly have this mindset, there should be very little issue with Bernstein creating a strong relationship with them at the very least. Finally, another large legitimate concern for small business owners is competing with their surroundings. More often than not, small businesses need to find a way to stick out amongst a crowd so that their business would flourish, and there could be no better way to do this than by live music with a unique genre and personality behind it.

⁸ [Forbes](#)

⁹ [I7 Marketing](#)

¹⁰ [Patriot](#)

PRIMARY MESSAGES

Older Adults - We would like to see “boomers” discovering Bernstein as a comedic musician either through social media or local advertising and engage on his platforms to attend his in-person shows at a bar, comedy club, coffee shop, etc., and potentially even spread the word.

Small Business Owners - We would like to see small business owners recognize how Bernstein’s live performances would be mutually beneficial to their business, bringing in more customers for them while Bernstein grows his fan base.

OBJECTIVES, STRATEGIES AND TACTICS

OBJECTIVE 1: To have an effect on awareness of Jonathan Bernstein as a comedic musician, specifically through increasing his online presence and engagement by 300 followers on Instagram, TikTok and Facebook by the end of 2023, with the support of earned and paid media.

Strategy 1: To accomplish objective 1, we recommend amplifying Bernstein's presence on social media through scheduled daily actions.

Tactic: Make a social posting calendar that's reasonable to him to pre-plan his content and posting dates.

Tactic: Make the username across all platforms consistent so his audience can easily recognize his screen name.

Tactic: Use Instagram, TikTok and Facebook analytics to identify prime posting times to maximize engagement.

Tactic: Pay to boost posts on platforms in order for posts to show up on people's feeds despite their personal algorithm.

Tactic: Hire a photographer to shoot content to use for social posts.

Tactic: Livestreams, such as Instagram Lives, to engage audiences beyond typical reels and posts.

Strategy 2: To accomplish objective 1, we recommend using earned with different platforms and users to reach new demographics.

Tactic: Pitch to local radio stations to secure interviews about comedic singing background and provide a sample for listeners.

Tactic: Reach out to music and comedy-related podcasts within the area for a guest appearance.

Tactic: Find local publications and sites that could profile Bernstein's brand, similar to [The Faces of Monrovia, Ca.](#)

Strategy 3: To accomplish objective 1, we recommend allocating a portion of Bernstein's budget to paid media.

Tactic: Pay for advertisements within the local newspaper.

Tactic: Pay for advertising within local magazines.

OBJECTIVE 2: To generate action amongst Bernstein's potential fanbase, specifically through having at least four live performances planned and booked in the San Gabriel Valley area by the end of 2023 with local businesses where his target audience can attend.

Strategy 1: To accomplish objective 2, we recommend Bernstein use community outreach to land new and distinct playing gigs.

Tactic: Host a house show with close friends and family to test material on.

Tactic: Reach out to businesses to secure one booking at a comedy club, bar and a coffee shop.

Tactic: Research and find a local performer to open for one of the comedian's upcoming events.

Tactic: Create a calendar of performances with businesses that he's already connected with, such as Ice Box and Theater Americana.

Strategy 2: To accomplish objective 2, we recommend a strategy of direct marketing to connect with local audiences.

Tactic: Design and pass out at least 100 business cards to friends, family, and strangers.

Tactic: Create and hang posters at local businesses and venues to grab people's attention and lure them into his brand.

Tactic: Reach out to at least one new local business via email or telephone each week.

Tactic: Perform at different businesses within each segment (ie. bars, coffee shops, etc.).

Tactic: Incorporate these tangible items such as business cards and posters within his performance venues.

EVALUATION – CRITERIA, AND TOOLS

Objective 1: To have an effect on awareness of Jonathan Bernstein as a comedic musician, specifically through increasing his online presence and engagement by 300 followers on Instagram, TikTok and Facebook by the end of 2023, with the support of earned and paid media.

Criteria: This objective will be met when Bernstein has increased his followings on Instagram, TikTok and Facebook by the end of 2023.

Tools: This objective will be measured using the social media analytic tracking tool, Iconosquare, to track his own social media engagement, and by using MuckRack to measure outlets where he is mentioned.

Objective 2: To generate action amongst Bernstein's potential fanbase, specifically through having at least four live performances planned and booked in the San Gabriel Valley area by the end of 2023 with local businesses where his target audience can attend.

Criteria: This objective will be met when Bernstein has booked at least four performances in the San Gabriel Valley area by the end of 2023.

Tools: This objective will be measured by tracking the number of performances Bernstein has booked and completed or confirmed in his calendar at the end of 2023.

