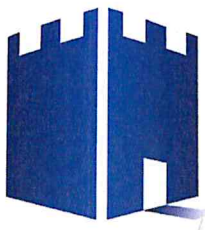


PONTEFRACT
ACADEMIES TRUST

OUT OF LESSON WORK
TERM 1
MUSIC
YEAR 11



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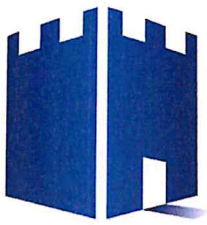
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Unit 1: The Music Industry

Revision Guide





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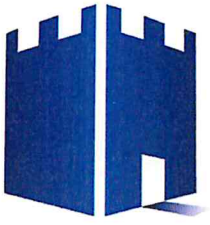
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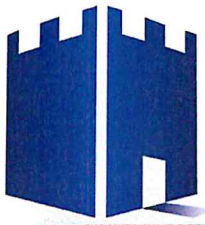
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Job Roles

Musician

A musician is someone who performs music through the playing of an instrument or singing. Musicians play many different styles of genre's, from Jazz to Pop, from Classical to Folk.

Musicians main responsibilities are:

Why is it difficult to be a professional musician?

- Train and practise regularly to keep skills to a high standard
- Turn up to rehearsals on time and ready to play
- Look after their instrument or their voice
- Learn new music for a show.



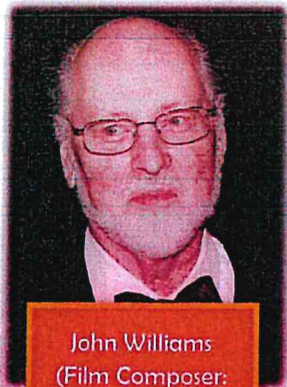
Ed Sheeran
(Guitarist and Vocalist)

How do Musicians relate to other job roles?

Record Producer	Oversee and manage the recording of the Musician. Coach the artist in the studio.
Conductor	Direct the Musician in rehearsal, helping them to develop. Help the Musicians play
A&R	May scout the Musician. Help the Musician develop and grow as an artist. Help
Broadcaster	Interview the Musician about upcoming releases and shows.

Composer/Song Writer

A Composer is someone who writes music. This can be in the form of music written for an orchestra or brass band, music written for film or television, electronic music written on computers or through song writing.

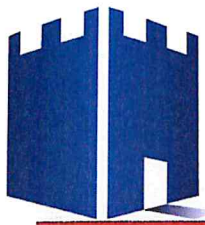


John Williams
(Film Composer:
Star Wars)

Composers main responsibilities are:

- Compose music for a TV programme (quiz show, soap, commercial)
- Compose songs for singers
- Compose music for a special event (coronation, Olympics)
- Keep to a deadline
- Work with the performer so that the song/composition is at their ability level of singing/performance (correct range)

What ways can a composer/ song writer earn money?



How do Composers/Song Writers relate to other job roles?

Musician	Play the composers music and follow performance and expression markings.
Conductor	Study the composers music and try to direct performers to achieve the composers intention.
A&R	Work with song writers to select the right songs for the musicians.
Software Programmer/ App Developer	Develop software to help the composer write and record their music.

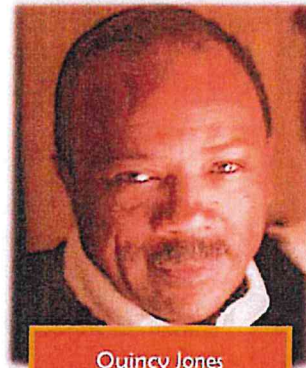
Record Producer

A Record Producer (or Music Producer) has a very broad role in overseeing and managing the recording (i.e. "production") of a band or performer's music. They have a lot of responsibility over the final recording made and are often likened to the director of a film in terms of their importance and overall creative input.

Record Producers main responsibilities are:

What coaching would they give the artist? And why?

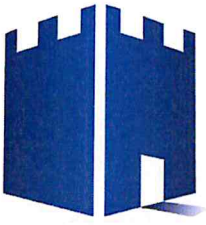
- Oversee and manage the recording of an artist's music
- Gather ideas for the project and select songs
- Hire session musicians for the project
- Coach the artist in the studio
- Control the recording session
- Supervise the entire process through mixing to mastering



Quincy Jones
(Record Producer:
Thriller)

How do Record Producers relate to other roles?

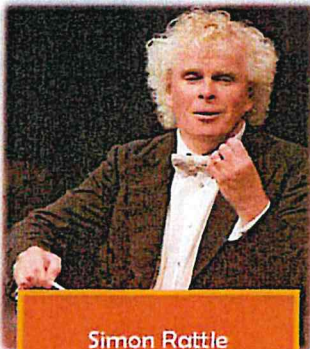
Session Musician	Play on the record and fulfil the record producers creative vision.
Sound Engineer	Work with the record producer to record the artist and the session musicians. Operate recording equipment.
Mastering Engineer	Work with the record producer to complete the mastering process and make sure the sound quality of the album has an appealing sound.
A&R	To suggest and select songs for the record producer to develop. Work with the record producer to help develop the artists sound.



Conductor

A Conductor directs a musical performance, such as an orchestral or choral concert, by way of visible gestures with the hands, arms, face and head. They are also responsible for rehearsing the band and understanding what all the performers are supposed to be playing.

Conductors main responsibilities are:



Simon Rattle
(Conductor: London Symphony Orchestra)

- Bring all performers together, so they play as one group
- Set the tempo and give clear indications by conducting
- Shape the sound of the ensemble by directing them to play in a certain way.
- Guide the orchestra/choir so they stay together as they perform
- Choose the music and study the scores
- Communicate ideas of how the music is to played to the performers
- Schedule rehearsals

Why will studying the score help a conductor?

How do conductors relate to other roles?

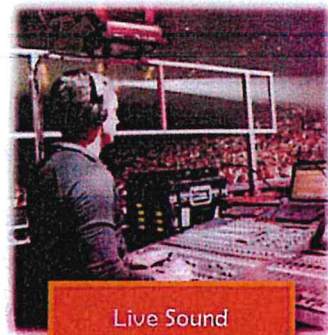
Musician	Listen to the conductors feedback and play with the correct expression. Watch the conductor for timing and structure
Composer	Work with the conductor to help them understand the message of the music and to make sure that the music is suitable for the ensemble, if it is an original composition.

Live Sound Technician

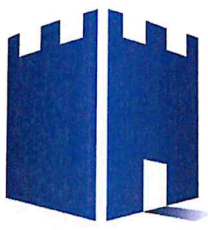
A Live Sound Technician controls the sound at live events such as theatre performances and music concerts. They operate microphones, amplifiers and control desks to balance the sound levels, as well as providing background music and sound effects.

Live Sound Technicians main responsibilities are:

- Choose suitable microphones and equipment and make sure these are looked after.
- Position and rig-up microphones
- Do sound-checks
- Operate the sound desk during shows/recording



Live Sound Technician at a Concert

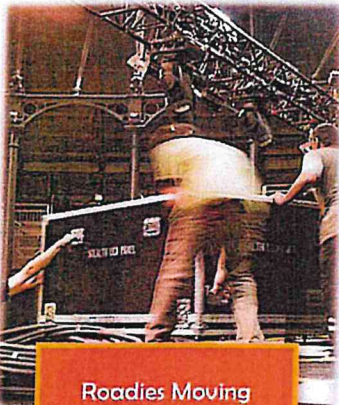


How do Live Sound Technicians relate to other job roles?

Musician	Make sure that they use the right equipment and they follow live sound technicians directions during tech rehearsal and live show.
Roadie	Make sure that all the equipment the live sound technician will use is transported safely.
Venue Manager	Hire and oversee the live sound technician to make sure that they are doing a good job.

Roadie

The road crew (or roadies) are the technicians or support personnel who travel with a band on tour and handle every part of the concert productions except actually performing the music with the musicians



Roadies Moving Equipment

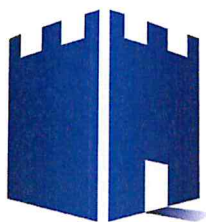
Roadies main responsibilities are:

- Carry equipment
- Set up equipment before event
- Look after the equipment
- Pack away the equipment at the end of the event

Why would health and safety be important to a Roadie?

How do Roadies relate to other roles?

Musician	Transport the equipment needed by the musician
Live Sound Technician	Work with live sound technician to transport and set up all the equipment needed for the live show.
Venue Manager	Work with the venue manager to make sure that the venue is set up and ready for audiences.



Instrument Technician

Instrument Technicians are those that have specialist knowledge of specific instruments and can therefore support with the use of them. They also have knowledge of how they should be used or the best configuration to get the best sound.

Instrument Technicians main responsibilities are:

What expertise would you need to have and know?

- Look after the instrument
- Fix the instrument when broken (e.g. broken strings)
- Give advice regarding best use of equipment



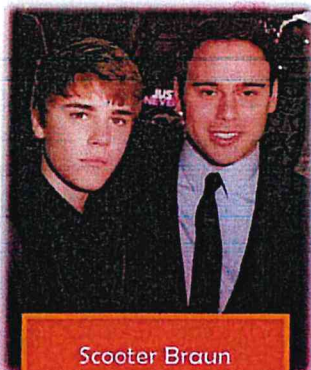
Instrument Technician
Repairing a Guitar

How do Instrument Technicians relate to other roles?

Musician	Check the musicians instruments and give advice about the best way to use them.
Studio Manager	Check and repair any instruments owned by the studio and give advice on the best possible use of them.
Roadie	Work with instrument technician to make sure that all instrumental equipment they are transporting is repaired if damaged in transit.

Artistic Manager/Talent Manager

A artistic manager, also known as a talent manager, band manager or music manager, is an individual who guides the professional career of artists in the music industry.

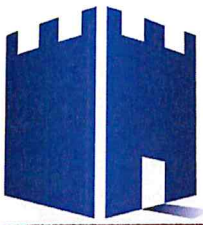


Scooter Braun
(Talent Manager:
Justin Bieber)

Artistic Managers main responsibilities are:

- Organise and confirm show dates and tours
- Liaise with record companies
- Assist with studio planning
- Support artist on a personal level, with advice on lifestyle choices
- To maintain the high standard needed of the artist
- Exploit marketing opportunities.

Why can't artists manage themselves?



How do Artistic Managers relate to other job roles?

Musician	To uphold the professional standards expected of them by the artistic manager and to listen to the guidance given.
Promotor	To work with the artistic manager to gain shows for the artist and help plan these.
Marketer	To develop the branding of the artist and develop opportunities to raise their artists profile.
A&R	To ensure development of the artist and the smooth running of studio recording.

Venue Manager

The venue manager must ensure the smooth running of their venue and make sure that the venue is a profitable business. This involves working closely with artists, ensuring the quality of the music performed and negotiating fees for the use of the venue.

