**INFORMATIVE SPEECH**

**FOR**

**ABEL HERRERA**

**(Outline below.... after speech)**

Almost fifty years ago, on a farm in upstate New York, a crowd assembled.....well... to be honest, it was more like an overwhelming stampede. Hundreds of thousands of hippies, music lovers, and the curious gathered on Max Yazgar’s farm in Bethel, and **NOTHING** was ever the same again. Woodstock gave birth to “The Summer of Love,” the power of the crowd focused experience, and, most importantly, the music festival. .... and we have spent the past fifty years trying to figure out how to survive and fully embrace the experience.... as a member of the latest in a long line to get into the “swing,” I’ve done my research. Let’s talk about maximizing the experience.

The world... not only the music world, had **never** seen anything like what happened on those hot history making summer days but as we know now.... there was **NO** turning back. The myth became a moment and the moment gave birth to an full fledged, year round, international industry. You would think that fifty years of experience would bring with it some wisdom, however, the age old question still haunts us.... How do we survive a music festival???

You know, there’s probably an expression, “Go for the music, stay for the “Def Con 4 survival training.” (**Wait for the laugh**). The first few times I went to a music festival, I figured it was all about the music... **HA**! That was mistake number **ONE**!!! With tens of thousands of people sharing energy, body heat, not enough Port-a-Potties, and mouths full of dust and mud, I realized that, like the Boy Scout I **NEVER WAS**, it’s important to **BE PREPARED**. Wise people say mistakes are our greatest teacher (**If possible, turn to your professor and say**) ... Sorry \_\_\_\_\_\_\_\_\_\_\_\_\_, I learn a lot from you too!!! (**And wait for the laugh**) Some of the mistakes I made were simple logistic missteps that can easily be corrected... like wearing jeans to Coachella, which is bad enough... try sweating through the same hot pair of pants for \_\_\_\_\_\_\_ days without showering... at all.... on the last day, those jeans were able to stand up by themselves... I almost had to get them their own ticket!!! (**Wait for the laugh**). I did not bring a pair of shorts and it was insanely hot. Also it was awkward cause I was the only person in the whole festival wearing jeans. **OOOOPS**... I kind of skipped the part where we realize it’s in the **DESERT**!! (**Wait for the laugh**) so the first rule of survival I learned was: **PAY ATTENTION AND PLAN**. Even though at a festival no one judges what the crowd is wearing and you can dress as crazy as you want.... it's ok... everyone is friendly at these events, especially EDM festivals like EDC, Looking back, I have to admit, common sense would have been my best “stylist.” Another thing that happened that can also be filed in the “pay attention” folder, is that feeling when.... you know... it’s going great... the energy of the crowd is totally in sync.... the music is fantastic.... you’re so happy to be able to share the experience with your friends.......and then... you look around and **POUF**!!! They’re gone... **WTF**???? I’ll never forget losing my best friend at the Beyond Wonderland music festival.... somehow... **DON’T ASK ME HOW**... we found each other miraculously later on and it was like we hadn’t seen each other in years... that feeling when we reunited was great... guess what I learned from **THAT ONE**??? Revert to step one... Have a plan. Select a meeting point.. Get familiar with your surroundings. Wear or carry something that stands out that you and your friend can see easily... a neon bandanna? Bright duct tape on your bicep??? Think of something to stand out ... in a crowd. It's a great idea to set up a meetup location just in case you get lost.... you’ll figure it out... and look on the bright side.... Coachella has an average capacity of 99,000 to 125,000. Woodstock had **FOUR HUNDRED THOUSAND** in attendance.... Piece of Cake to find a lost friend at Coachella!!! (**Wait for the laugh**)

Every year there are dozens of music festivals throughout the country, like Coachella in Indio, Bonnarroo in Tennessee, Lollapalooza in Chicago, Beyond Wonderland... that one travels... But no matter where you find yourself getting into the music, I really believe that it’s important to be prepared... I realized that with a little simple, thoughtful planning, my experience would be **EVEN BETTER**!! I must be on the right track because as I thought about what I wanted to say on the subject, I discovered... **I’M NOT THE ONLY ONE** that thinks about this!!! There are tons of articles and helpful hints to guide us.... Some of the most important points are these: Save money before and **during** the festivals. See if you can find deals or discounts... take easily packed, non perishable snacks with you to hold you over In case you’re in a line with 50,000 people ahead of you wanting that same hot dog! It’s **REALLY** important to stay hydrated... Drink **LOTS** of water... remember you’re out in the sun.... you’re dancing... you’re sweating... dehydration is **NOT** as much fun as (**Name your favorite band and wait for the laugh**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. !! Pack sunscreen!! That sun is a **MOTHER**!! Before you know it... **OUCH**!! If you’re going to drink alcohol, be smart about it... remember alcohol dehydrates you... drink responsibly.... and **HYDRATE.** Think about how you want to organize the set list you want to see. Knowing what music is offered can be more enjoyable once you’re there. Pace yourself for longer festivals... find out how to get hotels cheaper or maybe find out how to camp at a festival and deal with the people around you. Other good advice to consider... keep your money safe, check the weather and, **OF COURSE** pack for the climate, Do what you need to do to really get lost in the moment and the music... remember why you’re there and enjoy every minute... oh... a couple of things... do your best to **avoid** the medical tent... and make sure you have some hand-wipes, towelettes, and hand sanitizer!!! Have a great time!

**17468 OUTLINE**

**INTRODUCTION:**

**Attention Getter:** Set the scene: Mental image of Woodstock

**Topic Orientation:** Refer to the modern root of the music festival

**Credibility Step:** Impact on history and culture

**Connect with the Audience:** Introduce personal experience. Connect past to present

**“Thesis”:** Present problems faced at festival

**“Preview”:** Begin to mention personal problems experienced at festivals

**“Transition:”** Introduce concept of formulating survival plan

**BODY**

1. (First Main Point): Misconception of festival experience
	1. Realizing misplaced expectations
		1. Lack of proper preparation- brought wrong type of clothing
		2. Lack of awareness of surroundings - Lost friend in crowd
2. Realization that it’s important to be prepared
	1. Mention growing ubiquity and importance of the genre
	2. Understand the importance of research and adaption unique to each festival and environment
3. Discuss solutions and realizations
	1. Mention actions and consequences of lack of preparedness
	2. Acknowledge unique conditions and address protection and strategy
	3. Caution that inexperience and ignorance of elements and appropriate solutions will cause sacrifice of experience

**CONCLUSION**

**“Summary”:** Acknowledge popularity of the music festival

**Closing Strategy:** Reinforce environment, conditions, dangers and what is needed to maximize experience and enjoyment

**“Clincher”:** Reminder of why you’re there at the music festival and the importance of working towards a positive experience.