TIMELINE

Bernstein has hinted at a Summer 2023 release for the entirety of our time working for him, yet he still doesn't know of any specific days. We decided to form our budget in terms of weeks for this reason, and because he briefly recommended it in a meeting. We allowed for some grace time in between each event because Bernstein values evaluation, especially from those who listen to his performances. That is also why we decided to include some house shows with close friends and family before his brand is officially released to the public. We put an emphasis on comedy clubs throughout the timeline because Bernstein has expressed a great deal of interest in performing at one, yet we challenged Bernstein both with the comedy clubs and other venues like coffee shops to branch out into new businesses. This will entail that he's reaching new audiences and demographics, yet at the end of the day, if he's able to perform at a venue he's already performed at it wouldn't be the worst thing in the world. It's all about just getting out there, in general. At the end of the timeline, we suggest opening for a local musician or comedian of choice as a nice and reasonable conclusion, at least to our plan. We also recognize that he may decide to do this opening earlier or later, and many of these events can be moved in order entirely. The most important thing to take away from it, however, would be the branching out into new businesses and audiences while sticking to a consistent schedule in the process.

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JONATHAN BERNSTEIN SUMMER 2023

TIMELINE

House show with
close friends and
family.

1

WEEK 1

WEEKS 2-3

2

A live performance
at a local comedy
night.

Another house show
with close friends
and family.

3

WEEKS 4-5

WEEKS
6-7

4

Official release of singing
and comedic brand with
promotions on YouTube
and social media
channels.

A live performance
at a new comedy
night.

5

WEEKS
8-9WEEKS
10-11

6

A live performance
at a coffee shop.

A live performance
at a local bar.

7

WEEKS
12-13WEEKS
14-15

8

A live performance at a
third and new comedy
night, or one he's possibly
performed at prior.

A live performance at
a new or same coffee
shop as before.

9

WEEKS 16-17

WEEKS
18-19

10

A live performance
at a new bar or the
same as before.

A performance at
another comedy
night.

11

WEEKS 20-21

WEEKS 22-23

12

A live performance
opening for a performer
of choice at any
achievable venue.

BUDGET

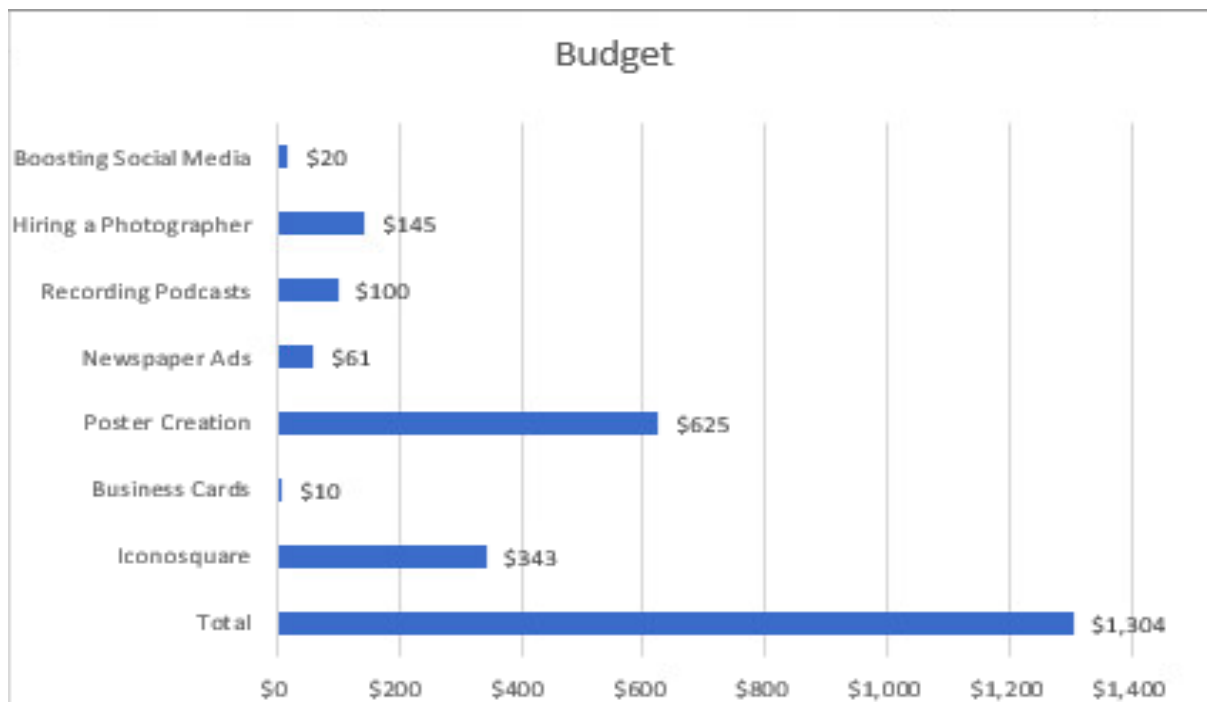
Bernstein gave a budget of \$3000, but while implementing and researching tactics, we quickly realized that we wouldn't need all this in the first place. Many of our tactics, especially with social media and trying to book gigs, don't require any spending at all so they weren't noted in the budget. The tactics that take up most of the budget would be his direct marketing tangible items, but this would still be hopefully very beneficial to advertising his brand. Other tactics like hiring a photographer and social media analytics will depend on how willing he's able to invest in these ideas, so their price can also vary as well, but we suggested what we thought would be best and most convenient for Bernstein. In the end, our mock budget totaled to about \$1300, \$1304 to be exact, so Bernstein should have leftover money for whatever is working well or a different brand purchase.