Venue Managers main responsibilities are:

What financial aspects does the Venue Manager need to consider?

- Ensure that all services are opened and fully functional during scheduled times
- Check Health and Safety is in place to safeguard clients and employees



O2 Academy Shepherd's Bush (London)

- Give consistent and excellent level of service to clients
- Book artists for the venue.
- Assist with preparations of shows and supervise the whole process

How do Venue Managers relate to other roles?

Promoter	Liaise with promoter to book artists to their venues.
Live Sound Technician	Make sure that the venue has all the equipment needed for live shows and take advice from live sound technician as to the quality of equipment needed.
Music Journalist/Blogger	Contact music journalist to come and see artists at their venue for positive reviews/exposure of venue.



Studio Manager

A Studio Manager makes sure that the studio is organised, in terms of bookings, equipment and administration. They are involved in the business side of the operations and making sure that they keep existing clients satisfied and attract new business to the recording studio.



Abbey Road Studios
(London)

Studio Managers main responsibilities are:

- Ensure that the studio is run effectively and that it is financially profitable
- Schedule times and liaise with clients
- Employ session musicians and engineers
- Promotion and marketing of studio
- Check Health and Safety is in place to safeguard clients and employees

What health and safety concerns are there at a studio?

How do Studio Managers relate to other roles?

Record Producer	To liaise with record producer to record an artist at their studio. To make sure that the record producer is working in a safe environment.
Sound Engineer	To hire and oversee sound engineers at their studio. To make sure that the engineer is working in a safe environment.
Instrument Technician	To liaise with the instrument technician about equipment at the studio to make sure that it is maintained properly.

Promoter

A Promoter is typically hired as an independent contractor by music venues, earning an agreed-to fee or royalties. They work with agents, or in some cases, directly with the bands, and with clubs and concert venues to arrange for a show to take place. Promoters then are in charge of making sure the word gets out about that show.

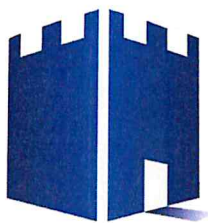
How would a promoter go about arranging a show?

Promoters main responsibilities are:

- Work with venues to arrange for a show
- In charge of 'putting on' the show
- Work with artists' management
- Promote the show through advertisement and publicity



Local Flyering to Promote a Concert



How do Promotors relate to other job roles?

Venue Manager	Contact the venue manager about the possibility of their clients performing at the venue and negotiating costs.
Artistic Manager	Liaise with the artistic manager about the artists schedule and when they are available to do shows and promotional events.
Marketer	Contact marketer about branding used for the artist to tie this into promotion for shows.
Music Journalist/Blogger	Contact music journalist to advertise shows and to invite them to see the shows, to promote to a wider audience.

Marketer

A Music marketer is someone who is in charge of raising awareness of an artist and creating a brand that can be easily recognisable to the public. In order for the artist to be popular, a marketer must help create a fan base through various types of media and publicity campaigns.



Social Media used to Market an Artist

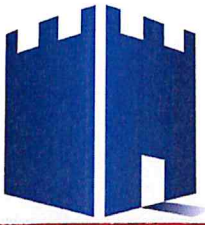
Marketers main responsibilities are:

- Design and implement marketing (i.e selling) plans: album sales, streams
- Gather prices for advertisements and promotions
- Devise promotional events, giveaways, sponsorships
- Have a radio/ online campaign for an artist
- Create the artist's image/brand

Why is a brand/image important?

How do Marketers relate to other roles?

Musician	To work with the marketer to fulfil commitments to branding and image and take part in publicity campaigns.
Artistic Manager	To work with the marketer to develop ideas of branding and to schedule the artist for publicity campaigns.
Broadcaster	To work with the marketer on promotions and competitions, as well as interviews.
Venue Manager	To work with marketers to advertise and publicise concerts at their venues.



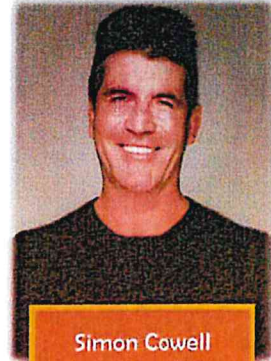
Artists and Repertoire (A&R)

Artists and repertoire (A&R) is the division of a record label or music publishing company that is responsible for talent scouting and overseeing the artistic development of recording artists and songwriters.

A&R main responsibilities are:

What would they look for in new talent?

- Scouting for new talent and sign to a record label
- Oversee all the aspect of the process from delivery to finished recordings
- Development of artist as they grow and mature
- Manage the recording process
- Help find songs appropriate for the artist



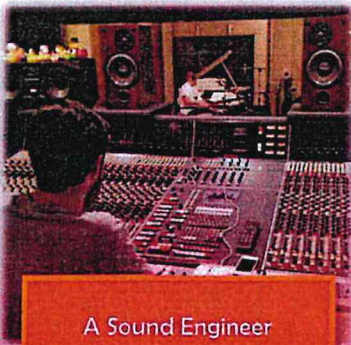
Simon Cowell
(A&R Exec: *One Direction*)

How do A&R relate to other roles?

Record Producer	Work with the record producer during the recording process to make sure that the songs produced are of the highest quality.
Artistic Management	Work with the artistic manager to finalise contracts and work as a team to develop the artist.
Musicians	Work with musicians to develop own practice and to try out different songs to check appropriateness

Sound Engineer

A Sound Engineer is required to assemble, operate and maintain the technical equipment used to record, amplify, enhance, mix or reproduce sound.

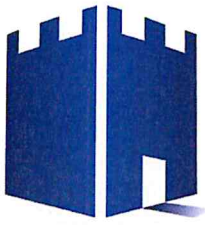


A Sound Engineer
Recording a Drum Track

Sound Engineers main responsibilities are:

- Planning recording sessions with producers and artists
- Setting up microphones and equipment in the studio
- Making sure the volume and recording levels are set correctly
- Operating recording equipment and adding effects
- Recording each instrument or item onto a separate track
- Mixing tracks to produce a final 'master' track

How does this compare to a Live Sound Technician?



How do Sound Engineers relate to other job roles?

Studio Manager	To ensure that all equipment is set up correctly and operated successfully so the client has a positive image of the studio and may want to return again.
Record Producer	Work with the record producer to record all parts of the track that he wants and to mix them in a way that fulfils his creative vision.
Session Musician	To set up recording equipment quickly for the specific equipment and record the session musicians part so that they can begin the mixing process.
Mastering Engineer	Work with the mastering engineer to create the final master of the track so it is ready for distribution.

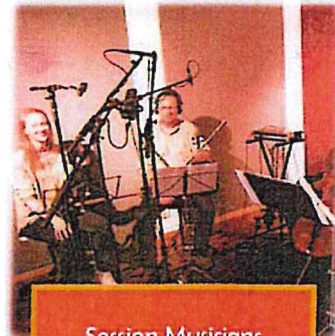
Session Musician

A session musician is a musician that is called in to play on recordings or in bands at short notice. They must learn and play parts almost immediately and should therefore be musicians of a high ability and have very good performance skills.

Venue Managers main responsibilities are:

Why would anyone want to be a session musician?

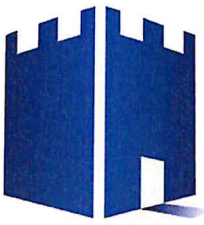
- Turn up on time to recording sessions or performances
- Rehearse music and keep instrumental level high
- Follow instructions given by producer/conductor
- Bring instrument and keep it in good condition for regular playing
- Contribute partly, at times, to the writing of an arrangement



Session Musicians Recording Their Part

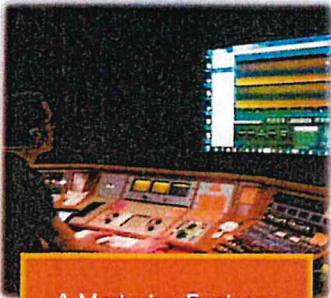
How do Session Musicians relate to other roles?

Record Producer	Work with the record producer to record the parts the producer wants in order to fulfil the creative vision of the track.
Conductor	Work with the conductor to understand the cues of pieces and understand the interpretation of the music.
Sound Engineer	Work with the sound engineer to record their parts and to set up where they asked to set up.
Roadie	Work with the roadie so that they know what equipment needs to be transported and set up for live shows



Mastering Engineer

A mastering engineer is a person skilled in the practice of taking audio (typically musical content) that has been previously mixed and preparing it for use in distribution, whether by physical media such as a CD, vinyl record, or as some method of streaming audio.



A Mastering Engineer Making Subtle Changes to the Audio

Mastering Engineers responsibilities are:

- Complete the audio mastering process for an album
- Prepare and transfer audio from one format to a desired master format
- Refine the sound quality and make subtle changes to create an appealing sound

Why is a Mastering Engineer important?

How do Mastering Engineer relate to other roles?

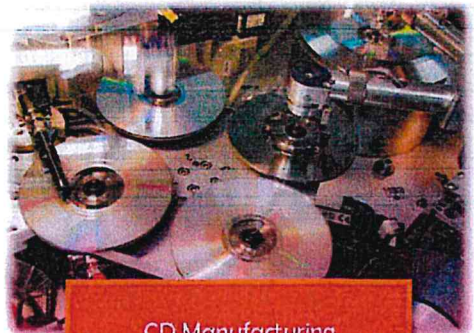
Distributor	Work with the distributor to make sure that final product created is ready to be distributed to the correct outlets.
Sound Engineer	Work with sound engineer to make sure that the music recorded is ready for the final mastering process.
CD/Vinyl Manufacturer	Work with manufacturers to make sure that the master copy has been sent to them, ready to be pressed.

CD/Vinyl Manufacturer

A Manufacturer is someone who takes the final master copy of a record and presses it onto CD or Vinyl to be distributed to retail stores for consumers to purchase.

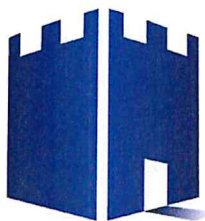
Manufacturers main responsibilities are:

- Master CD's/Vinyl's of high quality
- Transport to distribution outlets (stores or online)
- Duplicate CD's/Vinyl's



CD Manufacturing

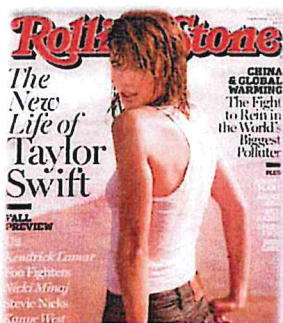
What dangers does a Manufacturer face?



How do Manufacturers relate to other job roles?

