



Organising your own event allows you to use the energy of our music to celebrate diversity and involve people in anti-racist and anti-fascist activity in your area. At the same time you can have a really good night and get to meet local bands and DJs – it can be fun!

Few things demoralise racists more than young black, white and Asian people all together having a good time, celebrating something which unites them – that they **Love Music** and **Hate Racism**. It shows the racists we won't listen to the lies they want to spread, that we can't be fooled into thinking that creating scapegoats or scaremongering can solve society's problems. It shows the racists they have no place in multicultural British society.

We want to create a national movement against racism and fascism through music, so it's vital everyone gets involved however they can. The next few pages show you how to do just that and organise an event in your own town.

We know putting together your own night can be a bit daunting – there is a lot to think about and it's quite easy to let it all get on top of you, but this guide aims to make it as easy as possible. We remember what it was like when we first started organising gigs. Very few of us had any previous experience about where to start or what to do, but we just had to teach ourselves. Now we can boast to have organised gigs featuring the biggest artists in the UK.

So you want to make a difference in your town? **Well, here is where to start: find a venue.**

organising a 1mhr event

getting started

booking a venue

performers

publicity

politics

details

afterwards



getting a stage

LOOK for a venue in your local directory, or look at posters and flyers for other events to see where they are held. Call the venue up and ask how much (if anything) they charge. Some places may waive any charge if you explain it's an anti-racist event.

Ask them their capacity. This is important as some venues may offer you a deal where they charge you depending on how many people you bring or how much is spent at the bar. This may take the form of a deposit, which will be returned if enough is spent on drinks.

Our tip here is be realistic: a small, full venue feels better than a sparsely filled, large venue. Try and approach somewhere you like or know well first. They will be impressed if you seem to know about their venue, which can be important if they help to promote the event.

Tell them about the cause that the night is for. Explain that it is political as some venues may not like these sorts of events happening in their establishment. The "About" pages on our website www.lovemusichateracism.com are a good source of information if you don't feel confident in explaining LMHR. If the venue want more information, you can direct them to this same website.

Most venues will supply **security staff** inclusive of hire costs, but do check. Ask who they want to take money on the door. They may want to do this because they wish to take some of the door money. If so, ask how much and be prepared to haggle. You are bringing people to their venue after all!

Ask if they have an in-house **sound engineer**. It is best if they do, as he or she will be familiar with their set up. Then find out how much they will charge you for that and what sort of backline (equipment provided by the venue such as bass amp or drum kit) they have.

For a live band, you will probably need microphones (mics) and amps to run into the venue's PA system. Be very

clear with the venue whether they are supplying microphones, mic stands and amps so that you can inform the artists of the equipment they are required to bring. Get the venue or its sound engineer to provide this on paper or by email; it could be too detailed to write down over the phone. You can then simply pass on a copy of this technical information to your bands.

If you are putting on DJs and MCs check whether the DJ booth allows for both CD and vinyl if you need both. You may want the venue to provide a mic for MCing.

Make sure the venue will be okay with you having a stall and that they will let you put a banner up. If you don't have one, why not make one as they do look rather lovely up on stage? You could also decorate the venue with some LMHR or Unite Against Fascism (UAF) posters. Ask the venue if they have a table you can use as a stall. If all else fails, ask them if they mind you putting up a table (paste tables from DIY stores are good for this).

We can supply you with printed material such as leaflets and sign up sheets, and merchandise to sell such as badges and T-shirts. This not only raises more money but increases awareness of LMHR.

Check with the venue what time they will let you in to set up. You want everything ready for when the doors open! It's a good idea to get someone to take charge of the stall in terms of setting it up and looking after the merchandise and any money. There may be a local UAF group who will staff the stall for you. To find out, get in touch with LMHR and UAF via their websites: www.lovemusichateracism.com and www.uaf.org.uk

"So you have a venue. Now you need bands/DJs/MCs."

This not only raises more money but increases awareness of LMHR



make some noise

YOU may know local DJs or some people in local bands you can ask. Alternatively, contact details for local bands and DJs may be on flyers and posters for existing gigs. Or you can search online for their website.

A band's website may also contain demo tracks, which is useful if you haven't heard them perform. If not, it's worth getting a demo or going to see the band to see what kind of music they play and whether they are any good.

As the word spreads that you are doing a night, it will become easier to make contact with people to book them.

For the larger bands you may like but not know how to get in touch with, look at their record label and find out the company number from the internet. Call them and explain that you are looking to book that certain artist and you would like to know who deals with bookings for the bands. They are usually helpful with this.

Alternatively many bands have a contact email address listed on their website.