	Tactic	Component	Detail	Unit Cost	Quantity	Total Cost
Strategy 1	Tactic 1:	Make social posting calendar	Pre-plan content & posting dates	\$0	1	\$0
	Tactic 2:	Increase Facebook following	Increase following by 200 people by 2024	\$0	n/a	\$0
	Tactic 3:	Increase Instagram following	Increase following by 200 people by 2024	\$0	n/a	\$0
	Tactic 4:	Make username across all platforms consistent	Change all usernames to folksinger-comic	\$0	n/a	\$0
	Tactic 5:	Maximize engagement	Use social media analytics to identify prime posting times	\$0	n/a	\$0
	Tactic 6:	Boost post visibility on social media	Allocate budget to pay social media	~\$5/7 days (facebook) ~\$5/ post	-1 -1 To	~20

			platforms to boost visibility	(Insta) ~\$10/post (TikTok)	-1	
	Tactic 7:	Hire photographer	Take photographs to create content for social media HowiePic Photography	\$145	1	\$145
	Tactic 8:	Livestream on social media	Engage audiences using social media livestream features (Instagram, Facebook & Tiktok)	\$0	n/a	\$0
Strategy 2	Tactic 1:	Appear on local radio	Talk about background of comedic-singing career and provide a sample	\$0	n/a	\$0
	Tactic 2:	Find music and comedy related podcasts to reach out to	Reach out to podcasts for appearances	~\$50	2	~\$100
	Tactic 3:	Find local publications and websites	Reach out to publications and sites to profile Berstein's brand	\$0	n/a	\$0
	Tactic 4:	Advertise in local newspapers	Pay for advertisements	\$61	1	\$61
Strategy 3	Tactic 1:	Host house	House show	Invite close	n/a	\$0

		show	guests are close friends & family	contacts to test material on, gather recommendations		
	Tactic 2:	Book a show at a comedy club	See Appendix 4	\$0	n/a	\$0
	Tactic 3:	Book a show at a bar	See Appendix 4	\$0	n/a	\$0
	Tactic 4:	Book a show at a coffee shop	See Appendix 4	\$0	n/a	\$0
	Tactic 5:	Open for a comedy show	Network with local performers	\$0	n/a	\$0
	Tactic 6:	Establish performance schedule	Establish consistent relations with current relationships like Icebox & Theater Americana	\$0	n/a	\$0
Strategy 4	Tactic 1:	Pass out 100 business cards	Give cards to friends, family, & strangers	~\$0.10/card	100	\$10
	Tactic 2:	Use posters to advertise brand	Put posters up at local businesses & venues	\$12.50/poster	50	\$625
	Tactic 3:	Reach out to local businesses	Reach out once a week via telephone or email	\$0	n/a	\$0
	Tactic 4:	Perform at different businesses	Bars, coffee shops, etc.	\$0	n/a	\$0

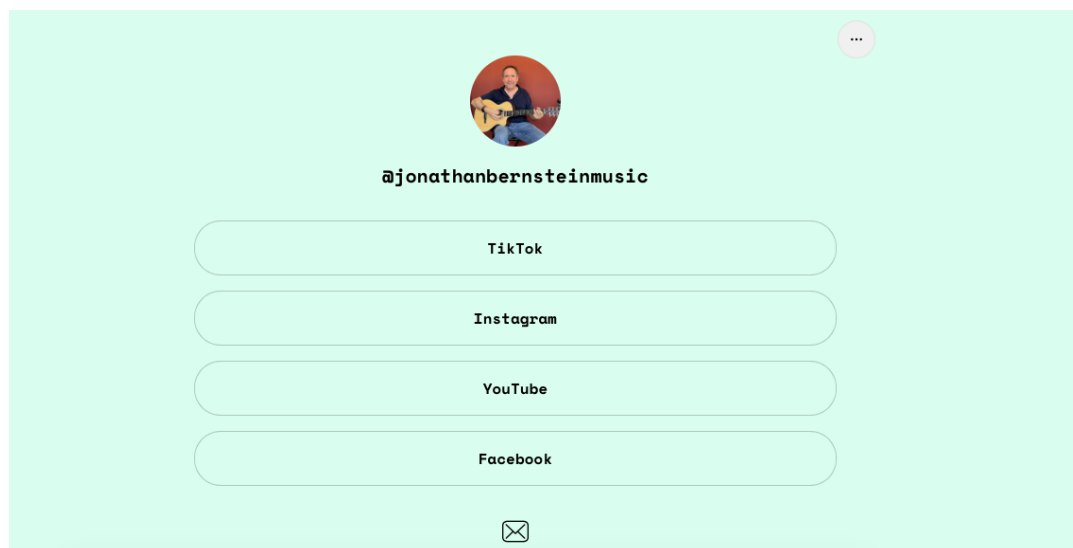
Evaluation:		Iconosquare social media analytics tracking	Use to track social media growth	\$49/month	7 months	\$343
TOTAL:	—	—	—	—	—	\$1,304



