

Musicians meet for marketing

Ashland Web designer wants to build an atmosphere for collaboration, networking

By **Steve Zimmerman**
Ashland Daily Tidings

Local Web site operator Dan Shaw has always enjoyed music and has spent much of his life around musicians.

But his real area of expertise is in Internet marketing. He is the webmaster of Ashlandindex.com, which is a comprehensive site dedicated to activities and business in Ashland.

Saturday, Shaw's two loves, music and the Internet, will come together in a unique event, The Marketing Ashland Music Conference. The conference is being held at the Headwaters Gallery, 84 Fourth St., from 10 a.m. to 8 p.m.

"There are so many fabulous musicians and artists in Ashland," Shaw said. "I have my Web-site business that has a number of musician clients, music stores and places to play. Part of the mission of Ashlandindex.com is developing the local economy."

Musicians just want to play music and are not interested in

or knowledgeable about marketing their music. That is where Shaw and his conference enter the picture.

"Some want to market their CDs, some want to play more gigs and some do not want to play gigs," he said. "So the idea is to get everybody into one room to share from each other's experiences, talk about what we want to achieve in marketing and create a brand name for Ashland music."

Shaw said the free event opens with introductions. Each participant will talk about his skills and what he brings to the table and what his needs are. Then, after a lunch break, more networking will take place. The one constant throughout the day will be music as each participant will be invited to share his music with the group.

"What I would like to create is a Web site for Ashland music," Shaw said. "The element I want to create is that people will be able to get online to hear samples from Ashland



Submitted photo

DAN SHAW PLAYS WITH A NEW musical instrument, the Harmonic Keyboard, which plays a mathematical scale.

musicians. And then they can download music clips, by using a credit card, from Ashland artists to compile their own CDs of clips from various Ashland artists."

Downloading has been in the news with the major record labels going to court to stop downloading music from sites like Kazaa. Shaw thinks the music industry has missed a golden opportunity to market its artists.

"The labels tend to be very

old school," he noted. "They are very much like the Hollywood studios in the sense that they are really betting on a blockbuster. They have to sell a million copies to get it to work. So there is definitely a niche for Internet marketing for people to be their own record labels doing their own production."

For more information on the conference, visit www.Ashlandindex.com or call Shaw at 951-3394.