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# THE MAN BEHIND THE SCENE

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-

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 disappointment.

"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 Jennings 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.

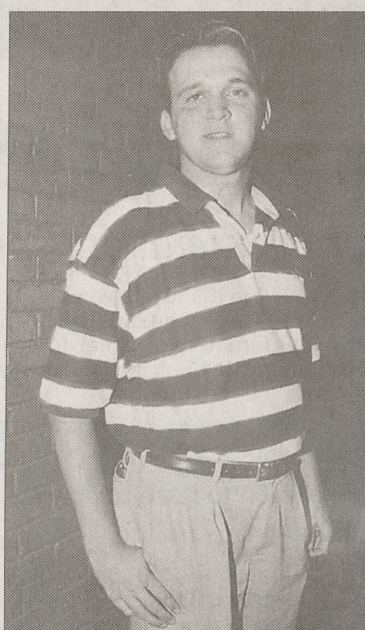
"Cory is looking for a record label," Peveto said. "I am going to see what the market is like. I want to get a slice of life."

He said networking and public relations is an essential part of selling a band.

"Nashville is a big make it or break it town," Peveto said. "Most good bands get their biggest break 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



AMY DUNLAP/THE BATTALION  
 Matt Peveto, a senior journalism major, is a booking agent for bands.

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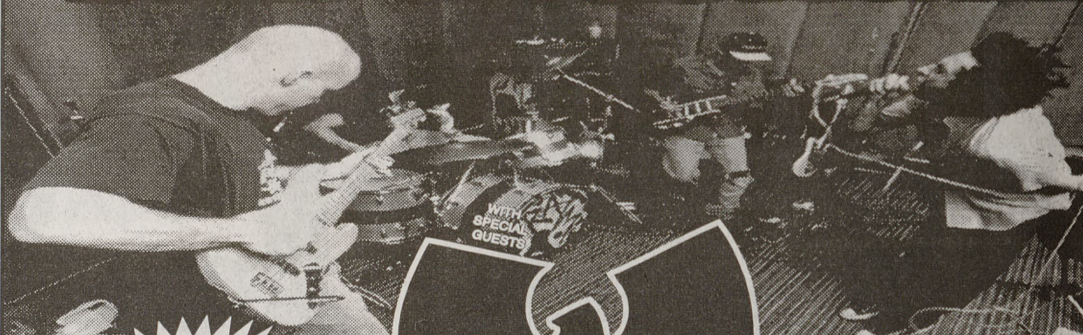


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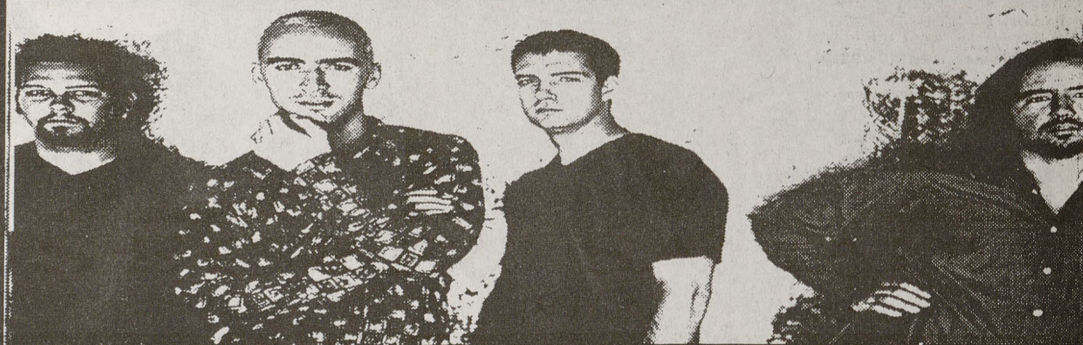


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