APPENDIX 1: IMPLEMENTATION MATERIALS

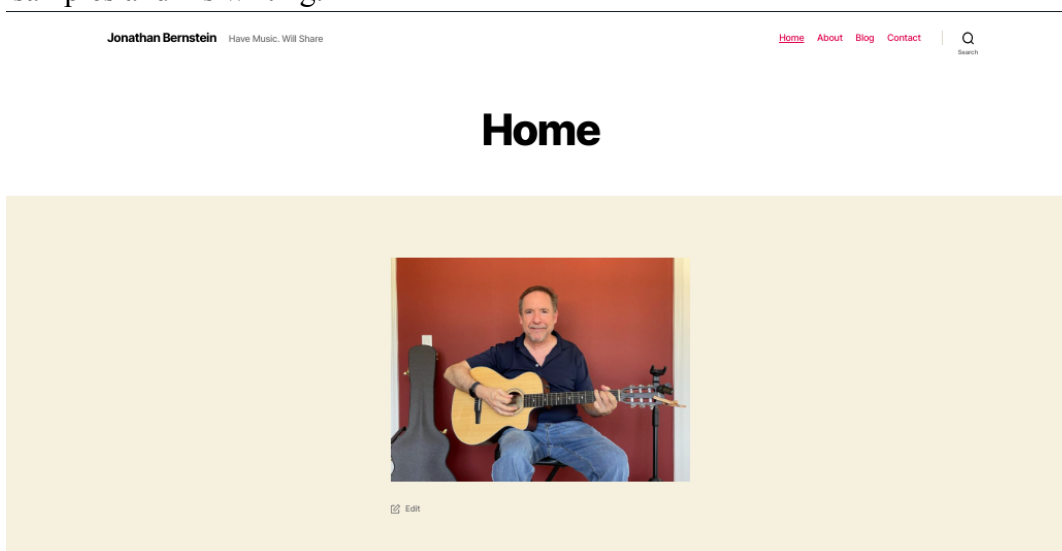
LinkTree (<https://linktr.ee/jonathanbernsteinmusic>)

We created a LinkTree by request of Bernstein for an easy and convenient way to view his multiple platforms. This can help fans get to know him better and hopefully even engage with his profiles to help them grow. We linked the LinkTree to his posters through a QR code as well so that those who view the poster in public or at a venue can find out more about him instantaneously. This connects to our general goal of both expanding Bernstein's online presence and promoting himself locally to help launch his comedic musical brand. It also helps with themes such as consistency as users don't even have to look up his profile name to find an account. While the results of the effectiveness of the LinkTree are currently small considering Bernstein is just starting, views and engagement are easy to track. We hope it attracts many potential fans and directs them to learn more about Bernstein through his socials and potentially even engage.



Website (<https://danielfriis.site/jonathanbernsteincomedicsinger/>)

We created a website per request from Bernstein, but also to have another centralized location for a lot of his important information. We included a “Blog” section because Bernstein has indicated that he wants to write on the site with his years of Journalism experience, although the section is blank now. There’s also a contact form on the contact page with a bottom button that takes users to Bernsteins LinkTree so that his social media platforms can get more viewers and engagement. The site is ultimately going to be transferred to GoDaddy where Bernstein has already registered his domain, youmightbeanoldfart.com. From GoDaddy, Bernstein can track the total number of views and traffic his site and blog may receive which good be a strong indication of how his brand is performing social media-wise. We hope the site ultimately serves as a tool that Bernstein can update accordingly, and engage fans with using both his comedic music samples and his writing.



Business Card

We created a business card for Bernstein that can be used either electronically or be printed. Like the LinkTree, this business card can be used as a way to view all of Bernstein’s platforms and contacts all in one for any new potential fan. We chose to make a business card because it’s an easy and efficient way to spread the word about a brand, individual, or both in this case. It’s also a strong yet brief indicator of what someone who may not know Bernstein needs to know, as any business card should do. While these cards have yet to be printed or distributed electronically, we’d aim for Bernstein to pass out more than 100 cards. A successful business card endeavor would look like Bernstein distributing one to a friend, family, or stranger, and having that person engage in any kind of way with Bernstein to grow his platform.



Flyers with QR Code

We created a hypothetical flier for Bernstein to either post at venues around town for marketing reasons, or just at his concert to attract more people to his socials. We put his name, slogan (Have music. Will share.), and title as a brief yet simple rundown of who Bernstein is, then when the QR code is scanned, users are taken to his LinkTree to see more of his socials. This connects to both our objectives because it's helping boost Bernstein's image and social media platforms while also serving as a tool to help him at a local coffee shop, on a posting board, at a concert, etc. We believe Bernstein should print several hundred copies to prepare for his release and advertise his brand.