Mastering Engineer	Liaise with the mastering engineer to find out when they will be finished so that the manufacturer can get the products to distributor on time for release.
Distributor	Work with the distributor to distribute the product into retail outlets.
Marketing	To work with the marketer to make sure that they have the correct branding and designs for the sleeve, cover and CD for consistent design.

Music Journalist/Blogger



Taylor Swift on the Cover of Rolling Stone

Music journalism is reviewing and reporting about popular music topics, including pop music, rock music, and related styles. Music journalism is an aspect of entertainment journalism, covering popular music and including profiles of singers and bands, live concert, and album reviews.

Music Journalists main responsibilities are:

- Write reviews about an artist's concert and album
- Attend shows, concerts, events and interview people
- Listen to CDs, online music, new talent to stay up to date with the latest music scene

Why should artists do interviews?

How do Music Journalists relate to other roles?

Marketers	Work with marketer to make sure that the right image and branding of the artist is being conveyed through their outlet.
Artistic Manager	Work with artistic manager to set up interviews and to agree on the conditions of these interviews, including payment and topics.
Promoters	Work with promoters to promote a show or tour, including any competitions or give away that will create interest in magazine or article.
Venue Managers	Liaise with venues to write pieces about artists in their venues so that readers can make decisions about artists they want to see and in which



Broadcaster (TV and Radio)

A Broadcaster is a person who presents or hosts a radio program or a television program. They usually put together their program and do a lot of research into the kind of music they are talking about, as well as the artists they are interviewing.

Broadcasters responsibilities are:

- Interview artists about upcoming events
- Select music for a show
- Present music show and discuss trends



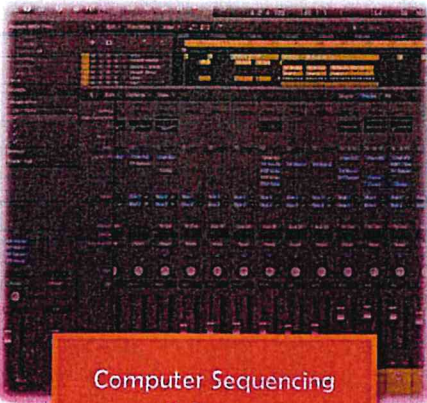
Nick Grimshaw
(Radio Broadcaster:
BBC Radio 1)

How can broadcasters help an artists career?

How do Broadcasters relate to other roles?

Artistic Managers	Work with artistic managers to set up interviews and to agree on the conditions of these interviews, including payment and topics.
Promoters	Work with promoters to promote a show or tour as part of a programme. Promotional competitions to increase audience.
Musicians	Work with musicians to give listeners a chance to hear from their favourite artist.

Software Programmer/App Developer



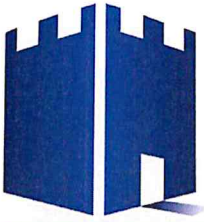
Computer Sequencing
Software

A programmer, computer programmer, developer, coder, or software engineer is a person who writes computer software. Software is extremely beneficial to the music industry and it has made it easier than ever to set up home studios and produce music in a more accessible way.

Programmers main responsibilities are:

- Create apps, musical programmes: sequencing (Logic), notation software (Sibelius), music games
- Up date the programme regularly
- Create computer programmes that assist musicians with their training (aural tests, music theory)

How has software benefitted the industry?



How do Software Programmers/App Developers relate to other job roles?

Composer/Song Writer	To create programs and apps that will allow composers/song writers to create original music without having to pay for studio time.
Sound Engineer	To create programs to record parts of a track and then apply effects and mixing.
Studio Manager	To create programs for studio managers to use within their studios.

DJ

DJs play music for audiences at live venues. DJ's use various formats including vinyl, CD or MP3, and a range of equipment such as turntables, mixers, microphones and amplifiers. DJ's develop the skill to seamlessly transition from one recording of a song to another by using turntable skills that involve the simultaneous use of two record turntables and a DJ mixer.

DJ's responsibilities are:

- Play and mix records in clubs or bars, to create atmosphere or keep people dancing
- Choose music to suit the audience's taste and the venue's music policy
- Create their own sounds by manipulating beats, using samples, adding extra music and sound effects
- Work with an artist who raps or sings over the music.

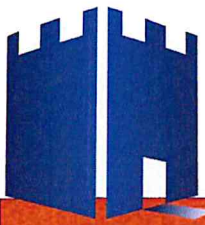
What other job roles could a DJ become involved in?



David Guetta
(DJ)

How do DJ's relate to other roles?

Venue Manager	Liaise with venue managers about bookings at their venues.
Musicians	Work with musicians to perform live with as part of a show or to create samples with.
Live Sound Technician	Work with live sound technicians to make sure that all the their equipment is set up correct and interfaced with the venues audio system.
Roadie	Work with roadies to make sure all equipment is transported to and from a show.



Retailer

A Retailer is someone who works in a business that sells music to consumers. This could be in the form of physical copies sold through high street shops or through online stores where music can be downloaded or streamed.



Music Retailer
(HMV)

Examples of Retailers:

- Online: iTunes, Amazon, Spotify.
- Shops: HMV, Fopp, specialist record shops.

Why are high street retailers under threat?

How do Retailers relate to other roles?

Musicians	Work with musicians to increase sales of albums through signings and exclusives to certain albums or songs.
Marketers	Work with Marketers to make sure that the retailer has materials that will increase public awareness of album through consistent branding.
Distributors	Work with distributors to make sure that an artists album is available in their stores for customers to purchase.

Distributor

A music distributor links a record label or independent musical group to consumers. Their job is to sell recordings and to increase the group's visibility and popularity by convincing stores to stock and promote its recordings. Much of that comes through the distributor's sales reps, who build relationships with the chains and independent stores.

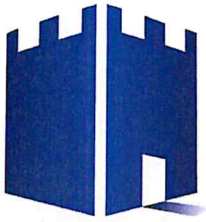
Distributors main responsibilities are:

- Convince stores to sell their clients album.
- Work with stores to promote their clients album
- Build good relationships with stores for future sells.



Distributing to
Online Retailers

What skills do you need to have to build relationships with people?

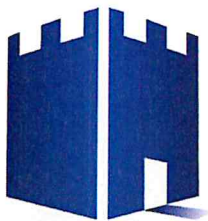


How do Distributers relate to other job roles?

Retailers	Work with retailers to convince and organise for an artists music to be sold at their stores.
Marketers	Work with marketers to make sure that ideals of the brand is being expressed to the retailers
CD/Vinyl Manufacturer	Work with manufacturers to have music ready for the distributors to sell to stores.

How do they the roles fit together? The roles generally fit into the three different areas.





Job Employment

Within the industry there are several different types of contracts and it is important to understand the differences and which type of contract is most suitable for the job role.

Full Time Employment

- For this kind of contract you would be expected to work a standard 37 - 40 hour week.
- Payment is paid on a regular basis, either weekly, fortnightly or monthly.
- Full time contracts often have an annual salary.
- It is often on a long term/permanent basis.
- Tax and national insurance automatically comes out with pay and is dealt with by the employer based on income.
- You may pay a workplace pension as part of your contract.
- You will have a certain amount of paid holiday a year.

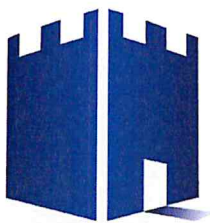
Why can't all music jobs be full time?

Part Time Employment

- For this kind of contract you would work between 1 - 4 days depending on how part time you are.
- Payment is paid on a regular basis, either weekly, fortnightly or monthly.
- Part time contracts often have an annual salary.
- It is often on a long term/permanent basis.
- Tax and national insurance automatically comes out with pay and is dealt with by the employer based on income.
- You may pay a workplace pension as part of your contract.
- You will have a certain amount of paid holiday a year.
- You will often have paid sick leave.

Why would part time be beneficial?

Full time and part time contracts are very similar so make sure you are clear on the differences.



Freelance/Self Employment

- You work for the period of time you are contracted with a company.
- Payment is negotiated with the employer and it is paid at agreed upon intervals
- Employment is often paid by the hour or by the project.
- It is usually a short term contract, although contracts can be renewed.
- You must register yourself with HMRC (Her Majesty's Revenue and Customs) who deals with all of the tax.
- You will need to let HMRC about how much money you have made within the financial year and then pay the tax on that.
- You will need to organise your own pension fund.
- You will not be paid for holidays but having holidays is more flexible than fulltime/part time contracts
- If you are sick then you will not get paid for a day off.

What industry jobs would suit self employment?

Freelance and self employment are very similar in lots of ways but have one clear difference.

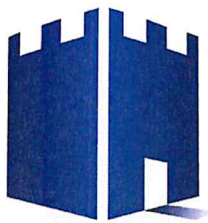
Freelance workers, although working for themselves, will be attached to certain companies for a period of time and will have to follow the rules of that business.

Self employed workers are their own business and are subject to their own policies.

Permanent vs Casual Working

- Permanent offers guaranteed work for a certain length of time and job security. However, it can often be rigid in hours you work and the time you can take off.
- Casual is not secure, as it varies according to the work on offer, but it does give flexibility and choice as to organising your time. Rather than having a steady income it will be more sporadic and you will have to manage your money better to maintain your lifestyle.

Which type of employment is best overall?



Venues

Large Venues

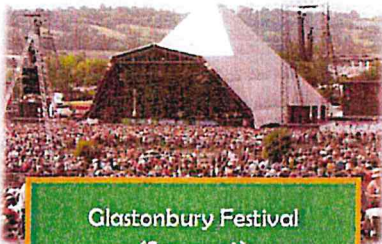
A large venue can encompass a wide variety of different types of venues. For music events this can mean arenas, stadiums, large outdoor festivals and large west end theatres. There are many advantages and disadvantages

What overheads would a large venue have?

associated with this type of venue.

Advantages could be:

- They have excellent sound and technical facilities
- You would have a much larger amount of publicity and promotion available
- You can charge higher fees for tickets.



Glastonbury Festival
(Somerset)

- More seats available for purchase

Disadvantages could be:

- There are large costs in hiring a venue of that size
 - You would have to have a certain level of fame in order to attract the amount of people needed to make a profit
 - Less intimate interaction with the audience which may conflict with style of music e.g. acoustic guitar gig played in an arena.
- More people needed to facilitate event so money will be divided amongst larger group.



O2 Arena (London)

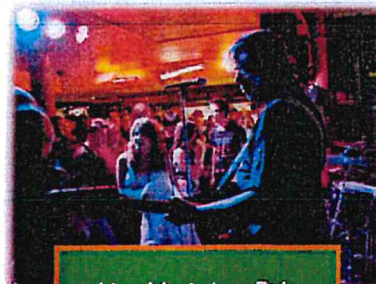
Small and Medium Venues

When you are starting out a musician you will be playing at venues of this size. These can be venues such as pubs and bars, school stages, small theatres or community centres. There are many advantages and disadvantages associated with this type of venue.

