

questions

Who initiates the series/content? What do they care about?

Where and when does the delivery take place?

Who are the readers? What might motivate them to attend these events?

1. information from sheet:

2 day jazz festival on friday-saturday, two bands/artists each
late night, goes until 12, most likely suited toward older audience
(not children)

pittsburgh international jazz festival

friday 9/2-

9:00-12:am

2. website research:

colors: yellow and red, might use for poster

18 total artists/bands

special artists require tickets

lots of pan african colors (red, green, black, yellow)

train brings in attendees from newark, nyc, and philly: big big event!

main audience seems to be Africans + African Americans

“Our mission is to preserve the legacy of jazz and amplify the creativity of artists sharing their stories through music.”

kids play zone is provided

safety and accessibility are priorities

festival photos from past years are included

seems to also value education and community involvement

3. research about the August Wilson African American Cultural Center

“championing black cultural experiences”