We also made a sample poster for a hypothetical performance for Bernstein. The address leads to The Pour House, a venue Bernstein desires to play at someday. The picture and brief description also give a nice introduction to Bernstein and what he will offer.

NEED TALENT?

*Jonathan
Bernstein*

FOLKSINGER - SONGWRITER - COMIC



CONTACT FOR BOOKINGS:
FOLKSKINGER71@PROTON.ME

HAVE MUSIC. WILL SHARE.

NEED MUSIC?

JONATHAN BERNSTEIN



FREE ENTRY

FOLKSINGER ✦ COMIC ✦ SONGWRITER

THE POUR HOUSE
405 S. MYRTLE AVE., MONROVIA CA 91016

[LINK TO DOWNLOAD GRAPHICS](#)

Local venues we recommend:

Comedy clubs: [The Glendale Room](#), [Flappers Comedy Club](#), [The Nitecap](#), [Goldrail](#), [Chatterbox](#) and [The Pour House](#).

All of these venues offer a comedy night within some point in the week, and they're all easy to sign-up for/participate in whether it's a low cost like \$5 or first come first serve. These clubs also have tons of booking agents that can lead to bigger and better venues and performances.

Coffee Shops: [Sailors Brew Coffee](#), [Espresso Mi Cultura](#), and [Jones Coffee Shop](#).

All of these coffee shops are known for offering live music of different varieties, and Sailors Brew is even owned by veterans. As Scarantino mentioned, there are many new coffee shops opening in nearby areas, like Jones Coffee, to try to capitalize on for Bernstein.

Bars: [The Speakeasy](#), [First Cabin Bar](#), [The Tap Room](#), [Old Towne Pub](#) and [1881](#).

Not only do all of these bars offer live music, but they all offer options for older individuals like rock bands, blues performances and more.

Theaters: [Blue Guitar](#), [Pasadena Playhouse](#), and the [Monrovia Music Festival](#).

These venues offer Bernstein a more intimate audience that is there for music and interested in music. With the San Gabriel Valley area also being full of yearly festivals and shows, we believe Bernstein would be a great guest appearance to go on stage at venues like the Monrovia Music Festival.

Email pitch to local magazines and newspapers:

Dear *Name of magazine or newspaper*,

My name is Jonathan Bernstein, and I'm a comedic musician based out of the San Gabriel Valley, CA, area. It's been my passion to pursue music ever since I was a young teenager, and now that I'm retired, I'm finally launching my career in comedic folk singing. I write parodies of well-known songs from the 80s and before in a humorous way, and I've even started to write some originals too.

I'm planning to fully launch my music brand this summer, and selling music will be part of it, as that has always been my ultimate goal. I would love the opportunity to advertise myself and my music in your publication, and I think it could be an amazing opportunity for both of our brands to gain new attractions and followings. I even have a mock-up of an advertisement ready for us.

If you have any sort of questions or you want to meet me in-person first, please let me know and we can definitely arrange something. I'm going to link some of my socials and work below, feel free to give it a look or visit if you have a second. Thank you very much for your time and this opportunity, and have an excellent rest of your week.

Kind regards,
Jonathan Bernstein

APPENDIX 2: RESEARCH REPORT

Upon researching the best and most effective ways to launch a music career and brand in 2023, hundreds of suggestions come up. The biggest thing to realize before is knowing yourself as a musician, what kind of music you are best at, and who you need to target.¹¹ After that, many of the ideas largely have to do with an online presence. This comes with building social media followings and posting consistently over multiple platforms to keep an audience engaged and potentially reach more demographics. The next most common idea is networking as much as possible, which can come with building social media followings, and this is also where our group can come in.¹²

As far as launching a music career in folk music, like Bernstein, fewer articles come up. Still, there is enough to gain a general sense of what Bernstein can do. The most prevalent idea is to be creative and distinctive with how you present the music, as the music has already been released to the public. This could fit Bernstein's sarcastic and humorous style well. Ideas about how to be creative with recycled content mainly center around using social media to brand yourself because the music is usually from an era before social media. Also, concerts could be a great way to engage people with older music because many of the original artists aren't able to perform the music live anymore. The rest of the ideas mostly reflected the need for a creative and distinctive approach, possibly by doing remixes, releasing an acoustic or electric version, or creating a music or lyric video.

While Bernstein also expressed interest in expanding to other social media sites that he's not as familiar with, like TikTok or Instagram, we also decided to research popular trends and key points to know in the social media industry. Short-form videos, primarily on TikTok, are one of the best ways to engage an audience and retain one.¹³ The idea of co-branding through methods such as tagging other people and musicians on social media or duetting other's videos on sites like TikTok and Instagram is a strong way to reach new people. Live Streaming exploded during COVID-19, and it can be done through numerous platforms. Fans crave real-time interactions and everyday content on social media.¹⁴ Chatting through a Q&A or a chat box is also a personalized way for a fan to learn more about another influencer, and it is a strong way of showing that they appreciate their fans.