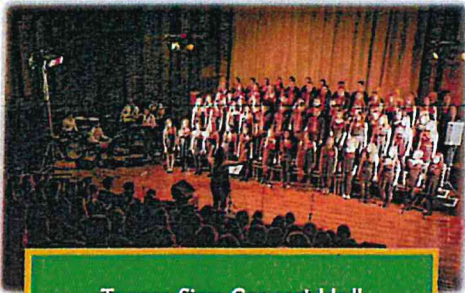
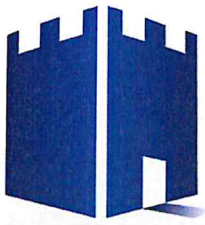
Advantages could be:

- Intimate atmosphere as you are closer to the audience so you can convey expression and personality more easily
- More accessible to local bands, especially if they need to transport equipment

Why is playing in local venues good for building a career?



Live Music in a Pub



Turner Sims Concert Hall
(Southampton)

- Caters more to the community as the locals know the venues and will go to certain venues because of the style of the live music
- Can be cheaper to hire venue or can be free e.g. open mic nights.

Disadvantages could be:

- Poor sound quality and technical facility
- Limited audience due to venue size
- Less opportunity to publicise and promote event
- Less opportunity to make significant amounts of money.

Health, Safety and Security at Venues

When managing or hiring a venue there are certain health and safety aspects you need to be aware of.

You need to think about:

- Heating, lighting and ventilation
- Electrical equipment safe
- Hygienic toilets and clean drinking water
- First Aid qualified staff
- Emergency exits in case of fire and an effective fire safety evacuation policy
- Obstacles appropriately highlighted/indicated (e.g. stairs)
- Adequate parking and parking arrangements
- Flow of people in and out of venue
- Secure ramps/stage scaffolding
- Disability access and mobility of venue
- The venue adheres to the maximum number of people it can have in the venue
- All security staff are SIA approved
- All members of staff undergo training and have identification
- No smoking policy

Why is important to be aware of these risks?

The HSE (Health and Safety Executive) require all venues to have effective health and safety policies by law.



Organisations

There are many organisations that work within the music industry and provide a range of services. You will need to understand what each of these organisations do and how they relate to the job roles.

Recording Companies/Record Labels

A record label manages such brands and trademarks, coordinates the production, manufacture, distribution, marketing, promotion, and enforcement of copyright for sound recordings and music videos; conducts talent scouting and development of new artists ("artists and repertoire" or "A&R"); and maintains contracts with recording artists and their managers.

However, there are degrees of scale when it comes to record labels. There are some that are known as "major labels", some that are known as "sub labels" and some that are known as "independent labels". It is important to know the main differences and the advantages and disadvantages of these.

Major Record Labels

There have been a number of major record labels over the years but, as of 2012, there are three. These are Universal Music Group, Sony Music Entertainment and Warner Music Group. There are many advantages and disadvantages associated with a major record label.

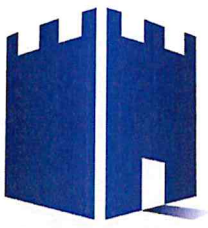


Advantages of a major record label are:

- They have a great deal of money at their disposal.
- They have many connections with other labels and artists
- They have great links when it comes to promotion of an artist
- Because of their large size, they can get the best deals on manufacturing, advertising and links to media outlets.

Disadvantages of a major record label are:

- Difficult to stand out in such a big pool of artists
- Deals that are balanced in the favour of the record label making money as opposed to the artist.



- More mass media driven than interested in your style of music
- Artist loses a lot of the creative control over the music and may be told what songs they must sing.

Do the advantages outweigh the disadvantages?

Sub Labels

The big three record labels own and manage many other labels that are called "sub labels". These are also big companies with the same advantages and disadvantages. Artists are signed to major record labels through these sub labels. Below are a few examples of some of these sub labels and the artists that are signed to them.



Ariana Grande
(Island Records)

Island Records is a sub label owned by Universal Music Group. On their record label they currently have artists such as The Vamps, Demi Lovato, Shawn Mendes, Florence and the Machine and Ariana Grande.

Columbia Records is a sub label owned by Sony Music Entertainment. On their label they currently have artists such as Beyoncé, Bring Me the Horizon, Calvin Harris, Céline Dion, Ella Henderson and Little Mix.



Beyoncé
(Columbia Records)



Jess Glynne (Atlantic Records)

Atlantic Records is a sub label owned by Warner Music Group. On their record label they currently have artists such as Bruno Mars, Coldplay, Jason Derulo, Ed Sheeran, Jess Glynne and Wiz Khalifa.

Independent Labels

An independent record label or indie record label is a record label that operates without the funding of major record labels. Many bands and musical acts begin their careers on independent labels.

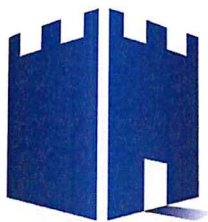
Those that have started on independent records include Momford and Sons, Arctic Monkeys, Arcade Fire and Aloe Blacc. Macklemore founded his own independent record label (Mackmore LCC) and releases all his music through this.

What are risks of signing to an independent label?

Many bigger artists, having been financially successful with a major label, have moved to an independent label. Taylor Swift and Adele are examples of this.



Macklemore is an Independent Artist



There are many advantages and disadvantages associated with an independent record label.

Advantages of an independent record label are:

How does this compare to major record labels

- There are usually less artists so there is more time that can be spent with the artist
- The contracts are more fair to the artist, giving them a more even split of the money made

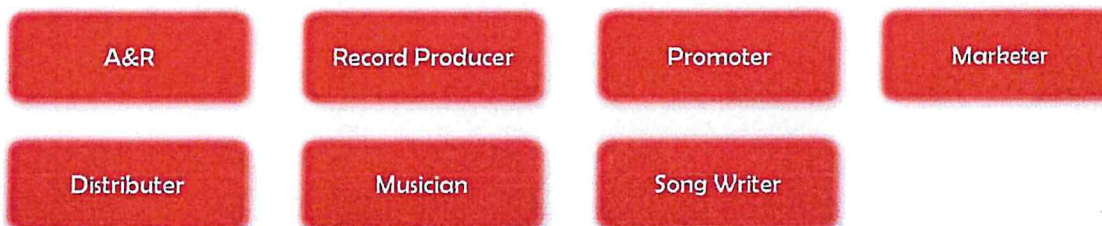
- Due to more time spent with the artist, a closer personal relationship can exist
- The artist can have more creative freedom with the songs chosen and the sound of the music.

Disadvantages of an independent record label are:

- Less funds available to make records
- Less funds to publicise and promote a record
- Organisation of record label can be difficult due to less employees and more informal nature
- Can have less contacts with the media for advertising and promotion.

Which label would you choose?

Job Roles associated with a Record Label are:

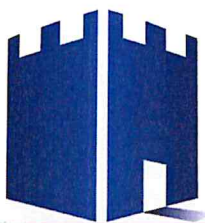


Music Publishing

Usually linked with printed music. The business of music publishing is concerned with developing, protecting and valuing music. Music publishers play a vital role in the development of new music and in taking care of the business side, allowing composers and songwriters to concentrate on their creative work. They look after the royalties to a composer's work.

With the advancement of technology and the internet making it easier than ever to reach people all across the world, self publishing has become much more possible and, in some cases, the preferred method of publishing for some composers. Therefore, composers have two methods of publishing; either through major publishing houses or through self publishing.

However, there are distinct advantages and disadvantages associated with both.



Advantages of a major publishing house are:

- Major publishing houses are better equipped to distribute music, through funds they have available and already establish connections.
- The music published is associated with a certain quality and can be packaged and printed to reflect this.
- There are lot more opportunities for marketing and promotion as the publishing house will do this for you and have greater funds to do this more extensively.
- More opportunity to make significant amounts of money



Published Sheet Music

Disadvantages of a major publishing house are:

- Usually need to go through an agent who will take a percentage of the money you earn.
- It is harder to have music published when the company is large
- They may insist on further editing to your music and certain changes made.

Which way of publishing would you pick and why?

Self Publishing (Online)

Advantages of self publishing are:

- Don't need to go through an agent as you can send your work directly to them
- You are more in control with the editing process
- It can be a stepping stone to a larger company
- May cater to a specific genre that is different from the style required of the major publishing houses.

Disadvantages of self publishing are:

- Less marketing and promotion through online publishing. This will need to be carried out by the composer
- You are likely to make less money from online publishing, especially in the short term.
- Not the same possibilities of distribution of your work.

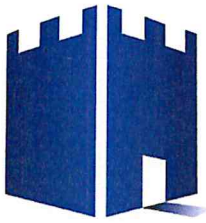
Job roles associated with Publishing are:

Distributor

Conductor

Composer

Marketer



Promotion Companies

Promotion companies support the marketing and promotion of an artist and encourages publicity of an artists product for public awareness. This can include live shows, record signings, public appearances etc. Many of the big record labels will have a promotions company within their label rather than outsourcing to other companies.

A promotions company must:

- Secure a venue for a show
- Promote the show through the use of media
- Work with the artist to make sure all needs are covered for the shows/appearances
- Cover the venue costs and costs of promotion
- Negotiate contract with the record label and the type of payment received i.e. a set fee, a certain percentage of money made, etc.

What difficulties can a promotions company have? And why?

Job roles associated with Promotions are:



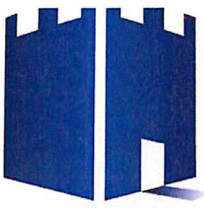
PR and Marketing Companies

PR and Marketing companies are involved in the selling and marketing of a product so that it is appealing to consumers. This may be in the form of records or concerts but can also mean the artist as well. They will need to develop the brand of the artist, make sure that the artist is representing the brand properly and work to resolve any issues that an artist has created following unprofessional incidents.

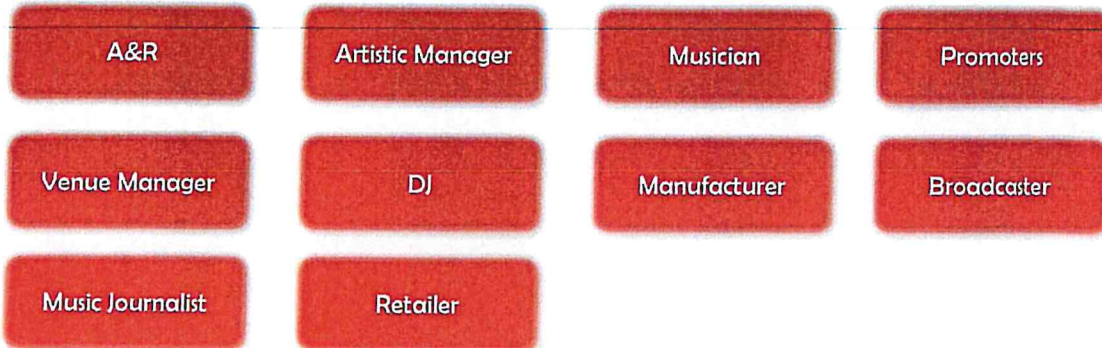
A PR and Marketing company must:

- Advertise the artist and introduce new music to fans
- Connect with fans through video streams and other social media
- Promote the product through traditional media outlets
- Grow the sales of the artist
- Target the appropriate audience without alienating an artists previous audience

How can marketing companies use social media effectively?