Of late, www.myspace.com has become an excellent place to discover new bands and send them messages. If you are short of an act, use the site to find someone local with over 1,000 friends – they do exist! Alternatively look on our myspace page www.myspace.com/lovemusichateracism or our group groups.myspace.com/lmhr and see which artists have added us as friends in your area.

Please remember to be realistic on the booking front. The Bull & Bear in your town isn't likely to be on Radiohead's list for their next world tour – even if it is for Love Music Hate Racism!

It is worth having a look at how much your bands/DJs normally charge to get into their nights. This will let you gauge what kind of admission you should be charging. Don't charge so little that you have to fill the venue just

to break even though!

“So you have a venue and acts, but now you have to make sure people come along to your night.”

Be realistic...
Radiohead
aren't likely
to play at
your local



PEOPLE need to know about your event in order to come so some publicity is essential.

You will need to get some flyers done. You can do this yourself as handmade ones are cheap to photocopy and can look really good. Or you can design some and pay for them to be printed. Print prices are about £100 for 5,000 plus delivery, VAT and any designer costs.

Whatever you do, make sure you include the Love Music Hate Racism logo. There are lots of helpful resources, including our logo, available at www.lovemusichateracism.com/yourevent

Distribute flyers in your local record shops, clothes shops, cafes, other gigs or wherever will accept them.

It is also worth doing a few posters and sticking them up in shop windows or other clubs if they will let you. Remember that you should ask permission before leaving poster or flyers anywhere and that when you pitch, tell the story from the start. Your pitch could be a little like this:

“Hi there. Could you help us please? We are hosting an event, being held in benefit of anti-racism, with profits going to the cause. Could I ask you for some support and let us display this poster in your window?”

(Once they say yes tell them when and where it will be held and invite them, even if it is only out of politeness!)

This method helps earn some goodwill and should stop people from charging you (newsagents are the best for this tactic) for using their window space.

Don't forget to provide your bands or DJs with advertising material as soon as possible and ask them to promote the gig on their website, myspace site and to their friends. This is major source of potential audience for your event and most bands and their managers are happy to help.

Also be sure to flyer outside other

suitable gigs in your area. Try and get the bands, the venue, your friends and even the artist who does your banners to help you do this. The more the merrier is often the case with this task!

Make sure you get your night in magazine listings like the Guardian Guide and Time Out or whatever your local guide is. Writing listings is easy. Most listings will require the following information:

- Event title
- Venue address and phone number
- Date
- Door opening time
- Price
- Who is performing
- Advance ticket details (if any)

You will usually need to send in your listings at least three weeks in advance to meet print deadlines. You can email the majority of national newspaper listings including the Guardian Guide via pa-entertainment:

- For all clubs, DJ and nightlife events email clubs@pa-entertainment.co.uk
- For live performances of rock, world, soul, dance music etc, email gigs@pa-entertainment.co.uk
- If your event is neither of these, please check this link onto PA Listings website: <http://pa-entertainment.co.uk/products/whatson.php?page=submitlistings>

It is worth looking in local publications for their listings details.

Or you can visit www.mediauk.com to find details of your local free newspaper, regional newspapers, TV and radio stations to send a press release to. In London, Time Out is another excellent guide. You can post your listing online at www.timeout.com/contact/index.php?action=mag_form

You can turn your listing information into a press release by adding some descriptive text about LMHR and the bands/DJs performing. Add a headline too; think up something snappy or along the lines of “Local bands Love

Provide your bands or DJs with promotional material

pass it on...



Music and Hate Racism". This can be a great way to get some free exposure from local media. Put a contact phone number or email on the press release in case they want more details or to come down on the night.

If you are a member of any related internet forums, think about posting there. You may also want to contact local student unions or other organisations that may be interested.

Love Music Hate Racism has two other avenues of promotion uniquely for LMHR events. These are our website and our myspace internet sites.

We wish to add every Love Music Hate Racism event that takes place across the UK to our sites. They tell people interested in our cause about events taking place nationwide and offer further coverage for you. It is a great tool to use to promote your event.

Just email your press release or listings information to eventsupport@lovemusichateracism.com with the title "Event to add".

You can also cut and paste your pr/listings into a message, along with the myspace pages for the bands, and send a message via the website www.myspace.com/lovemusichateracism. That way we can promote your event and let people link to the bands that are playing.

"So you're looking pretty set for your night, but don't forget what it's all about."

Don't forget
to tell us
about your
event!

getting started

booking a venue

performers

publicity

politics

details

afterwards



the message

IT is quite easy to get distracted with all the organising and forget that this is a Love Music Hate Racism event. This is what makes it different from any normal battle of the bands night down the local.

