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IFESTYLES

THE MAN BEHIND THE SCEN

A&M student books gigs for country music bands

By Brandi Ballard Staff writer

The band plays. The crowd goes wild. And Matt Peveto arranges yet another gig for the up-and-coming band, The Cory Morrow Band.

Peveto, a senior journalism major, is a booking agent and promoter for local bands.

His major client is The Cory Morrow Band. He started working for Morrow five months ago.

"I was a big fan of Cory's a year ago," Peveto said. "I would go listen to them play every Wednesday night at The Tap.'

Seven months ago, Peveto approached Morrow about helping the band find places to play. He began working for the Cory Morrow Band in May.

Peveto said his job as a booking agent has mostly been trial and er-



AMY DUNLAP/THE BATT

Matt Peveto, a senior journalism major, is a booking agent for bands

ror. He has only taken one management class, but does what he knows how to do. When he comes to a problem he finds a solution. Peveto said he believes in the

band and jumps in head first. "It's definitely not what you know, but who you know and how

well you know them," Peveto said. His company, Matt Peveto Entertainment, often entails a forty hour working week, including six to seven hours a day on the phone. Peveto also spends his spare time marketing bands.

"I have to sell them to the crowd," he said. "Promotion is the key to having a good band. Without fans you don't have bands.'

But Peveto said marketing a band is not all fun and games. There are risks involved — losing money and making mistakes.

'My first print mail-out had four misspelled words." Peveto said. He said he firmly believes in

"bouncing back" after a disap-

"It's not how hard you fall; it's how fast you get up," he said. The bands he promotes fall into

the Texas music category. "Some people are calling it

Americana," Peveto said. Such bands follow in the footsteps of Willie Nelson, Waylon Jen-

nings and Jerry Jeff Walker. The next two months holds a lot in store for Matt Peveto Entertainment. He has 38 dates lined up for

The Cory Morrow Band. Sept. 10 the band will open for Jack Ingram hosted by the Delta Chi's The Cory Morrow Band will take

the stage again Sept. 27 with The Front Porch Boys at Sons of Hermann Hall. On Oct. 3, The Cory Morrow

Band will be at Shadow Canyon with Mark Sheagberg and Dickson Productions.

Peveto is traveling to Nashville with the band in March.

Saturday • September 6

"Cory is looking for a record la bel," Peveto said. "I am going to se what the market is like. I want to ge a slice of life.'

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He said networking and publ relations is an essential part of sell

ing a band. 'Nashville is a big make it break it town," Peveto said. "Me good bands get their biggest brea there," he said.

"It's definitely not what you know, but who you know and how well you know them."

> MATT PEVETO BOOKING AGENT AND

SENIOR JOURNALISM MAJOR

Peveto's dream is to have Texa music played one night a week at It's locally own a venue in Bryan-College Station Jppman Music He wants to create an atmosphere reproblems w where students can listen to good furbish and remusic and not have to pay a price of for sale. Lip cover charge.

Peveto said he has all he can handle, between school and his geein musica

bands, he has little free time. The Cory Morrow Band received masong," Lipp a sponsorship from the Lonestarues and scales,

Despite Peveto's hard work and lecording mus dedication, he has yet to realize maze recorder or jor financial rewards. But he does inding studio not seem to mind.

Band and has two albums out.

"I'm not in it for the money," he these "rough said. "I'm in it for the business. And, of course, to have fun."

After graduation, he said moneyckson and supporting a family will bene on his priority list.

For now, Peveto is content wi being a student and booking EW YORK (A agent. He loves what he does at gets to listen to good music in the ... Just don't

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