Job roles associated with Marketing are:



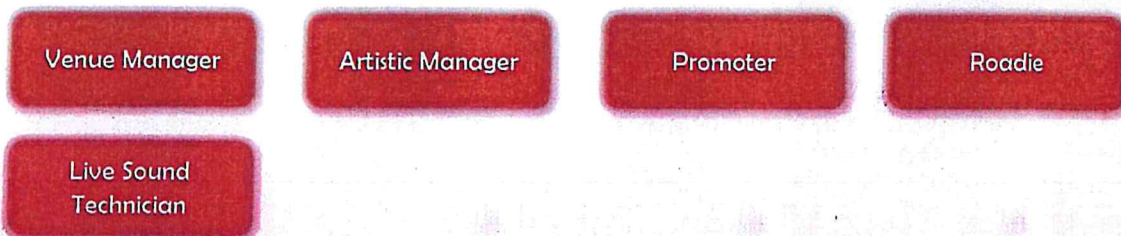
Hire and Transport Companies

At several points during an artist career, starting out or established, they will need to hire equipment and think about the transportation of said equipment or themselves. There are numerous companies that exist to fulfil these needs. There are several reasons why it would be more beneficial to hire rather than to buy equipment yourself.

Lighting and Sound Equipment	Transport
<ul style="list-style-type: none">• Company will have technical expertise with the equipment and can also give advice about best set up or needed specifications.• The equipment will be higher quality and looked after properly.• Engineer to take care of sound/lights so that the artist can focus on the music	<ul style="list-style-type: none">• They will transport equipment when on tour so equipment is always at the venue when needed.• Transport company may provide Roadies to carry and install equipment.• Hire a bigger live in coaches for tours around the country or abroad.

Job roles associated with Hire and Transport are:

What circumstances would it be better to buy your own equipment? And why?





Agencies, Unions and Trade Bodies

Agencies

An agency is an organisation that provides a particular service on behalf of a business or an artist. There are many agencies within the music industry that are concerned with protecting the rights of work produced by the music industry, including the revenue generated by these works. It is important that you remember these and their acronyms.

PRS

Performing Rights Society represents their members' performing rights, whenever a piece of music is performed or played in any public space or place outside of the home. They then collect royalties for this in the form of licenses.

Phonographic Performance Limited licenses the right to play recorded music and music videos in public. They then collect royalties for this.

PPL

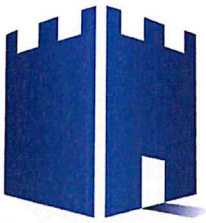
MCPS

The Mechanical Copyright Protection Society represents their members' mechanical rights, whenever a piece of music is reproduced as a physical product. They then collect royalties for this.

Why is it important to pay for these licenses?

Unions

A Union is an independent organisation that represents their members and stands up for rights of their members. This can be in legal situations, disputes over pay and contract, work place safety conditions and the fair treatment of all. Each union represents a certain collection of industry job roles. It is important that you remember these and their acronyms.



Agencies, Unions and Trade Bodies

MU

The Musicians' Union is an organisation which represents over 30,000 musicians working in all sectors of the British music business.

Musician

Composer/
Songwriter

Record Producer

Session Musician

Conductor

Equity

Equity is the UK trade union for professional performers and creative practitioners. It represents artists from across the entire spectrum of arts and entertainment.

Musician

Session Musician

Broadcaster

Why would a musician join Equity instead of MU?

BECTU

The Broadcasting Entertainment Cinematograph and Theatre union is the UK's media and entertainment trade union. It represents 26,000 members who work in broadcasting, film, theatre, entertainment, leisure and interactive media.

Music Journalist

Broadcaster

DJ

Roadie

Live Sound
Technician

Why would you want to join a union?



Agencies, Unions and Trade Bodies

Trade Bodies

A trade body is an organisation founded and funded by businesses that operate in a specific industry. An industry trade body participates in public relations activities such as advertising their trade, providing training for members and lobbying politicians about issues that affect their trade. However, its main focus is collaboration between companies and businesses. It is important that you remember these and their acronyms.

MPG

The Music Producers Guild represents the interests of all involved in the production of recorded music in the UK

Record Producer

Sound Engineer

Mastering Engineer

Software Programmer

APRS

Association of Professional Recording Services represents those who work in the audio industry in the UK.

Record Producer

Sound Engineer

Mastering Engineer

Manufacturer

Live Sound Technician

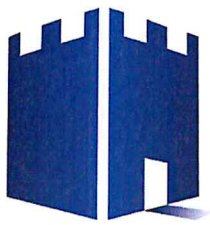
PLASA

Professional Lighting and Sound Association represents those who supply technologies and services to events in entertainment in the UK

Live Sound Technician

Roadie

What is the difference between a union and a trade body?



ORGANISATIONS

Venues & live performance:

- Small & medium local venues:

3 examples:

Pub, school stage, small theatre

3 advantages:

Intimate atmosphere, close to audience, more accessible for local bands, caters for the community

3 disadvantages:

Poor sound quality & technical facility, limited audience, less publicity/ promotion



- Large multi-use spaces:

3 examples:

Sports' Arena, West End Theatre, Outdoor festival (Glastonbury)

3 advantages:

Excellent sound & technical facilities, huge publicity & promotion, higher fee from tickets sold

3 disadvantages:

You have to be already famous to perform at a large venue (less easily accessible), the cost of hiring a large venue, less intimate interaction with audience.



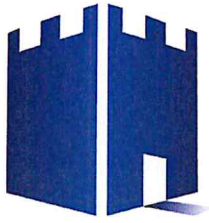
Health & safety, security at venues:

List 8 H&S and security concerns:

1. Heating, lighting & ventilation
2. Electrical equipment safe
3. Toilets & drinking water clean
4. First Aid & Emergency exits in case of fire
5. Obstacles appropriately lit/indicated (i.e. stairs)
6. Adequate parking & parking arrangements
7. Flow of people in and out of venue
8. Secure ramps/stage scaffolding



Safety matters



PONTEFRACT

ACADEMIES TRUST

Production & Promotion:

Recording companies:

- Major: Big Three (since 2012): Universal Music Group, Sony Music Entertainment, Warner Music Group

3 advantages:

Money (huge financial advantage), promotion & connections, large size so best deals on manufacturing, advertising & links to media

3 disadvantages:

Difficult to stand out in such a big pool of artists, artist unfriendly deals, more mass media driven than interested in your style of music



warner music group



Independent 'indie':

Find 3 examples & their type of music:

Southern Fried Records (created by Fatboy Slim for House Music), Pickled Egg Records (Leicester, 'quirky, retro-futurism), Fat Cat Records (Brighton, Post Rock)

3 advantages:

Cater to the artist more, more artist-friendly contracts, close personal relationships

3 disadvantages:

Lack of funds, less publicity & promotion, less organised because more informal, less contacts with media.

Music Publishing:

Give definition:

Usually linked with printed music. The business of music publishing is concerned with developing, protecting and valuing music. Music publishers play a vital role in the development of new music and in taking care of the business side, allowing composers and songwriters to concentrate on their creative work. They look after the royalties to a composer's work.



UNIVERSAL MUSIC PUBLISHING GROUP

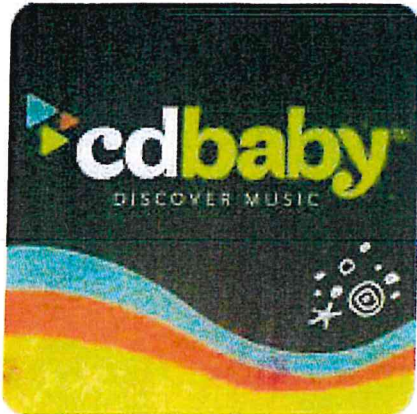
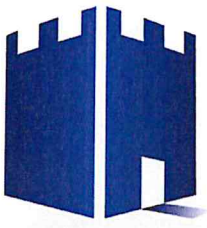
- Major publishing company:

3 advantages:

Distribution (increases sales), quality of design, marketing and promotion, payment

3 disadvantages:

Usually need to go through an agent, harder to have music published when the company is large, more editing to your original work



-Self-publishing (online):

3 advantages:

Don't need to go through an agent (you can send your work directly to them), you are more in control with the editing process, can be a stepping stone to a larger company, may cater to a specific genre that is different.

3 disadvantages:

Less marketing & promotion, less pay, not the same possibilities of distribution of your work.

Promoters:

Give definition:

Activity that supports (marketing & promotion) and encourages (publicity) a product for public awareness (i.e. live events)

List 5 things promoters do:

1. Secure a venue for a show
2. Promote the show (media, posters)
3. Work with the artist to make sure all needs are covered (PA, effects)
4. Cover the venue costs & costs of promotion (taking a percentage)
5. Earn an agreed-to fee or royalties



Marketing & distribution:

Give definition 'marketing':

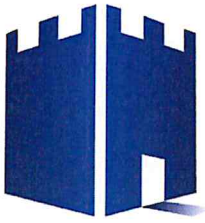
Marketing: *the action of promoting and selling a product*

Distribution: *the movement of goods (CDs) from the source (record label) through a distribution channel (iTunes, HMV) right up to the customer*

List 5 things marketing & distribution do:

1. Advertise the product and introduce new music to fans
2. Connect with fans through video streams (i.e. publicity on YouTube)

3. Grow your sales
4. Target the appropriate audience
5. Promote your product via media (radio), online...



PONTEFRACT

ACADEMIES TRUST



Service companies & agencies

-Agency:

Give definition:

An organisation (or business) that provides a particular service on behalf of a business (PRS) or person (artist)

- Royalty Collection Agencies:

PRS (Performing Rights Society)

Licenses the composer's copyright (royalties) for public performances of your songs (broadcast, live, recorded).

MCPS (Mechanical Copyright Protection Society)

Licenses the composer's copyright (royalties) for sound recordings (i.e. CD, ringtone). It will be in physical format (i.e. digital).

PPL Licensing (Phonographic Performance Limited)

Licenses the right to perform sound recordings & collects royalties for record companies & performers on recordings.



