

2009/2010 POC CHECKLIST & GUIDELINES

THIS IS SUPPOSED TO BE FUN, OTHERWISE YOU'RE NOT DOING IT RIGHT!

NEW POC DUTY: POCs are to collect the email sign ups after each show, bring them home and email Chris (cjcafiero@comcast.net) a list with ALL of the email addresses in the body of the message. DO NOT MAIL THE LIST!

Below is an example of how Chris would prefer to get the email addresses. This way, all he has to do is cut from the body of the email and paste into the "TO:" of the introduction email that he will be sending. Make sure the addresses are separated by a comma and a space.

gardner@comcast.net, hattie@hotmail.com, treeter@cableone.net, jaber@zeromtn.com,
bass@cox.net, fleetwood@yahoo.com, stone@yahoo.com, conway@aol.com,
danl@yahoo.com

Chris will then send the INTRO email to them in mass. This will save him many hours of time. Please email them to Chris as quickly as possible after the show.

PRIOR TO THE SHOW

___1. **PLEASE SIGN UP AT POCENTRAL.COM BY COMPLETING THE INFORMATION REQUESTED.** If already listed, check and make sure your info is correct on the POC site. Review the FAQ-POC Do's and Don'ts page at poccentral.com and the Current Campaign Notices via the available links or at www.littlefeat.net. THE FAQ HAS MORE DETAILS THAN THIS CHECKLIST THAT YOU NEED TO CONSIDER. Send the POC Coordinator your phone number(s) and other contact information so he can get it to the tour manager.

___2. Supply the POC Coordinator and Feat's webmaster with a link to the venue's website for posting on the POC list and elsewhere. Visit the venue if you can to familiarize yourself with the layout and look for places to hang banners and place the merchandise table. Check other odd details about the place and pass them on to Scott, your RC and the fans. Make sure that the concert is listed correctly on the venue's website. If not, contact the POC Coordinator.

___3. Determine if you are going to place Little Feat posters around town for promotion. Contact the POC Coordinator or your RC about getting posters. Find out if the venue would like some to put up.

___4. **Post to the LittleFeat.net Bulletin Board, the Hoy Hoy Digest and any other sites you choose**, news about the venue, nearby hotels, transportation and parking issues, meet 'n greet details, and all related info to make this an organized and enjoyable event for all involved. Post show info on local internet bulletin boards and similar places. **DO NOT PUBLICIZE DETAILS OF BAND'S LODGINGS** – that information is only to help you assist the tour manager.

___5. If you have a list of Feat Fans attending the show, send it along with any other details to your RC.

___6. **Arrange a time and place for everyone to meet before the show. Post these arrangements to the Digest and Bulletin Board. Run off some email signup sheets or entry forms to add to the road boxes of merchandise and grassroots supplies.** The printable file for email signup sheets should be attached to this email.

SHOW RECORDING & PHOTO POLICIES:

See Little Feat's official Taping Policy. The band encourages audience taping, as long as the venue allows it. The band encourages recording and trading of their live shows, as long as it is not for profit. Tell your taper friends! All taping is limited to audio only – no video or flash photography is ever allowed.

SHOW DAY

___7. Check in with the tour manager by 11:00 AM (His telephone number will be emailed to you with the itinerary for this show date). He will tell you the specific help he needs and usually goes over this with you ahead of time. Set up an area for email signup collection, entry form completion, etc. Hang the Little feat banner in an appropriate location. The merchandise table is often a prime spot. The tour manager will decide where. Grassroots supplies (business cards, clipboards, blank forms, fliers, etc.) are kept in a box with various supplies. Remember – merchandising is a VERY important part of the band's tour success. Scott will give you the lowdown on that. **Make sure you get cash from Scott to get started and make sure you have lots of small bills (\$5).**

___8. At this time, **CASH** is the **ONLY** form of payment accepted for Little Feat merchandise. Before the venue doors open, please find out the location of the nearest ATM machine. Be sure to inform everyone who will be selling merchandise of the ATM's proximity. Request that the seller encourage customers who inquire about using credit cards to visit the ATM for cash.

___10. **Encourage Feat Fans to collect Email addresses** or entry forms and hand out fliers when the doors open, if possible. Email collection is important. Remind your people you will collect Email signup sheets after the show. Be sure all helpers know their duties and where to be. Have all Feat Fans help in some way. Lead by example. Completed email signup sheets should be emailed to Chris Cafiero with the email addresses listed in the body of the email. Exact instructions are at the top of the page. **Remind people that they can sign up at Little Feat's website online, too.**

___11. Get (or designate someone to get) a copy of the show's set list, with changes/teases noted, if possible, for posting on the Hoy Hoy digest and for the archives. It also makes a great souvenir!

___12. Hand out fliers and other materials as people leave after the show. Check with the tour manager about post show help. Report to the Hoy Hoy Digest, Message Boards, your RC and the POC Coordinator about the show.

___13. If you are not able to restock the grassroots supplies yourself, let the RC and the next show's POC know ASAP. **If we are getting low on CDs, DVDs or any other inventory for sale, please let the RC or Scott know ASAP. Make sure there are enough Grassroots Business Cards in stock for the next few shows, if not let the RC or POC coordinator know ASAP.**

___14. Chris will use the completed email signup sheets to send "Thank You For Attending the Show" follow up emails to all who signed up.

Lastly, and most importantly, remember to have FUN!!!!

<http://www.littlefeat.net/> (Little Feat home page)

<http://www.poccentral.com/> (Grassroots home page and sign up info)

<http://www.littlefeat.net/forum/> (Little Feat message board)

<http://lists.dmci.com/listinfo.cgi/hoyhoy-dmci.com> (Hoy Hoy Digest sign up info)