Surveys (https://qfreeaccountssjc1.az1.qualtrics.com/jfe/form/SV_5cFvpbfEwqc7lno)

To conduct our research, we created a survey which we distributed to about 35 people who don't know Bernstein. The focus of this survey was to narrow down the types of content people are interested in, how they consume media, and to gain insight into opportunities for Jonathan to

¹¹ [Disc Makers Blog](#)

¹² [Music Gateway](#)

¹³ [Tech.co](#)

¹⁴ [One Stream](#)

take advantage of. We sent the survey to anyone we knew but with an emphasis on sending it to those 50 or older, and fellow young adults and young people who are the savviest and active on social media and other platforms. The questions were as followed:

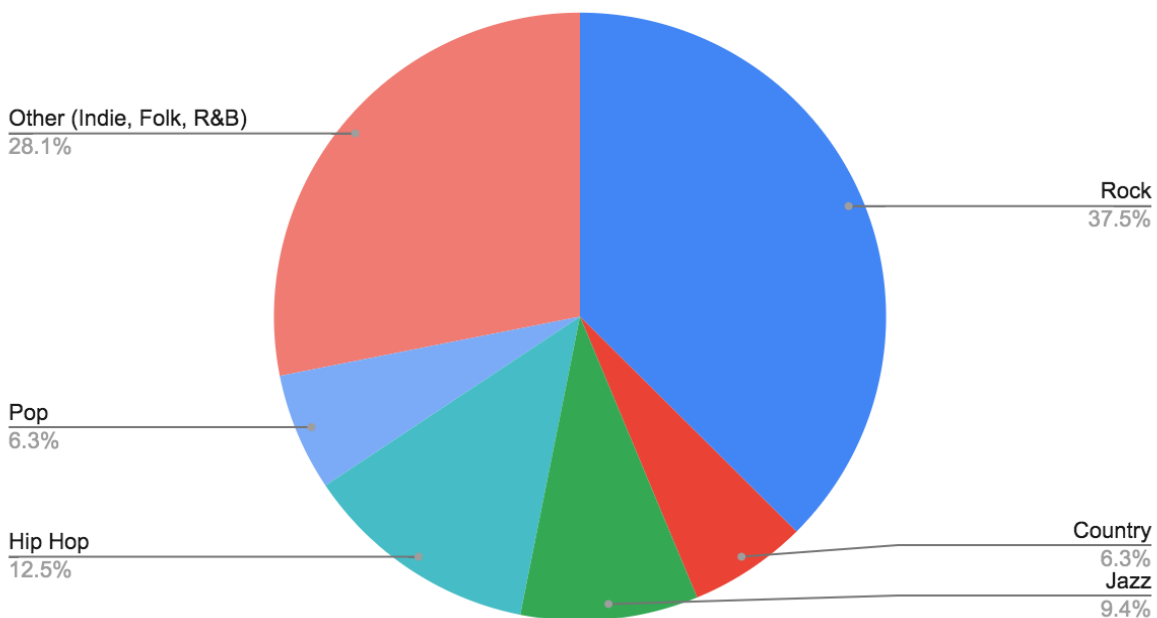
- How old are you?
- Where do you live?
- What genre of music do you listen to most often?
- What is your preferred social media platform?
- How do you primarily listen to music?
- What is an example or two of a venue where you would go to see a smaller performance? (Not a large concert)
- Would you go to see a musical comedy show? Why or why not?
- What would make you feel more enticed to go to a musical comedy show?
- What makes for quality or memorable low-budget performances?
- On average, how much would you expect to pay for tickets at a smaller/local musical venue?
- Besides their music, what engages you with a musician?

The key takeaways from the survey were: Instagram and TikTok were by far the most-used social platforms (28% and 25% use each respectively), and Spotify was the most-used music-streaming platform (81%). From this, our group assumed a majority of the demographic that filled out the survey was young, and we verified this while looking at the results.