Artists' representation:

List 3 things the following do for the artist:

- Management

1. Works on behalf the artist (band) to promote their career
2. Runs their business affairs
3. Secure the best work for their clients & best fee

- PR (Public Relations)

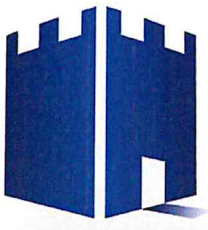
1. Promote a new release or artist to the media
2. Liaise with labels and the media to get album reviews & profile of the band with interviews
3. Generate as much publicity as possible

- Agent

1. (Also called Booking Agent/ Talent Agent) Liaise with bands/artist to agree on tour dates & requirements of tour as well as goal (i.e. promote a new album)
2. Take care of financial and logistic requirements (say of a tour)
3. Contact promoters & venues to pitch the bands & agree on performance dates.
4. Arrange contracts with promoters regarding pay, equipment...

- Stylist

1. Help the artist/band create a style that reflects their music/genre and help them stand-out
2. Choose clothes, hair-style, and jewellery
3. Help artist create an image



PONTEFRACT

ACADEMIES TRUST



Hire companies:

List 3 reasons why an artist would hire the following:

- Sound & lighting equipment

1. *Technical expertise.*
2. *Quality of equipment*
3. *Engineer to take care of sound/lights so that the artist can focus on the music*

- Rehearsal & studio space

1. *To record a single with best quality equipment possible*

2. *Excellent acoustics for rehearsal*

3. *To perform to a small audience/ community event*

Transport companies:

List 3 reasons why an artist would hire a transport company:

1. *Transport equipment when on tour*
2. *Roadie to carry equipment & install*
3. *Hire a sleeping coach for tour around the country*



Unions:

Who do the following represent?

-MU (Musicians' Union):

Musicians, Music Teachers, Instrumental teachers

-Equity:

Actors, dancers, stage managers, choreographers, directors, backstage crew

-BECTU (Broadcast Entertainment Cinematograph Theatre Union):

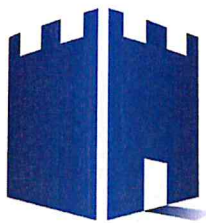
Media & entertainment trade union, representing broadcasting, film,



**musicians
union**

List 5 ways the unions represent their members:

1. *Negotiate contracts on behalf of musicians*
2. *Tackle issues raised by musicians when there are employment disputes*
3. *Give advice & support regarding copyright protection or unpaid fees*
4. *Make sure working conditions are acceptable*
5. *Assist members throughout their careers by net-working*



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Trade Bodies:

What does a trade body do?

A trade body is an organisation founded and funded by businesses that operate in a specific industry.

Who do the following represent?

- MPG (Music Producers Guild):

Represents the interests of all involved in the production of recorded music (producers, engineers, mixers, programmers...)

- APRS (Association of Professional Recording Services):

Represents those who work in the audio industry in UK (recording studios, record producers, audio engineers...)

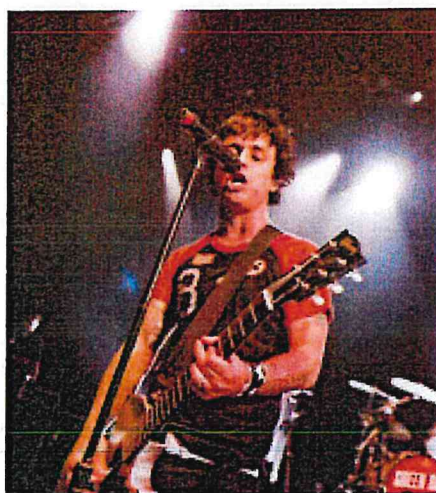
- PLASA (Professional Lighting and Sound Association):

Represents those who supply technologies and services to events in entertainment (professional technicians in lighting & sound)



JOBS

Performance/Creative Jobs



Musician:

3 examples:

Orchestral player, Conductor (musical director), Backing vocalist

List 4 responsibilities:

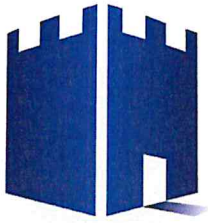
1. *Train and practise regularly to keep skills to a high standard*
2. *Turn up to rehearsals on time and prepared*
3. *Look after instrument (including voice)*
4. *Learn new music for a show*

Composer/ song-writer:

List 5 responsibilities:

1. *Compose music for a TV programme (quiz show, soap, commercial)*
2. *Compose a song for a famous singer*
3. *Compose music for a special event (coronation)*
4. *Keep to a deadline*
5. *Work with the performer so that the song/composition is at their level of singing/performance*





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Producer

List 5 responsibilities:

1. (Also known as Record producer) *Oversee & manage the recording of an artist's music*
2. *Gather ideas for the project & select songs*
3. *Hire (session!) musicians for the project*
4. *Coach the artist in the studio*
5. *Control the recording session*
6. *Supervise the entire process through mixing to mastering*

Musical director (conductor):

List 5 responsibilities:

1. *Unify performers*
2. *Set the tempo & execute clear indications by conducting*
3. *Execute clear indications & shape the sound of the ensemble*
4. *Guide the orchestra/choir*
5. *Choose the music & study the scores*
6. *Relay ideas to the performers*
7. *Schedule rehearsals*



Live sound technician:

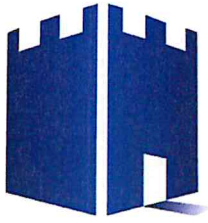
List 4 responsibilities:

1. *Choose suitable microphones & equipment*
2. *Position & rig-up microphones*
3. *Do sound-checks*
4. *Operate the sound desk during shows/recording*
5. *Look after the equipment*



Roadie:

1. *Carry equipment*
2. *Set up before event*
3. *Look after the equipment*
4. *Pack away at the end of the event*



Instrumental support:

3 examples:

1. *Look after the instrument*
2. *Fix when broken (broken strings)*
3. *Give advice regarding best use of equipment*



Management & promotion jobs



Artistic management: Also known as Talent Manager

List 5 responsibilities:

1. *Organise & confirm show dates & tours*
2. *Liaise with record companies*
3. *Assist with studio planning*
4. *Can function as a lifestyle coach for the artist (support)*
5. *Take care of high quality standard*
6. *Exploit marketing opportunities*

Venue management:

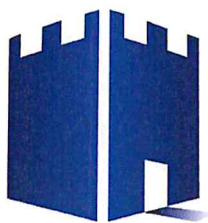
List 5 responsibilities:

1. *Ensure that all services are opened and fully functional during scheduled times*
2. *Check Health & Safety is up-to-date*
3. *Give consistent and excellent level of service to clients*
4. *Book artists*
5. *Assist with preparations of shows & supervise the whole process*



Studio management:

1. *Administrative control of the studio's operation*
2. *Schedule times & liaise with clients*
3. *Engage engineers, session musicians, technical engineers*
4. *Promotion & marketing of studio*
5. *Ensure all equipment is H&S and up-to-date*



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Promoter:

List 5 responsibilities:

1. Publicise a concert
2. In charge of 'putting on' the show
3. Work with artists' agents
4. Work with venues to arrange for a show
5. Promote the event through advertisement & publicity



Marketing:

List 5 responsibilities:

1. Design and implement marketing (i.e selling) plans: album sales, streams
2. Gather prices for advertisements and promotions
3. Devise promotional events, giveaways, sponsorships
4. Have a radio/ online campaign for an artist
5. Create the artist's image/brand

A&R (Artists and Repertoire):

List 5 responsibilities:

1. Scouting for new talent & sign to a record label
2. Oversee all the aspect of the process from delivery to finished recordings
3. Development of artist as they grow & mature
4. Manage the recording process
5. Help find songs appropriate for the artist



Recording jobs

Recording studio personnel:

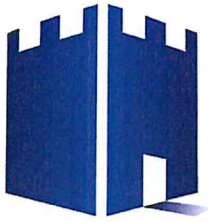
3 examples

1. Sound engineer
2. Producer
3. Instrument technician

List 5 responsibilities:

1. Hire engineers & set-up workers & other technical staff





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2. *Select & purchase equipment, ordering repairs*
3. *Establish a schedule*
4. *Oversee mixing & mastering of recording*
5. *Coordinate with client schedules & use of studio space & equipment*

Producer:

List 5 responsibilities:

1. *Work closely with sound engineers & audio technicians*
2. *Work closely with recording artist*
3. *Enhance recordings (add instruments to existing tracks)*
4. *Schedule recording times with artists*
5. *Oversee overall production quality of a song*



Session musician:

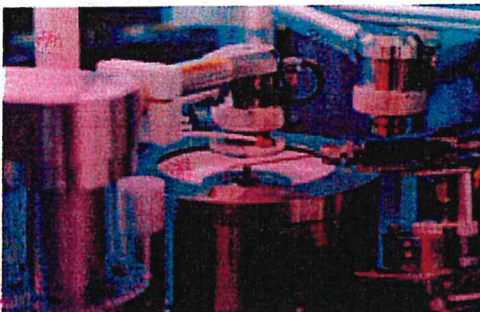
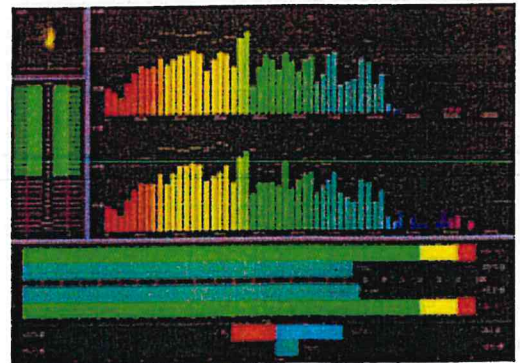
List 5 responsibilities:

1. *Turn up on time*
2. *Rehearse music & keep instrumental level high*
3. *Follow instructions given by producer/conductor*
4. *Bring instrument & take care of it*
5. *Contribute partly (at times_ to the writing of an arrangement*

Mastering:

List 3 things a mastering engineer does:

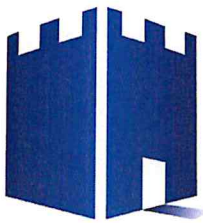
1. *Complete the audio mastering process for an album*
2. *Prepare & transfer audio from one raw format to a desired master format*
3. *Refine the sound quality & make subtle nuances to create an appealing sound*



CD manufacturer:

List 3 things a CD manufacturer does:

1. *Master CDs of high quality*
2. *Transport to distribution outlets (stores or online)*
3. *Duplicate CDs*



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Media & other jobs

Music journalist/blogger:

3 examples of what they do:

1. Write reviews about an artist's concert/album
2. Attend shows, concerts, events
3. Listen to CDs, online music, new talent



Broadcaster (TV & radio)

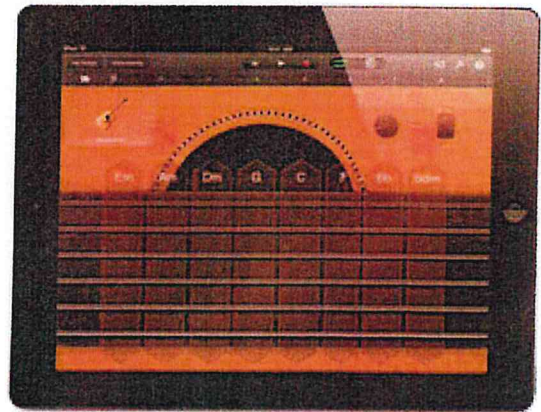
3 examples of what they do:

1. Interview artists
2. Select music for a show
3. Present music show & discuss trends

Software programmer/ app developer:

3 examples of what they do:

1. Create apps, musical programmes: sequencing (Logic), notation software (Sibelius), music games
2. Up-date the programme regularly
3. Create computer programmes that assist musicians with their training (aural tests, music theory)



Retail & distribution:

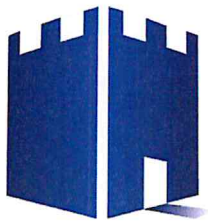
3 examples of what retail does:

1. Record shop/store/online that sells recorded music
2. Online: iTunes, Spotify, Amazon
3. Shops: HMV, specialist shops

3 examples of what distributor do:

1. How albums get into shops
2. Sign deals with record label that gives them the right to sell that label's products
3. Takes a cut of the income from each album sold





EMPLOYMENT PATTERNS

Define:

- Full-time:

Standard is 37-40 hours/week. Contract may include pension, paid holidays, sick time. Will usually be long-term.

