

**Archived:** Monday, September 28, 2020 3:27:42 PM

**From:** [Nathan Daum](#)

**Sent:** Thursday, September 24, 2020 10:11:52 PM

**To:** [John Norris](#); [Heidi Costello](#)

**Subject:** FW: [EXTERNAL] Shoreline After Hours- Marketing Culture: Strategies For Cutting Through by Black Fret, Tuesday, September 29, 2020

**Response requested:** No

**Sensitivity:** Normal

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John, the first of our series of webinars we're putting on in partnership with the Shoreline Chamber with our Port of Seattle Economic Development Partnership Program Grant this year. Sharing with you for weekly update to Council and Monday night slides.

Heidi, can we add this to the calendar on the website?

Thanks!

Nate

**Nathan Daum**

**desk:** (206) 801-2218 | **mobile:** (206) 391-8473

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**From:** Shoreline Chamber of Commerce <[ShorelineChamberOfCommerce@wildapricot.org](mailto:ShorelineChamberOfCommerce@wildapricot.org)>

**Sent:** Thursday, September 24, 2020 7:30 PM

**To:** Nathan Daum <[ndaum@shorelinewa.gov](mailto:ndaum@shorelinewa.gov)>

**Subject:** [EXTERNAL] Shoreline After Hours- Marketing Culture: Strategies For Cutting Through by Black Fret, Tuesday, September 29, 2020

**CAUTION:** This email originated from outside of the City of Shoreline. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Dear Nathan Daum,

Please join us for our free Shoreline After Hours- Marketing Culture: Strategies For Cutting Through by Black Fret happening next week on Tuesday, September 29, 2020!

Here are the details:

## Shoreline After Hours Marketing Culture: Strategies For Cutting Through by BLACK FRET

**SHORELINE AFTER HOURS**  
**MARKETING CULTURE**  
**STRATEGIES FOR CUTTING THROUGH**  
TUESDAY SEPT 29 7:30 PM ONLINE

**FEATURING PUBLICIST**  
**Laurie Kearney**  
**RIOT ACT MEDIA**

Shoreline Chamber of Commerce  
SHORELINE  
Port of Seattle  
BLACK FRET

Featuring Publicist Laurie Kearney, Riot Act Media

A discussion about marketing strategies for music, culture and business.

**Date And Time**

Tuesday, September 29, 2020  
7:30 PM – 9:00 PM PDT

Register on eventbrite [HERE](#)

**About this Event**

Join publicist and gallery owner Laurie Kearney in discussion with Black Fret executive director Ben London as they discuss marketing strategies for music, culture and business.

Laurie Kearney is a publicist at [Riot Act Media](#). Riot Act Media is a PR firm of “fan-first” publicists with offices in Athens, Portland, New York, San Francisco, and Seattle. Laurie has a BFA in Museum Studies and founded Capitol Hill’s [Ghost Gallery](#) in 2006, promoting new & emerging visual artists and designers. She does a lot of collaborative work, forging new connections between the visual art & music communities. This includes curating the first ever Visual Arts Program for the Capitol Hill Block Party in 2012-13, co-coordinating the [Capitol Hill Art Walk](#) each month, and hosting numerous events in the Ghost Gallery space.

Ben London is a Seattle based music professional/recording artist who currently serves as Executive Director for [Black Fret Seattle](#). Prior, London held senior positions with Experience Music Project (MoPop), The GRAMMYS, Hewlett Packard and Northwest Polite Society. London was the inaugural chair of the Seattle Music Commission and has served on boards including KEXP and the Vera Project. London’s music has been featured in a wide variety of movies and television programs.

Special Thanks to Sponsors: City of Shoreline, Port of Seattle, Shoreline Chamber of Commerce and Black Fret.

We hope to see you there!

Best regards,

[Shoreline Chamber of Commerce](#)

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