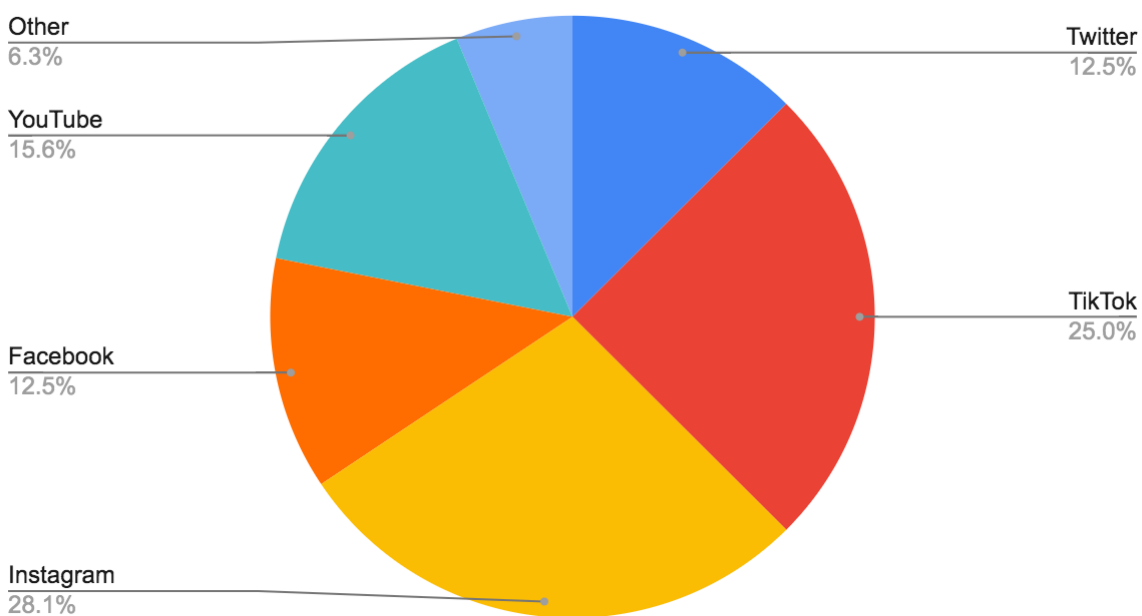
Although many didn't prefer folk singing or parody singing as their go-to music, almost every respondent expressed interest in attending a musical comedy show, some for the music and some for the comedy, which is encouraging considering Bernstein covers both these bases. Of the respondents interested in attending a musical comedy show, the most popular suggested venues were local theaters. Another common suggestion was comedy clubs.

Respondents also emphasized that stage presence and personality are the biggest factors in entertaining performances, especially for shows with lower budgets or at events. As for what makes a low-budget performance memorable for respondents, answers varied like authenticity, being distinctive, having an intimate crowd size, being humorous and interactive with crowds, and much more. We believe many of these responses could play into Bernstein's favor as a funny and kind gentleman.

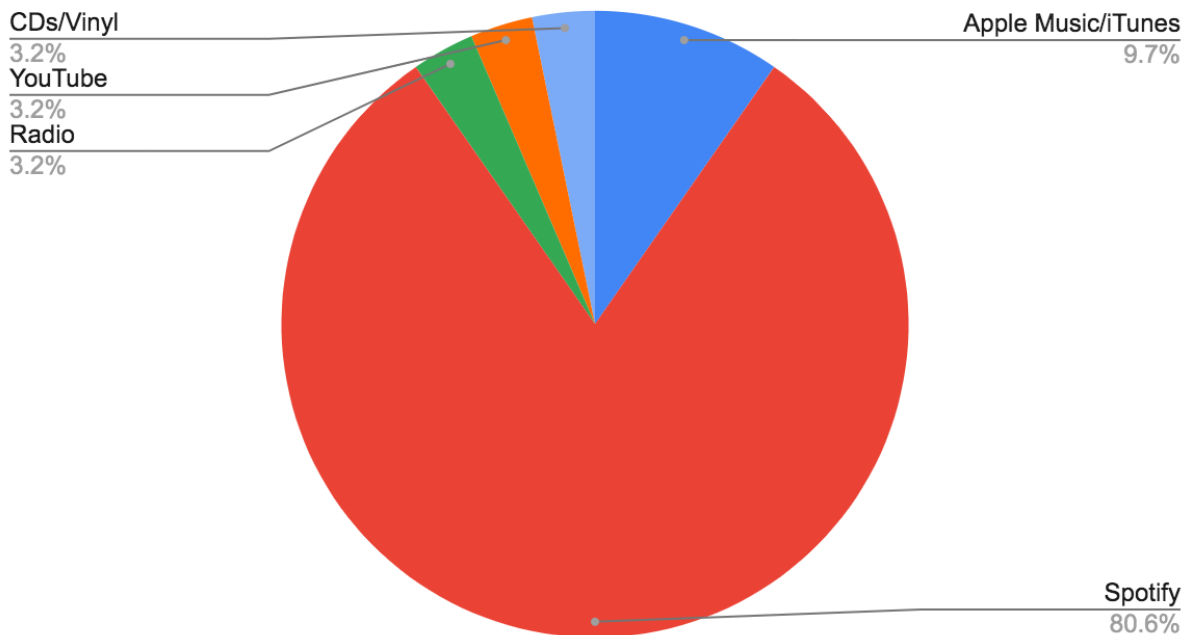
What genre of music do you listen to most often?



What is your preferred social media platform?



How do you primarily listen to music?



What makes for quality or memorable low budget performances?