The reason you're doing this is to promote anti-fascism, to get people passionate about fighting racism in today's society. To do this you need to make sure that the event is well publicised with the Love Music Hate Racism logo (you can download this from our website) and quoted as "Love Music Hate Racism Presents:" or "In Association with Love Music Hate Racism and..."

Make sure that the venue doesn't have a problem with you selling merchandise and ask them if they have a table you can use as a stall. Be sure that you have a few friends or local activists who will help you on the night – selling merchandise, giving out leaflets etc.

Make sure that you have contacted us to get all the T-shirts, badges and leaflets you need. We will usually need to charge upfront for at least some of these items – we're not rich enough to wait for money to come in afterwards! Ask us for more details about this. Have a look at the Merchandise section of the LMHR site for prices etc. Remember these things are heavy and cost us a lot to send so be realistic in your request – do you really think you will sell 50 T-shirts?

It's important that you get people from your local Unite Against Fascism group down to the event, and involve UAF in promoting and organising the night.

If there isn't a local group there'll almost certainly still be other anti-fascists or LMHR supporters in your area who could help – ask us to put you in touch. The UAF people can ensure that your event is linked into their campaigns against the BNP locally, and they may know other useful people and organisations who can support what you're trying to do.

You can find local groups at www.uaf.org.uk/localgroups.asp?area=ALL

It's also good to get a local anti-racist campaigner to say a few words on the night about what the event's all about – or do that yourself if you feel up to it!

Make sure that you have at least one person going around the venue getting people to sign up to our mailing list. This is very important, as this is the way we keep people up to date with what we are doing. You can download a sign-up sheet from the LMHR website.

Another good idea is to contact your local newspaper and try to get someone down to cover the event. You will probably know the names of your local newspapers, but you can search on the web at www.mediauk.com.

Talk to them about why you set up this event, about racism in your local community. No one is better to talk to them than you, as it's you who feels passionately enough about this subject to organise this event. If you can get the artists performing to talk to them too, that's great.

Ask journalists to put the Unite Against Fascism (www.uaf.org.uk) and Love Music Hate Racism (www.love-music-hate-racism.com) website addresses on the end of the article.

“So you've got the venue, the artists, the publicity and the politics, but you're not quite finished yet.”

Say a few words explaining what the event's all about

dotting the i's

WELL in advance of the night liaise with band managers to make sure all the bands will have the equipment that they need.

Check how long each performer's set will be and work out a running order. If you are putting on live bands, allow time for change-over between bands, generally at least 20 minutes. You may want someone to DJ in these gaps and at the start of the night while people are arriving.

On the night take along written copies of your running order for everyone performing and if possible remind your bands/DJs 15 minutes before they are due on.

Ideally bands should soundcheck before doors open to ensure all the equipment is working and allow your sound engineer to work out levels. Check with your venue, sound engineer and bands about this. Let them know their soundcheck and stage times at least a week in advance if you can.

Don't forget to provide the bands with advertising material as soon as you have made it and push the manager to promote the gig on their website, myspace site and to their friends. This is major source of potential audience for your event and you need their help to make it as successful as possible.

Remember to negotiate with everyone for everything you have to pay out for. Firstly because you are trying to raise funds and awareness of Love Music Hate Racism and secondly because it is enjoyable to haggle, satisfying to make a deal that you are happy with.

Do keep a track of your outgoings and an eye on your break-even figure. When your break-even figure is reached during the night, you can feel happy that any further money raised is going towards Love Music Hate Racism's campaigning.

Let bands know their soundcheck and stage times in advance



LET people know how your event goes. It may be worth sending out a follow-up press release to local media.

And let us know too: see the LMHR website for lots of ways to send us pictures and reports. Or send an email to eventsupport@lovemusichateracism.com

Don't forget to send us the details of any people who have signed up to LMHR and any funds you raised. It's money from smaller gigs helps us put on national events and free carnivals, and pay for posters and leaflets to take the fight to the BNP.

The best way to send us money is via our website's donate page. Alternatively you can mail it to PO Box 66759, London WC1A 9EQ. Make cheques payable to Love Music Hate Racism.

You may also want to contact your venue, bands, DJs and helpers to thank them.

Finally, thank you for your help – it is greatly appreciated. Love Music Hate Racism wouldn't be possible without people like you going out and organising events. Spreading our message in every area is crucial to defeating racism – so thank you for standing up and saying "Love Music Hate Racism".

the morning after

Let us know
how it goes!

getting started

booking a venue

performers

publicity

politics

details

afterwards