



NATIONAL INDEPENDENT TALENT ORGANIZATION

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NITO NEWSLETTER – July 26, 2022

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NITO's First In-Person Meeting Was A Big Success

Thirty-five NITO members from 17 companies came together for our first in-person meeting at the NIVA conference in Cleveland. It was inspiring to be in a room filled with survivors dedicated to the future of independent live music to discuss important issues and begin to chart a new course for NITO.

The meeting began with our president, Frank Riley, offering a State of the Organization. NITO currently has 191 Agency and Management Company members, 557 Artists, and 282 Associates for a total of 1030 members. Treasurer Tom Chauncey shared an overview of our solid finances thanks to your dues and our new sponsorship from Lyte (more details below). Our largest initial expense was lobbying, but we are now considering hiring some paid staff to move NITO forward.

Secretary Wayne Forte offered an overview of a Weather Cancellation Insurance policy with special rates for NITO members. You can find more details [here](#), and

our insurance consultant, Peter Tempkins, has arranged for a special email for inquiries at nito@hubinternational.com. Please check this out for your clients.

Board member Scott Sokol offered an update on NITO's ongoing effort to request unified Terms & Conditions contracting language for members, starting with Live Nation and AEG.

Board member Bruce Houghton shared Communication Committee plans to improve communications, including more frequent newsletters, a private Facebook group to share ideas, information, and packaging opportunities, as well as increased media outreach.

Attending NITO's first in-person meeting were representatives from NITO members Crossover Touring, Deep South Entertainment, Entourage Talent Associates, Ground Control Touring, High Road Touring, The Kurland Agency, Madison House, Magnus Talent, Metamorphic Concerts, Mongrel Music, outer/most, Partisan Arts, Pinnacle, Raji World, Skyline Artists, SRO, and TKO.

Ticketing Fees, NITO Elections, IEBA Meetup & More

Much of the open discussion centered on primary ticketing and fees. The group coalesced around several initiatives: 1) supporting state and federal efforts to make ticketing more transparent, 2) asking NITO members to use a common language to demand full fee transparency and a list of ALL ticketing fees and service charges with every offer, and 3) spearheading initial research on the impact of ticket fees on ticket prices in small, medium and large venues. A special Ticketing Task Force is forming now to move these initiatives forward. Contact Board members Stormy Shepherd at stormy@leavehomebooking.com or Scott Sokol at scott@pinnacleentertainmentinc.com to get involved.

Other topics discussed included recruiting more managers to join, NITO's upcoming first official open member Board of Director elections (details soon), which will also help balance our leadership by adding more managers, a confirmed NITO meetup during [IEBA](#) in Nashville October 9-11 as well as other industry gatherings, member health insurance, and a request from promoters to share a Private Master Pricing list.

Our First Sponsor: Lyte

[Lyte](#) has come aboard as NITO's first sponsor. Their \$100,000 1-year with multiple-year options commitment will help NITO have the financial stability to serve its members better and move our common initiatives forward.

Lyte Chief Commercial Officer Lawrence Peryer and his team joined us in Cleveland to share how Lyte's services can work alongside other ticketing platforms to offer artists and promoters unique demand data, power pre-sales, on-sales, and more reasonable fan re-sales, capturing secondary market revenue while protecting fans from price gouging and retaining control of artist data. After the meeting, Lawrence sent us this note:

Thank you so much for making time for us at the NITO gathering. I look forward to speaking directly with anyone in the room (and other members) who would like to have a follow-up discussion about working with us. Please feel free to share my contact info or connect us directly.

In the meantime, here are three links:

- [The most recent issue of our monthly newsletter](#). It goes out via email. Anyone who would like to be added can let me know directly
- [The beatseeker podcast interview with me where I talk about some views on ticketing](#)
- [An "About Lyte" video featuring Ant](#) from a while back

I am looking forward to drafting our announcement and running some experiments with your members.

Lawrence Peryer

lawrence@lyte.com 917.674.7396

Now Is An Important Time To Get Involved

NITO's **Ticketing and Communications Committees** are looking for new members. Reach out to bruce@skylineonline.com to be connected with the right committee.

Watch for information on our upcoming **Board Elections**, and we hope to see you on upcoming Zooms and our next in-person meeting during [IEBA](#) in Nashville on October 9-11.

Thank you to [Bill Young Productions](#) and Paul Glace at [Phantasy Tour](#) who have been helping us immensely.

MEMBERSHIP INFORMATION AND QUESTIONS - membership@nitolive.org

Mentoring Committee - mentoring@nitolive.org

Volunteering and Donations - volunteers@nitolive.org

Fundraising Committee - fundraising@nitolive.org

General Questions and to contact the Board of Directors - info@nitolive.org

Dues Payment Questions - accounting@nitolive.org

Touring / Live Streaming Committee - touringlivestreaming@nitolive.org

Newsletter Submissions - news@nitolive.org

SVOG Questions / Assistance - svog@nitolive.org



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