

Pandemic Disruptions: Emerging Themes and Stories Among Music Ecosystems

Gigi Johnson Maremel Institute

Storm Gloor University of Colorado Denver

This paper was presented at the <u>2022 International Summit</u> of the Music & Entertainment Industry Educators Association May 16-17, 2022

https://doi.org/10.25101/22.2

View the Summit presentation at: https://youtu.be/Y8s480uwwC8

Abstract

COVID-19 disrupted our lives, in-person events, creative networks, and the ability to fully thrive in music communities around the world. Researchers had already identified that local music ecosystems were under stress due to structural and economic challenges. This study analyzes beliefs and local transformations after the first year of the current pandemic based on the stories from 128 subjects-music community participants, change agents, and local leaders around the world—who participated in twenty-six focus group panel sessions during a three-day virtual conference in April 2021 and nine separate and specific geographic focus group sessions, recorded March through September 2021. Through these recorded conversations, we gathered insights into their differing challenges, transformations, and emerging music organizations. These documented discussions generated real-time rich qualitative research about changes around the world. Through qualitative analysis of the resulting data, we identified themes, differing regional models, and areas for future research. We also created a video archive to support comparative research for anyone looking to gain insights into our transforming current music environments.

Keywords: music cities, music geography, COVID-19, resilience, creative and cultural industries, live music, venues, cultural policy, narrative analysis, comparative policy analysis, music ecosystem

This paper is published in the *Journal of the Music and Entertainment Industry Educators Association* Vol. 22, No. 1 (2022). https://doi.org/10.25101/22.2.

This project was funded by a MEIEA research grant.



Gigi Johnson teaches, advises, and produces multimedia events on creativity and technology through the Maremel Institute and at New York University in Los Angeles where she teaches on music in Los Angeles. In 2020 and 2021 with Storm Gloor, she co-founded the Amplify Music conferences, podcast, YouTube channel, and research with forty-five organizations. Dr. Johnson taught for twenty-two years at University of California Los Angeles, where she ran the Center for Music Innovation, built four industry-connecting programs at UCLA Anderson, and taught undergraduates, MBAs, and executives about disruption in the creative industries. Before UCLA, she financed corporate media, film, TV, radio, cellular, theatrical, and new media mergers and acquisitions at Bank of America for ten years. Johnson holds a doctorate in educational leadership for

change from Fielding Graduate University, an MBA from UCLA Anderson, and a BA in film/TV production from the University of Southern California.



Storm Gloor is an associate professor in the Music and Entertainment Industry Studies department of the College of Arts and Media at the University of Colorado Denver where he serves as the program director of the Music Business area. He was the recipient of the university's 2018 Excellence In Teaching award and the college's 2020 Excellence in Service award. Mr. Gloor's teaching experience includes courses such as Music Marketing, Music Cities, Music in the Digital Age, Introduction to the Music Business, and Artist Management. He is the faculty sponsor for all internships within the College of Arts and Media. Gloor earned his MBA at West Texas A&M University and is a past president of MEIEA.



PROCEEDINGS OF THE 2022 INTERNATIONAL SUMMIT

MUSIC & ENTERTAINMENT INDUSTRY EDUCATORS ASSOCIATION

- MAY 16 & 17, 2022 -

Music & Entertainment Industry Educators Association 1900 Belmont Boulevard Nashville, TN 37212 U.S.A.

www.meiea.org

© Copyright 2022 Music & Entertainment Industry Educators Association All rights reserved