

Foundational Document: Grrrlz Rock!

Grrrlz Rock began as a grouping of musical events to stimulate and encourage women's contributions to the local Eugene music scene. It has expanded each year in response to the community's desire for greater inclusion of women in the arts and support of women in general. Each year the festival continued to grow and define itself. Although remaining nimble and open to change, Grrrlz Rock will need to successfully identify, articulate and maintain essential core values and use them as guide-posts within its development so that it does not lose track of its founding philosophies, dedication to inclusion and commitment to equality.

Below is a beginning of this process. It shall act as a living document and should be utilized regularly for data reference and as a reminder of the mission and vision. As Grrrlz Rock continues to evolve, it's important to contribute to and re-evaluate elements of this foundational document, however, it should not be done so lightly or without deep consideration as to impacts.

Mission:

To engage and stimulate the community in the creation of a month-long festival consisting of events inviting everyone to celebrate, support, empower and expand the success of women as an underrepresented and often marginalized population.

Guiding Principles- Key elements utilized to foster the success of the Grrrlz Rock mission:

VIP Pass-

A VIP Pass is an all access (or in some cases reduced rate access) to all Grrrlz Rock events and an essential component within the festival. It encourages the cross-pollination of artists/sponsors/artists thus providing opportunities for collaboration, social-networking, professional development and support. All participants within the event receive a free VIP Pass. This includes performers, sponsors, media, volunteers, interns and community partners. If you contribute, you get a pass.

Diversity and Inclusion-

It is essential to include as many different forms of artistic expression as utterly possible. Grrrlz Rock is for everyone! The process of seeking out new and emergent groups, responding to the needs of the community and identifying opportunities to encourage the growth and success of diverse populations is paramount. Grrrlz Rock will not discriminate based on age, genre, experience, performance type, sexual orientation,

physical ability, popularity, race, class, or gender (There just needs to be at least one self-identified female within each performance group).

An important expression of this commitment to diversity is the showcase format of the Grrrlz Rock festival as a whole. Highlighting a variety of genres, ages, performance types and artistic expressions within each individual event both exposes and educates the performers and the audience. This works to bring about a strengthened appreciation and respect for our beautiful differences and similarities as a community, as well as stimulating appreciation for the arts in general.

Equality in Pay-

Everyone's time is valued the same. No one is "better" or "more deserving" than others. Therefore, each set is valued the same regardless of the performer within the set. An average set length falls between 30 minutes and one hour. Each set is paid the same. There are no headliners.

The booking decisions within Grrrlz Rock are based on a number of criterion including but not limited to: diversity in genre, age or performance type; dedication to self-promotion and promotion of Grrrlz Rock; draw; professionalism; venue appropriateness and fairness. Those who wish to be considered for participation should submit an application (Link??).

Transparency-

Upholding a strong code of ethics, dedication to information sharing and openness is essential. It upholds basic feminist values of inclusion and it also serves the purpose of educating the community and fostering the development of new upstarts and projects inspired by Grrrlz Rock. No information shall remain secret, rather "how to" and "why" will be shared freely. It is in the spirit of transparency that it is a policy to post/publicize all financial and other important Grrrlz Rock organizational and historical information via the website/blog, as well as through press releases and e-mail to each participant.

Education-

Stimulating conversations and explorations into the impact, norms, social constructions, limitations, benefits, complexities, and opportunities relating to the concept of gender must be a part of everything within Grrrlz Rock. Grrrlz Rock will educate the community through events, website and blog content on basic feminist history, oppression, current events, advancements, academic and scientific research and personal stories.

Be part of the solution, not the problem-

Negativity (i.e., complaining without offering solutions or sharing of talents and time) will not be tolerated. Grrrlz Rock reserves the right to demand positivity, collaboration, team-work, and the spirit of helpfulness and community development within everything we do. Individuals, sponsors, volunteers, performers and all partners are expected to join in this dedication to the greater good. Each and everyone who is involved within Grrrlz Rock becomes an automatic representative of the festival. Professionalism is expected at all times.

