

Business Correspondence Packet  
Lucy Burgess  
3/2/2021

*Disclaimer: Some official company names & scenarios have been made up for  
scenario and relevance purposes*

**Email Memo to Managers**

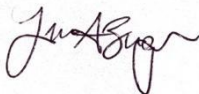
To: Event & Artist Management Branch UMFA  
From: Lucy Burgess, CEO  
Date: February 23, 2021  
Subject: Cancellation of Coachella 2021

As the summer months draw near, the fate of the new year's summer music festivals has been a topic of deep discussion with the United Music Festival Association board, as the memories of warm, music filled festival weekends cross our minds from a time not too long ago. As I'm sure you and your artists are anxious to get back on stage, after speaking with the Riverside County public health officials of California over multiple conferences, the board members and I have unanimously agreed to cancel the 2021 Coachella Valley Music and Arts Festival, as the COVID-19 pandemic continues. There will be no artist performances or events scheduled for the scheduled weekends of April 9-11 and April 16-18 of 2021.

We all have the hunger to return to the fields of Coachella Valley, but the health and safety of our festival performers, participants and event staff has and will continue to be our utmost priority.

The UMFA board and I hope you and your talent partners will join us in this decision to cancel Coachella 2021 with the future of music festivals and concerts in mind. We must be proactive and take the safest and smartest steps forward to ensure there will be a future where we all, performers and festival goers, will be able to return to the sunny fields of Coachella Valley, the hot deserts of Burning Man and so many other music festivals and concerts.

Regards,



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United Music Festival Association  
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**Email Response to Concerned Client**

(Scenario: This is if Coachella was not canceled in 2021 following COVID)

To: John Smith

Subject: 2021 Coachella Ticket Price Increases

Dear Mr. Smith,

As one of our most loyal customers, I wanted to directly thank you for your continued support and attendance of the Coachella Valley Music Festival over the past several years. It is loyal festival goers like yourself that drive us to continue improving and expanding our festival experiences for many years to come.

It has been brought to my attention that the recent increase in ticket prices for the 2021 Coachella Music Festival has caused many of our valued customers, including yourself, to raise a concern over the difference in last year's tickets prices to this year's ticket prices. For this reason, I wanted to sincerely apologize for the inconvenience and change in experience with us. I believe it is part of my job as CEO of the United Music Festival Association (UMFA) to bring light to why these changes have occurred and communicate this to you and our other customers.

Each year, thousands of music fans travel from all over the world to the desert fields of Coachella Valley to experience two full weekends of musical performances by their favorite artists and immerse themselves in the photo-worthy art exhibits that trademark Coachella.

Even as such a world-renowned event, the financial strain that COVID-19 brought to billions of people worldwide unfortunately did not surpass the UMFA, in which holds the funding for the Coachella Valley Music Festival. After adjusting our budgets and careful consideration, the portion of financial losses suffered by the budget for Coachella could be repaired by slightly increasing the ticket prices. Please know, by increasing the ticket prices for the Coachella Music Festival, our customers are not only supporting the artists performing this year but also financially supporting the vendors and event staff who make our events possible.

Although, as an association, we unfortunately cannot reverse the ticket pricing, please know the increased amount you are spending will not be wasted and will be put toward supporting our event staff in which, without them Coachella would not be made possible.

Thank you for your continued support. We are excited to see you at Coachella 2021.

Sincerely,

A handwritten signature in black ink, appearing to read 'Lucy Burgess', written in a cursive style.

Lucy A. Burgess, CEO, United Music Festival Association  
Penn State University | Class of 2022  
Donald P. Bellisario College of Communications | Public Relations and Digital  
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**Press Release**

**United Music Festival Association  
Coachella Valley Music Festival 2021  
Coachella Valley, CA**

Contact: Lucy Burgess  
Email: lab6129@psu.edu  
Phone: (444) 555-3443

FOR IMMEDIATE RELEASE

**2021 Coachella Valley Music Festival Canceled, as Ordered By Local County  
Public Health Officers**

**Riverside County, CA** – Over a year after COVID-19 broke out in the United States, the popular California music festival event, known worldwide as Coachella, has been canceled for the second year in a row.

Taking place in a grassy valley of Southern California, the annual music festival features hundreds of popular artist performances such as Beyonce, Travis Scott, Calvin Harris, Daft Punk and many more. Thousands of fans from all over the world travel to this desert valley for two weekends in April for what many say is ‘the best weekend of their life.’ Popular celebrities, social media influencers and thousands of fans alike look forward to this weekend all year long and purchase tickets almost half a year in advance.

Unfortunately, due to fear of COVID-19 spiking in the southern regions of California surrounding the festival weekend, public health officers of Riverside California, where the festival resides, have forced the event to be canceled. The influx of festival goers from worldwide to this desert county was a cause of major concern and posed a potential threat to the safety and health of the festival goers, event staff and local residents. Local California public health official, Dr. Cameron Kaiser spoke that decision to the cancel the event was to protect those stated above.

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**Positive Correspondence – Press Release Form**

**United Music Festival Association  
Coachella Valley Music Festival 2021  
Coachella Valley, CA**

Contact: Lucy Burgess  
Email: lab6129@psu.edu  
Phone: (444) 555-3443

FOR IMMEDIATE RELEASE

**Coachella Lives On, Dubbed As “Couchella” As Fans Anticipate Virtual Music Festival Viewable From Home**

The world-renowned popular music festival, Coachella, has been canceled for the second year in a row following the one-year anniversary of COVID-19 being in the United States. In light of the situation, fans anticipate the announcement of the music festival’s virtual replacement, “Couchella.”

Following the outbreak of COVID-19 in the United States in the earlier months of 2020, many of the activities previously participated in person were moved onto virtual platforms such as Zoom and Microsoft Teams. A year later, virtual activities and meetings have become the norm and many organizations have turned to holding previously in person events in live-virtual formats on various livestream platforms.

Coachella fans anticipate that, following the cancellation of Coachella 2021 for the second year in a row, several of the scheduled performances will be streamed online where fans can enjoy the concerts from the comfort of their homes. In past years, Coachella has been streamed live on online platforms such as YouTube. Several other organizations, such as the NFL, NHL and others have been streaming their events without crowds making the possibility for a streamed Coachella plausible.

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