



strategy + support for
musicians creating change

Air Traffic Control

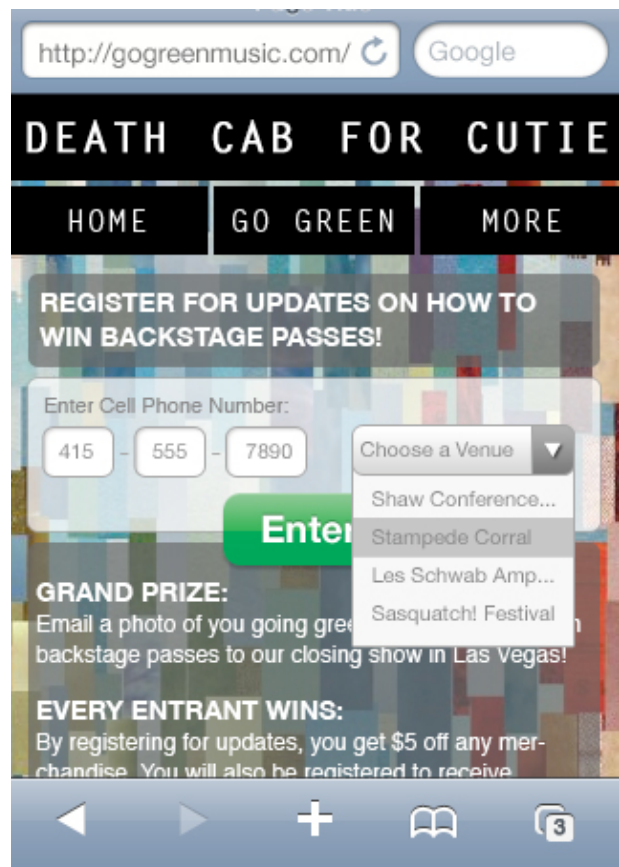
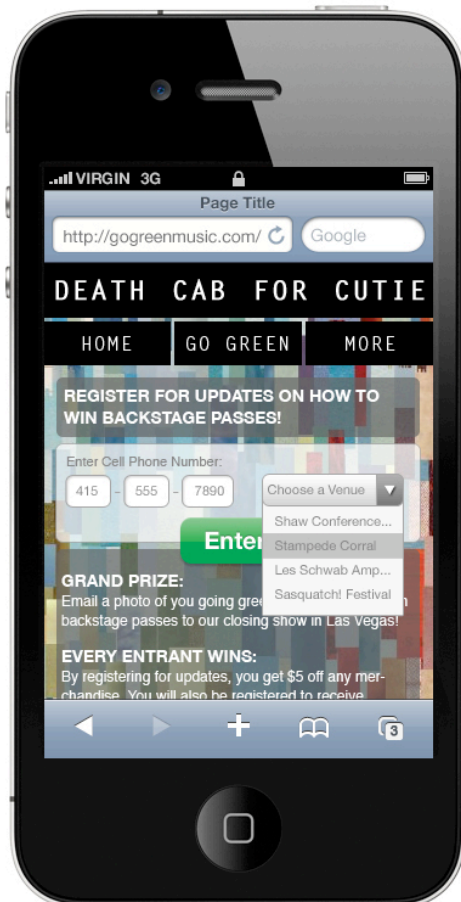
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ATC'S GO GREEN MOBILE WEB APP TOOL

The Go Green Mobile Web App engages and encourages music fans to take environmentally friendly transportation to live music events. Fan transportation constitutes the vast majority of the carbon emissions on a tour—up to 85-90%. Public transit and carpooling can greatly and easily reduce the emissions caused by a single live event. ATC, a nonprofit organization that provides resources to musicians and their managers on activism, philanthropy and advocacy, has developed and is building this free tool to help musicians and their fans reduce carbon emissions and change transportation habits.

HOW THE TOOL ENGAGES FANS & REDUCES CARBON: Bands and festivals can easily use it to engage fans and reduce carbon emissions. Here is how:

1. Bands encourage their fans to go to the mobile app through online channels (Twitter, Facebook, band website, festival website, etc).
2. Once fans are on the Go Green mobile site they give their mobile number and choose the show that they are going to attend. (This also opts them into receiving text messages from the band and an entry prize like free songs or video downloads, or discounts on merchandise, etc.)



3. In the weeks and days before the show, these fans receive up to 3 text message reminders to “go green” that contain links to information on how to do so.
4. Fans are encouraged to send in a picture of themselves taking public transit or carpooling to show, which enters them to win the grand prize from the band-- tickets to the end of tour show; the guitar used on tour, a phone call from the band etc.
5. Text messages the day after the show will thank fans for coming, and remind them how they can use public transit & carpools every day.

