



## Glendale's Music Man: Storm Gloor

There is no more rapidly evolving industry than the music business today. All the old tried and true methods of reaching a paying audience are quickly disappearing. On the cutting edge of what's happening in the music world is Glendale's Storm Gloor.

Gloor is an Associate Professor in the Department of Music and Entertainment Industry Studies at CU Denver. He is in high demand with various organizations for his presentations about the changing music business and online publications seek him out for his thoughts on the music business. He teaches a class on the future of the music industry. Gloor notes, "There's an extraordinary transformation in the way musicians do business and how technology affects the consumer base."

His research into musicians' careers reveals how quickly consumer interest changes in today's world. Gloor believes the same consumer trends hold true in other businesses as well. "Anybody putting out a product has to know that consumers' tastes and interests rapidly change." Gloor adds, "Social media is a big factor in the music business and business in general. And marketers have to be keenly aware of when and how they market."

Gloor points out the content is also important. "It has to be engaging," he explains,

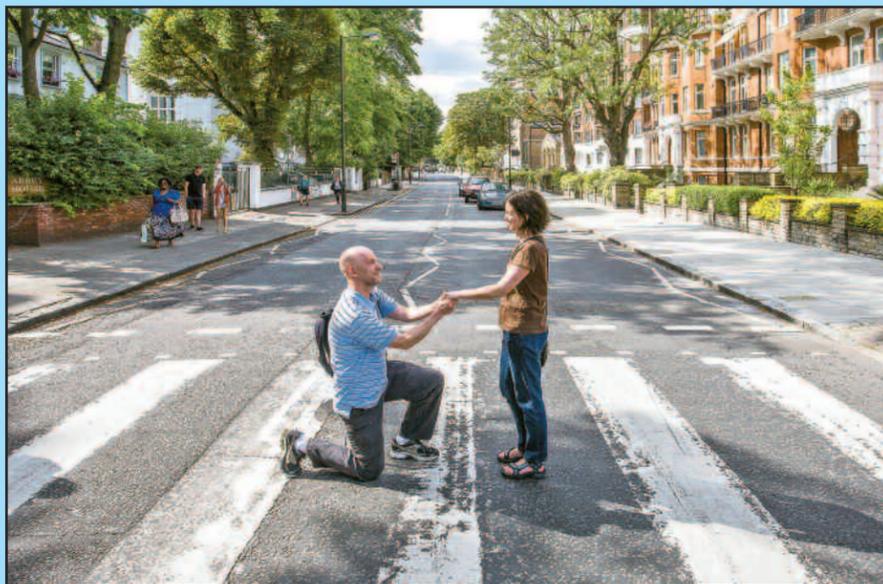
"Using tools like blogs and YouTube is imperative."

Gloor says in the old music industry model, artists put out a record and then people went to the store and bought it. "There was no interaction at all between the artists and the consumer. But now, that process is reversed."

He explains, "You have to build a relationship with the consumer. First, get them to follow you and/or agree to hear from you periodically, encourage them to sample your music and learn more about you, and interact with them on social media like Twitter and Facebook. At some point let them know about your new album or upcoming show, or other ways they can support you. What is so different today in music is that there are many ways to build that relationship with the consumer and THEN sell them something."

Of course for many musicians, the big question is how to monetize the interest you've built up. Gloor acknowledges that can be very difficult for new artists. "Nowadays, they have to look at all types of revenue possibilities besides the actual recording. Things like licensing their music for use in films or television, seeking sponsorships, selling more merchandise, and various non-traditional revenue streams. They have to get really creative."

Gloor points out another lesson from the music industry. "Businesses cannot ignore how quickly consumers' tastes and



interests move on. If you're starting a business today you have to already be thinking about the next step."

Gloor has lived in Glendale for the past eight years. "I love Glendale. For one thing, it's located right by the Cherry Creek Trail. I'm a runner and I use the trail all the time. I bike to work and everywhere else I can." Gloor is a member of Glendale's Planning Commission and he's also Chair of the Board of Directors of the Glendale Sports Center. "There's an overall feeling of wellness in the area that I really relate to," Gloor says. "And there's a lot of diversity with so many really neat people." Gloor

says he has around 13,000 CDs in his Glendale home and thousands of vinyl records and autographed memorabilia. "I am a music geek and geeks like me can appreciate music in so many ways."

When asked to name one of his favorite bands, "The Beatles, of course," he exclaims. In fact, he proposed to his wife — where else — on Abbey Road (see photo).

Gloor is a member of the Greater Glendale Chamber of Commerce and works with the Chamber to develop presentations for other members on how his research into the music industry can benefit their businesses.



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