

From: Chris Brown
Sent: Friday, July 27, 2007 1:54 PM
To: Michael Kurtz
Subject: idea

...

Now, on to Indie Record Store Day. It needs a different name, of course. I'm just thinking as I type, but it could be a national event that drives people to indie stores. We would need all coalitions--not just the ones we usually work with, plus all the unaffiliated indies.

It might be good to do it in our slow period- Feb or March. I don't know if we would want to give away free CDs or what. We would need some nice licensed pieces--maybe something along the lines of the upcoming Guided By Voices rarities box.

There is a huge press angle here too. Indies rule. We haven't gone anywhere. We are better than ever and we are more important than ever before.

In-stores in every market. In Denver, both Indie and Twist get somebody good.

Video, print and online testimonials from artists would run in every market to promote the event.

Try to include movie stars and game developers.

I'm going to close because I haven't eaten lunch yet.

Chris

From: Michael Kurtz
Sent: Friday, July 27, 2007 2:14 PM
To: Chris Brown
Subject: RE: idea

Wow. I think this is an idea we should act on. Perhaps we should allot 30 minutes of our time in Baltimore to discuss and map this idea out?

...just finished lunch. I think I ate too much.

Michael