HOW BANDS & FESTIVALS CAN START USING GO GREEN: Each band or festival will be prompted to create a customized mobile web mini-site to run this exciting carbon-reducing campaign. It’s as

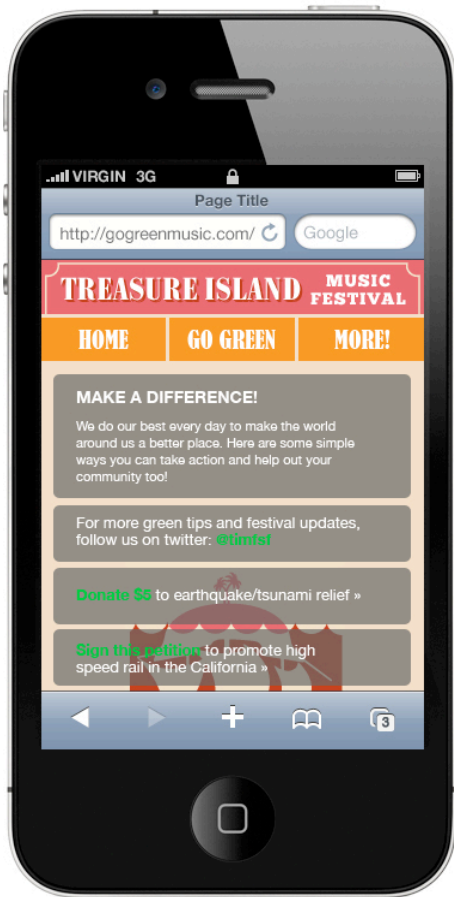
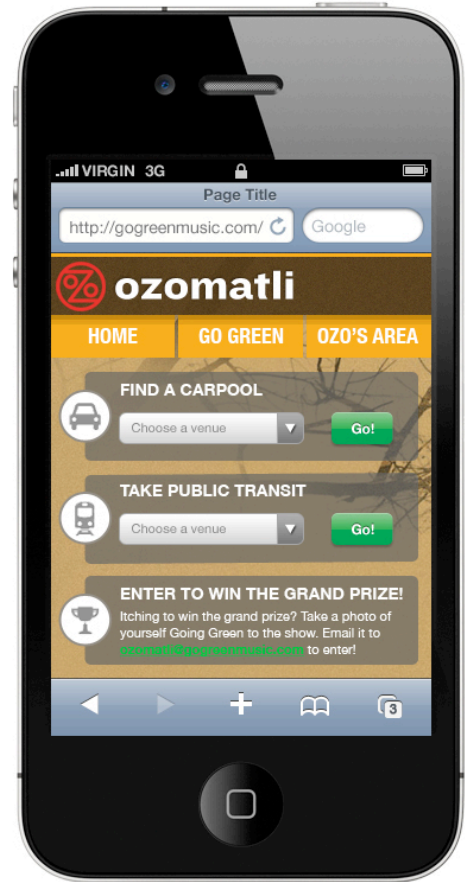
simple as answering a few questions and uploading several graphics, such as:

- Band Logo and/or photo
- Venues, dates and locations
- Entry prize (something that everyone gets),
- Grand Prize (something that only one grand prize winner)
- Fan messages, including other actions in the “More” section (like “follow us on Twitter”, or “register to vote”)

As part of a grant funding the project, ATC will assist bands and festivals in the set up and operation of these campaigns. In order to be chosen to participate, ATC requires the collaboration and involvement from band or festival representatives to ensure a successful carbon-reduction campaign.

OTHER INFO OF INTEREST:

- If bands or venues already have mobile apps, it is possible to link to the Go Green Tool from their apps. Our technology team can help yours do it easily.



- The bands and festivals utilizing the tool will own fan data collected—ATC will not message them outside of this campaign.
- This project is the outcome of experiments in how to engage fans using mobile technologies that ATC has conducted since 2009. It is supported with donated funds from foundations such as Instructional Telecommunications Foundation, Threshold Foundation and Compton Foundation.

For more information about this program and tool, please contact Jamie Paratore: jamie@atctower.net or 415-255-0331 x204.

ABOUT ATC: Air Traffic Control (ATC) exists to help musicians play an effective, unique and vital role in the promotion of social justice. Musicians and managers established ATC five years ago to assemble an experienced and trusted team of leaders, resources and tools that would help them to create more effective social change collaborations with each other and with social justice organizations. As a result, ATC became an artists' air traffic control—one that develops capacity, efficiency, and coordination to produce stronger and more creative social change partnerships. For more information, please go to www.atctower.net.