- Part-time:

A contract as above, but not full-time. Can vary from one day – four days. Will usually be long-term.

- Freelance:

Self-employed & is not committed to a particular employer long-term. No long-term contract!

- Self-employed:

Working for yourself rather than for a business or someone else.

- Permanent v casual:

Permanent offers guaranteed work for a certain length of time & job security.

Casual is not secure as it varies according to the work on offer, but it does give flexibility and choice as to organising your time.



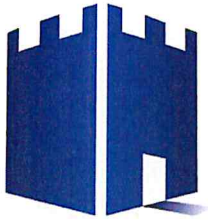
GETTING A BREAK & STARTING OUT

1. What would be your 10 point plan to break in the music industry with your band?

1. Be passionate, hard-working, resilient, patient, and don't give-up
2. Have an instrumental/vocal coach to guide your technique & musical skills
3. Do voluntary concerts in local venues (bars, theatres) to gain experience & put on your CV

4. Send examples of your work (demo) to music agents, record labels & publishers (if composing)
5. Use social media to promote yourself (YouTube, Sound Cloud, blog)
6. Create your own personal style (music and clothes)
7. Sign contracts with caution and read the small-print (have a lawyer/solicitor for advice) or join a union
8. Find an agent/manager who will cater to your musical needs & requirements
9. Take care of yourself (healthy lifestyle)
10. Network as much as possible (social media, playing as a preceding act for more famous artists)





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You are recording your single at HCC Recording Studios. List 10 of your responsibilities:

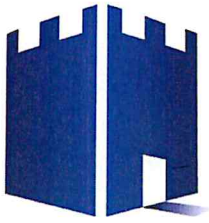
1. Arrive on time to rehearsals
2. Practice my part thoroughly
3. Make sure my instrument (including voice) is in good condition
4. Bring any music or other equipment needed (capo, pick, score)
5. Be ready to work hard and go over a section several times until it is perfect
6. Work as a team with the recording personnel and other members of the band
7. Listen to recording and perfect it until it is of the best quality
8. Promote the recording on social media
9. Go on tour in the area to promote single
10. Keep developing musical style and learning from the experience: always grow and improve (practise)



You are on a tour with your band in London. List 10 different roles that are involved & their responsibilities

1. Ensure there is all the equipment needed (instruments, stands, music, amps, picks, etc.)
2. Carry the instruments & transport from one venue to another (roadie)
3. Install equipment on stage (roadie)
4. Check quality of sound (sound engineer) & instruments are not damaged (instrument technician)
5. Liaise with venues to promote the tour and make sure it is advertised (on blog, in newspaper) (promoter)
6. Rehearse on stage & check the venue is safe & appropriate for band (venue manager, agent)
7. Think of style & presence (stylist)
8. Do interviews on radio/TV to make the band known & promote tour (agent)
9. Check contracts, fees, expenses (agent, Musicians' Union)
10. Book hotels, transport, venues (agent/promoter)

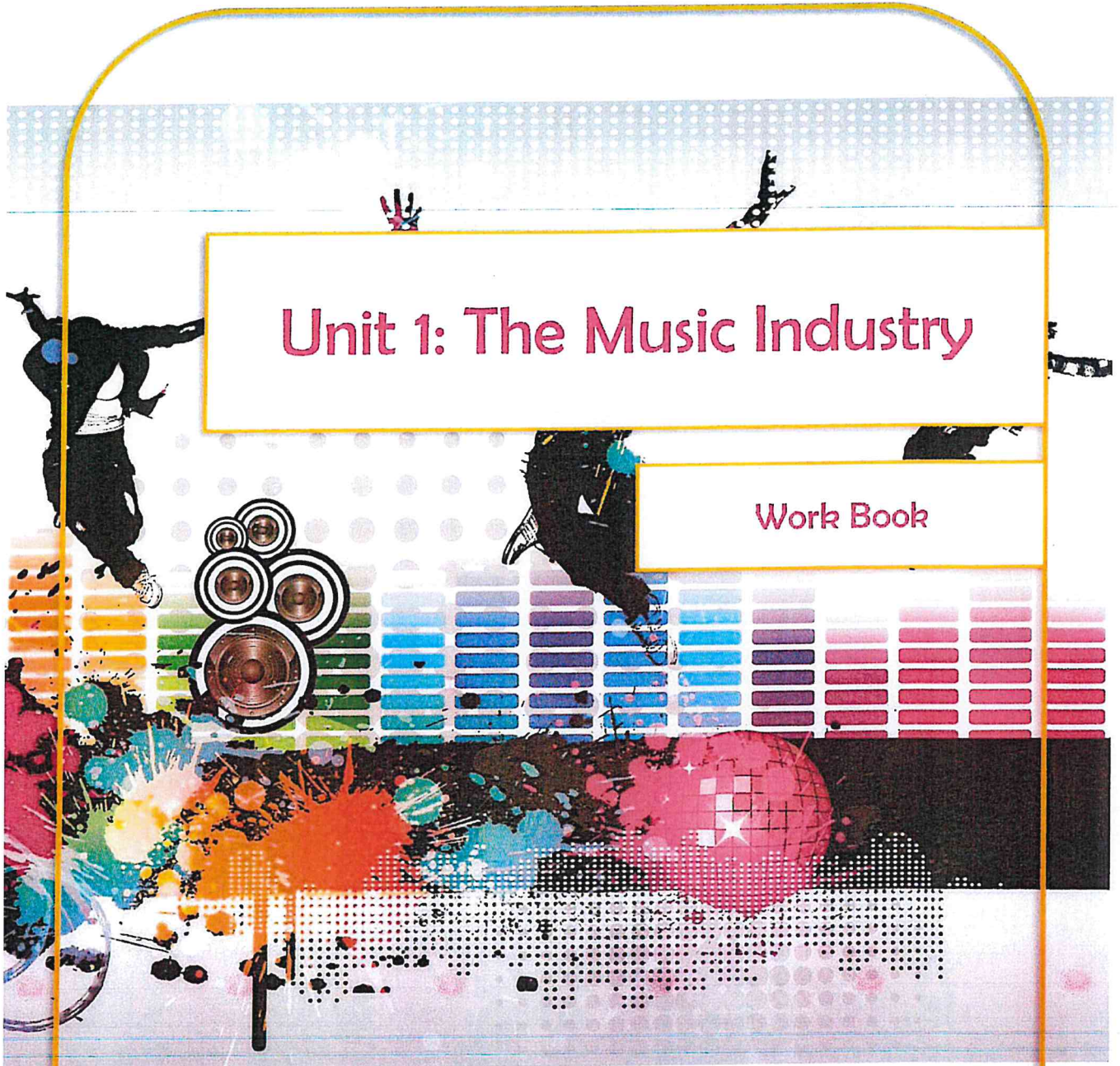


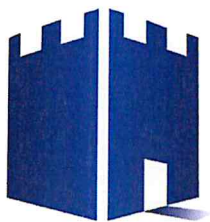


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Unit 1: The Music Industry

Work Book





PONTEFRACT

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Many job roles interlink so it's important to know the thing that sets them apart.

For each job role right one thing that is only related to that job role.

Musician

Session Musician

Studio Manager

Venue Manager

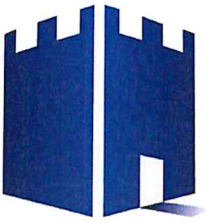
Artistic Manager

Sound Engineer

Live Sound Technician

Broadcaster

Music Journalist/Blogger



PONTEFRACT

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Many job roles interlink so it's important to know the thing that sets them apart.

For each job role right one thing that is only related to that job role.

Composer/Song Writer

Conductor/Musical Director

Mastering Engineer

Record Producer

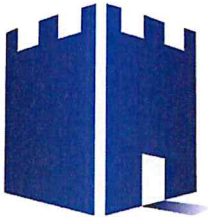
A & R

Roadie

Instrument Technician

Software Programmer

DJ



PONTEFRACT

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Many job roles interlink so it's important to know the thing that sets them apart.

For each job role right one thing that is only related to that job role.

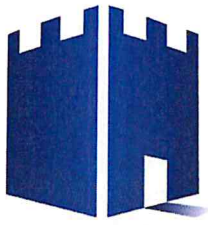
Promoter

PR & Marketer

Manufacturer

Distributor

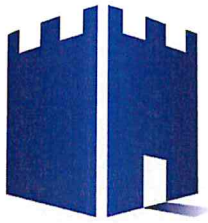
Retailer



Job Roles

You need to identify four different job roles that relate to an artist and describe how they relate.

Artist



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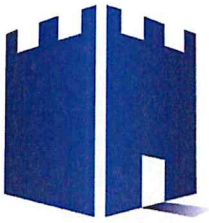
If you were an artist what would you want these roles to do for you?

Artistic Manager

Promoter

A&R

Marketer



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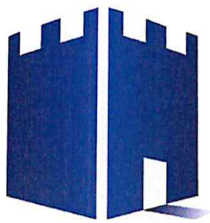
If you were an artist what would you want these roles to do for you?

Broadcaster

Composer/Song Writer

DJ

Journalist/Blogger



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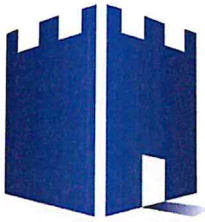
If you were an artist what would you want these roles to do for you?