Important Milestones: (To do: adapt timeline drafted on notepad)

The Evolution of GRRRLZ ROCK

2006: Celebrating women's contribution to the LOCAL MUSIC scene

- Included music events only
- Called "A concert series"
- Look: Attack of the 50 foot woman (Women taking control of their own lives)
- Emerging theme: generalized feminism/women in rock bands
- Performers were paid a percentage of the door. This resulted in each event's pay to the performers to be different based on draw and popularity. A new policy was created of equality in pay regardless of bargaining power, experience, age or popularity.
- Eugene Weekly, Register Guard, KRVM, public access television interviews and stories
- MySpace
- Team: Cindy (coordination), Mellissa Bearns (sponsorship), Brian Hahn (Graphic design).
- 5 events including 5 venues, 17 acts, 20 sponsors and 68 individual performers
- VIP Pass value: \$25

2007: Celebrating the contribution of women in the LOCAL ARTS

- Included music, fashion, discussion group for girls called "Grrrl Talk", dance, derby, feminist education, comedy
- Called "A month-long concert series"
- Look: 50's woman breaking out of the kitchen/TV
- Emerging theme: generalized feminism/women in the arts
- Each performance set (approx. 30-60 min) paid the same: \$50
- Team: Cindy (Everything), Kelli Mathews (PR and Intern coordination), Amy Miller (Graphic design/website), Brian Hahn (Graphic design assistant)

- Website, blog, MySpace, flicker, Google alerts
- Eugene Weekly, Register Guard, LCC Torch/KRVM, KWVA, KNRQ, Mastan Music pod cast, KEZI TV interviews and stories
- Attempt to partnership/benefit for Ophelia's Place
- 11 events, 9 venues, 46 acts, 20 sponsors and over 150 individual performers
- Daisy Rock Guitar Give-away (Raised ~ \$1,000 for WOW Hall's educational programming)
- There was a distinction between "promotional events" such as Saturday Market and CD World and "Official events". Promotional events also included live radio interviews and performances. This promotional event total was approx. 15
- Implemented event evaluation from performers (data not yet extrapolated)
- VIP Pass value: \$78

2008: Celebrating the contribution of women in the ARTS

- Included music, dance, hair, dj, panel discussion for professionals, derby, feminist education, comedy, jam sessions and film
- "A month-long Concert series"
- Look: 80's punk rock
- Emerging theme: Riot Grrrlz/zines/generalized feminism
- Each performance set (approx. 30-60 min) paid the same: \$75
- Website, blog, MySpace, facebook, YouTube, four-page EW guide, Google alerts
- Eugene Weekly (one features plus "Grrrlz Rock pick of the week"), Register Guard (Ticket), Oregon Daily Emerald, LCC Torch, KRVM, KWVA, Mastan Music pod cast, KLCC, Siren Nation, interviews and stories
- Booking committee: (Bekka Johnson, Cindy Ingram, Linda Deivendorf)
- Team: Cindy (Everything), Kelli Mathews (PR and Intern coordination), Holly Miller (Graphic design), Brian Hahn (Graphic design assistant), AHPR (guide, pr), Kate Davidson (sponsorship)
- 21 events including promotional events, 13 venues, 21 sponsors, 48 performance groups, 280 individuals
- Daisy Rock Bass Give-away (Raised ~ \$1,000 for ECRG Jr. Gems)
- Lost all website and blog content during switching of hosts/servers
- VIP Pass value: \$88

2009: Celebrating the contribution of women

- Included visual art, opening reception, music, dance, workshops, panel discussions, open house events, dj, political debate, feminist education, theatre, comedy, potluck karaoke and film
- Inclusion of Trans Awareness Week and Lesbian specific event
- Look: Prehistoric cave woman: Raquel Welch, 10 million years B.C.
- Now called “A month-long FESTIVAL”
- Emerging theme: Potluck, everyone’s invited to contribute
- Each performance set (approx. 30-60 min) paid the same: \$75
- Creation of “steering committee” including sub group of sponsorship committee (Sponsorship contract with Matrisha Armatige)
- Team: Cindy (Everything), Joyen Pendowski (PR), Holly Miller (Graphic design), Brian Hahn (Graphic design assistant), AHPR (guide, pr), Matrisha Armatige (sponsorship, bookkeeping and steering committee), Kelli Johnson (steering committee), April Keene (steering committee), Rhonda Kalista (steering committee), Shirley (website), Mikayle Krummel (pr and proclamations)
- 28 events, 21 venues, 33 sponsors/funders, aprox. 60 performance groups and aprox. 400 individuals
- In addition to the previous year’s business sponsorships, this year we also received grant funding from The Lane Arts Council, Human Rights Commission and the Oregon Country Fair Board of Directors.
- Official Proclamations read and adopted by the Mayor of Eugene as well as the Lane Board of County Commissioners proclaiming November to be “Grrrlz Rock month.”
- Website, blog, MySpace, Facebook, YouTube, four-page Eugene Weekly guide, Twitter
- Eugene Weekly (one feature), Register Guard (Ticket, Dash, City Region and Pulse), Oregon Daily Emerald, LCC Torch, KRVM, KWVA, KLCC, Siren Nation interviews and stories
- Partnership/benefit for SASS
- Worked to recover, recreate and archive historical information for the website/blog
- VIP Pass value: \$107