

TOOLKIT - WATCHTOWER COMMUNICATION

For Live DMA members

Objective: connect live music professionals of venues threatened by noise complaints, so they can talk to each other about the solutions found, and start a movement of solidarity in their fight for recognition, support and legitimacy. The idea here is to collect information from venues or festivals who are dealing with this issue, and give them an access to the database of other venues/festivals.

SHARE THE COMPLAINT CASES TO YOUR MEMBERS

1. Share the Live DMA public webpage
<https://www.live-dma.eu/watchtower-noise-diplomacy/>
2. Click on the button “Access the private Watchtower database”
3. You will arrive on a page asking for a password, enter “noiseismusic!!”
4. Then you arrive on the private page! You can scroll and click on “share your experience”: then follow the guide!

ACCESS THE SHEET WITH ALL THE COMPLAINT SITUATIONS AND CONTACTS

1. On the same private page, click on the image “connect with peers”: you have access to the database with all the cases and contacts of the venues/festivals who shared their experience.

UPDATE OF YOUR MEMBER’S SITUATION (reminder every trimester by an email notification)

1. If your members shared their complaint situations, they will receive a notification by email every trimester, to ask if they have news, how their case is evolving...
2. They can just fill in again the form and we will update it in the google sheet. They will be able to access the form directly through the email, but they can also navigate on the private webpage as explicated above.

ENCOURAGE YOUR MEMBERS TO SHARE THEIR EXPERIENCE AND BENEFIT FROM OTHER’S

1. **Access the visuals of the Watchtower HERE**
2. Website (articles/banner/button)
 - a. To remind your members that the Watchtower exists, we advise you to add the visuals created by the graphic designer on your website: you can create an article to explain / translate in your language what is the watchtower
 - b. You can add a banner on your homepage redirecting to your translated article or directly to the Live DMA watchtower webpage
 - c. You can add a button with the “logo” on every page of your website you think it is relevant

3. Newsletter (banner/button)

- a. You can share the article in your newsletter regularly
- b. You can send a dedicated newsletter talking about noise complaints with the Watchtower link
- c. You can add a banner to every newsletter you send to your members

4. Mail signature

- a. Don't hesitate to add the image to your signature email so your members can access it easily when exchanging emails