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## SMARTBOOK 2018

Edition 10



*A note from the Editor...*

Happy Fall!

The article this month is brought to you by yours truly.

Please keep in mind that we accept articles throughout the year and would love to hear from YOU. Enjoy!

Peace and Blessings,

Sister LaTrice Foye

*LaTrice holds a Bachelor of Science in Radio/Television Journalism from the University of Wisconsin-Milwaukee. With over 20 years as an on-air announcer with WGLB AM 1560/WGLB 96.1 FM Radio in Milwaukee, WI, LaTrice also services the industry in media consulting, artist management and promotions for her company Mocha Media Group, LLC.*

### Integrity in the Industry: Promoters

**LaTrice Foye**

There is often a gray area when it comes to ethical behavior. We often use a person's integrity as a barometer to determine whether or not someone's actions are ethical or not. Integrity is "the quality or state of being of sound moral principle; uprightness, honesty and sincerity". Having integrity is a trait that is crucial to one's physical and spiritual success.

As believers, we are compelled to live a life that is integral, walking in the path of Christ. Although the word integrity only appears in the KJV of the Bible approximately 16 times, it was weighed heavily. The Bible gives reference to God's promise to us if we walk in integrity, how integrity can be tested, how the Lord protects and defends us based upon our integrity and how men were judged by their level of integrity.

When we operate in integrity, we gain the trust of those we work with and for closely. Integrity means that you are trustworthy and that you can be relied upon. As trust develops, people feel safe in your presence and with that you are able to gain strength and momentum to further your position in all areas of life. In this article, I will specifically be concentrating on concert promoters and providing what I consider to be the two most important tips to maintaining integrity in the industry.

#### #1. Honor your commitment

I can vividly remember on more than one occasion, sitting at a concert where the artist refused to come out because the promoter had not made their final payment. The artist had a bus full of choir members and a band that had travelled with him. His manager instructed the band not to play a single note until funds were obtained. In this particular instance, the group was already at the venue and the band was on stage. In the end, they were able to work something out and the artist performed, but it looked bad...really bad.

The artist looks bad to the patrons because as a member of the audience, it seems as if the artist is only concerned about money. The audience is not concerned that the manager had to charter a bus, or that the band has to get paid, and that some choir members had to catch a plane from another location. Patrons don't care about those things, they want to make certain that they get what they came for.

The promoter looks bad because it seems as if they cannot handle their affairs well. In times like this, the promoter gets a black mark and is labeled as a bad person to do business with. If you begin promoting an event and are not able to hold up your end of the deal for whatever reason, you must be honest with yourself, your artist management team and your patrons AS SOON AS POSSIBLE. You cannot waste the time of the artist management team, your venue owner, and staff. This leads me to my next point.

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