Interviews

As well as sending out a survey to those who didn't know Bernstein, we also conducted three interviews with close friends and companions of Bernstein who are familiar with his music: Steve Hubbard, Donna Scarantino, and Douglas Scot.

Hubbard is a close work friend of Bernstein's after consulting his crisis communication help 17 years ago. The two have been friends ever since, and they stay in contact personally and musically through guitar riffs from afar as Hubbard lives in Chicago, IL. Scarantino is a board member, performer, and artistic director at Theater Americana in Glendale, CA. Scarantino is also a friend of Bernstein, and Bernstein often consults her guidance and advice in musical affairs. Theater Americana was also the campaign client for a previous J454 class, and Bernstein marveled at the work the group did and wanted similar tactics within our group. Scot is learning folk music himself - he and Bernstein have been connected through their love of music for years. Each contact was recommended by Bernstein himself. All three interviews were conducted on Zoom, and each interviewee was asked the same questions:

- What's your relationship to Bernstein?
- How would you describe him as a person and musician?
- Have you ever heard his music live? If yes, how was it?
- What type of in-person venue would benefit Bernstein the best?
- If you were to listen to Bernstein's music on one streaming platform, what would it be and why?
- How familiar are you when it comes to social media apps like TikTok, Twitter, and Instagram?
- What are some general tips and recommendations you'd have as to how Bernstein can improve his music brand?
- What do you think differentiates Bernstein from other musicians?

Each interview was heavily annotated for main ideas and quotations from group members. All three interviewees agreed that one of the best and most distinctive parts of Bernstein's music is his humor, which is apparent in his parodies. They also all agreed that this reflected his personality aside from music, with his sarcasm being a recurring topic. Scarantino also noted that his humor helps his music brand aside from just the lyrics, "He knows how to engage the audience with his personality. It's one of his strengths." For this reason, Scarantino also believes that a small, intimate setting fits Bernstein best.

As far as specific venues, Scarantino recommended coffee shops as a possible target. She also noted that many coffee shops have opened and will be opening in the Pasadena area shortly, which is something to capitalize on. Specific coffee shops could be Jones Coffee Shop or Jameson Brown Coffee Roasters. Scot and Hubbard highlighted comedy clubs as a possible

venue spot to highlight his comedic side, and Scarantino agreed that she could see it too. All three interviewees agreed with Scarantino, saying that a small setting would work best for Bernstein's personality as somewhat of an introvert and the intimacy in his performances.

Another aspect that all interviewees agreed on is their preferred way to view media, which was generally YouTube. Scarantino and Scot have YouTube channels themselves and also have music backgrounds. All three interviewees also frequently use Facebook, which lines up with Bernstein's preference. None of the interviewees expressed an interest or desire for more modern apps like Instagram, TikTok, or Twitter. All these results made perfect sense to our group because of the age and connection of all three interviewees concerning Bernstein. One large recommendation Hubbard gave in terms of social media was better-synched profiles in terms of the name, "that all comes back to branding and consistency at the end of the day. He likes to change his usernames frequently as well."

Other general recommendations for Bernstein were simply to get himself out there more as a musician. Each person marveled at Bernstein as a human being who has been through a lot, both musically and non-musically, and believes that his personality speaks for itself, music aside. Hubbard also believed that for this reason, Bernstein should write an original, "His covers are great and all, but I think he could write an awesome original. Just to break it up for fun, you know."

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APPENDIX 3: NEXT STEP RECOMMENDATIONS

Short-term recommendations:

Bernstein is still in the earliest stages of his brand launch. Because of this, our short-term recommendations mainly revolve around launching his brand and making a strong presence for himself. This presence will be in both media and in-person formats. Making his name known through frequent performances and consistency on social media is our main suggestion for Bernstein. These short-term objectives will mainly be accomplished during the first six months of Bernstein's career after his launch.

Medium-term recommendations:

Medium-term recommendations are to be evaluated around the one-year mark of Bernstein's brand. As Bernstein starts to establish himself as a one-man brand, we recommend onboarding some help to keep Bernstein afloat and avoid burnout. This is also an idea Bernstein has expressed he'd like to do in the future too. Hiring an intern who can help Bernstein with booking performances, posting on social media, and doing earned media outreach will be advantageous for him as he grows. Earned media outreach is an ideal medium-term recommendation as well because it would be in Bernstein's favor to have earned media coverage that positively highlights his niche talent as he starts to be discovered. Another recommendation is to aim to write a certain amount of originals during this time. Not only did his closest friends suggest and root for it, but it can also reflect his creativity and personality in a stronger way than trying to parody something.

Long-term recommendations:

Later down the line, in three to five years, we recommend Bernstein have a consistent studio where he can record his music. Producing an album that can be placed on streaming services is another goal we want Bernstein to work towards. Additionally, we recommend Bernstein start traveling out of the San Gabriel Valley area to expand his audience. This way, potential buyers who are interested in purchasing Bernstein's lyrics to perform themselves can scout him.

– END OF REPORT –