Venue Manager

Live Sound Technician

Roadie

Instrument Technician



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Connect these studio roles to their job responsibilities

Studio Manager

Oversee and manage the recording of an artist's music

Gather ideas for the project and select songs

Hire session musicians for the project

Sound Engineer

Check Health and Safety is in place to safeguard clients and employees

Ensure that the studio is run effectively and that it is financially profitable

Schedule times and liaise with clients

Instrument Technician

Making sure the volume and recording levels are set correctly

Operating recording equipment and adding effects

Recording each instrument or item onto a separate track

Record Producer

Turn up on time to recording sessions or performances

Rehearse music and keep instrumental level high

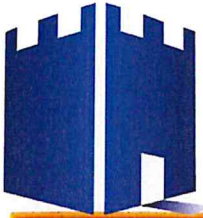
Follow instructions given by producer/conductor

Session Musician

Look after the instrument

Fix the instrument when broken (e.g. broken strings)

Give advice regarding best use of equipment



PONTEFRACT

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Explain the main responsibilities of these job roles within a Studio.

Make sure you mention how they all link.

Studio Manager

[Empty rounded rectangular box for Studio Manager responsibilities]

Sound Engineer

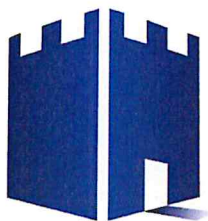
[Empty rounded rectangular box for Sound Engineer responsibilities]

Mastering Engineer

[Empty rounded rectangular box for Mastering Engineer responsibilities]

[Large empty rounded rectangular box for overall studio process description]

Describe how a venue would make itself ready for a show?



PONTEFRACT

ACADEMIES TRUST

Connect these venue roles to their job responsibilities

Venue Manager

Look after the instrument

Fix the instrument when broken (e.g. broken strings)

Give advice regarding best use of equipment

Live Sound Technician

Check Health and Safety is in place to safeguard clients and employees

Ensure that the venue is run effectively and that it is financially profitable

Schedule times and liaise with clients

Roadie

Transport equipment from venue to venue.

Set up equipment and repack equipment at the end of a performance.

Instrument Technician

Turn up on time for performances

Rehearse music and keep instrumental level high

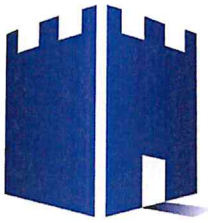
Follow instructions given by conductor/musical director

Session Musician

Check balance of the instruments through a sound check.

Make sure that microphones are rigged properly before a concert.

Operate the mixing desk on the night.



PONTEFRACT

ACADEMIES TRUST

Explain the main responsibilities of these job roles within a venue.

Make sure you mention how they all link.

Venue Manager

[Empty rounded rectangular box for notes related to Venue Manager]

Live Sound Technician

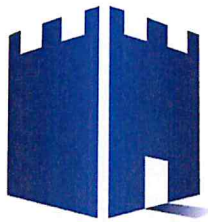
[Empty rounded rectangular box for notes related to Live Sound Technician]

Roadie

[Empty rounded rectangular box for notes related to Roadie]

[Empty rounded rectangular box for notes related to the overall venue preparation process]

Describe how a venue would make itself ready for a show?

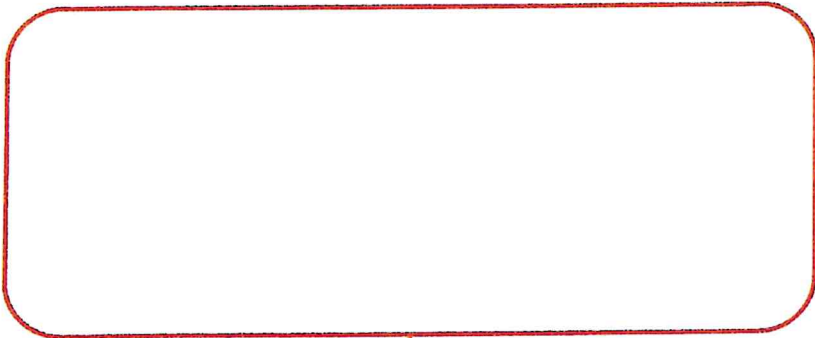
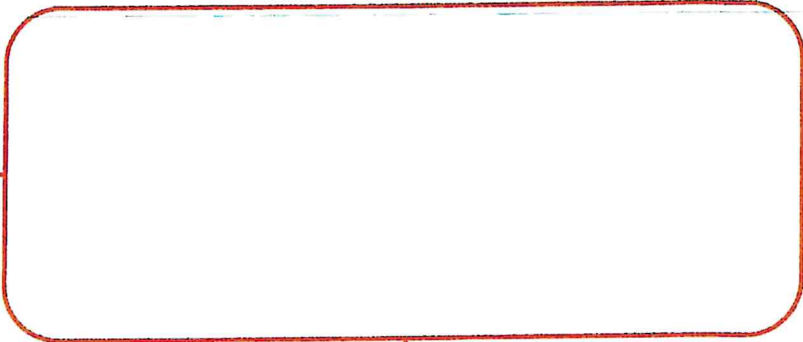


PONTEFRACT

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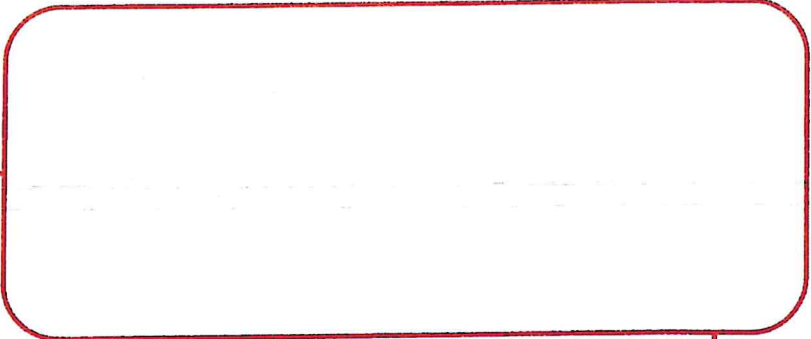
From final master to on the store shelves,
how do the job roles involved in this process
link?

Mastering Engineer

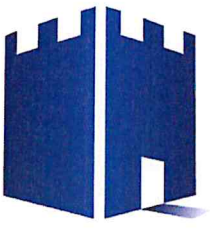


Manufacturer

Distributer



Retailer



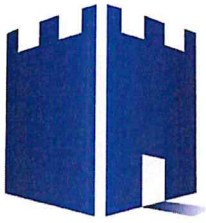
PONTEFRACT

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Employment

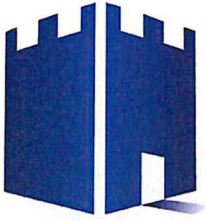
Fill in the grid to show your understanding of employment patterns.

Employed Self Employed	Freelance	Part Time	Full Time	Describe the employment type
				What kind of contract would you have?
				How will you be paid?
				Job roles that would have this contract?



What are advantages and disadvantages of each employment type?

	Advantages	Disadvantages
Full Time		
Part Time		
Freelance		
Self Employed		



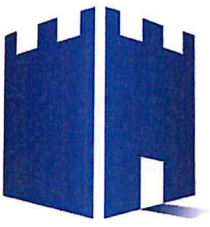
PONTEFRACT

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With every job you have to be aware of the financial aspects.

What contributions do you need to make with your salary.

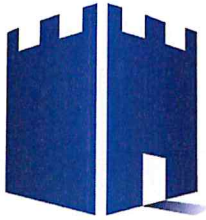
	What is this?	How is it paid?
Tax		
National Insurance		
Pension		
Paid Holiday		



When you are employed you have a contract.

What things would you expect to see in a contract?

What things would
you expect to see in a
contract?



PONTEFRACT

ACADEMIES TRUST

An invoice is used for self employed or freelance worker to claim money earned from a company you are currently working with.

What things are found on an invoice?

David French

INVOICE

50 Thames Road
Dartford
DA1 3RD

Bill To
Pulse Ltd,
35 London Road
Southwark
SE14 5TH

Invoice # 13
Invoice Date 18/03/2017

DESCRIPTION	AMOUNT
Festival project consultation (10hrs @ £36 p/h)	360.00
Subtotal	360.00
VAT 20.0%	72.00
TOTAL	£432.00

Terms & Conditions

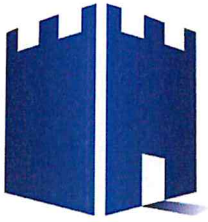
Payment is due within 15 days by BACS

Bank: Natwest

Account No: 59540378

Sort Code: 55 51 87

Annotate the invoice to show the things that are included in an invoice.



PONTEFRACT

ACADEMIES TRUST

Venues

Give an example of what a venues would fit into each section?

Then write in the advantages of each?

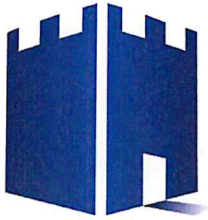
Small Venues

Medium Venues

Large Venues

Artists

Give examples of artists that have played at a large venues and how much money they have made from this?



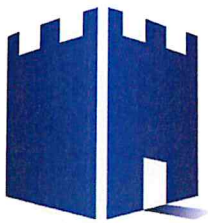
PONTEFRACT

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What are the expenses and profits of a venue?

Who is responsible for this?

Expenses	Expenses that make profit
What things do venues need that do not make them money?	What things do venues have to pay for that they can use to make profit?
Profits	How does a venue manager manage this?
What things make a venue a profit without having to pay money out?	



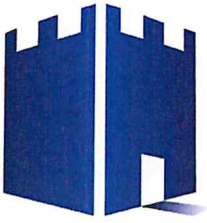
PONTEFRACT

ACADEMIES TRUST

What health and safety considerations does a venue need to make?

Why do they do this?

Who is responsible?						
Extra control measures put in place.						
Severity						
Likelihood						
Consequence						
Current Control Measures						
Risks Identified						

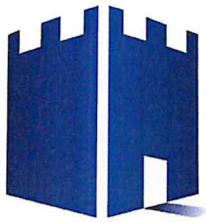


Organisations

You have been offered a contract with a major record label but you have been approached by an indie label also.

Which one would you choose? Describe the advantages and disadvantages below.

Major Record Label/Sub Label	Independent Label
Advantages	Advantages
Disadvantages	Disadvantages



PONTEFRACT

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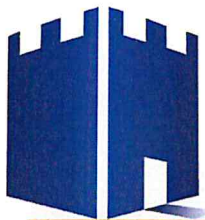
You are putting on a concert and need to liaise with different organisations and companies.

What services would you be looking for from these companies?

Promotions

PR and
Marketing

Hire and
Transport



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These agencies are to protect the rights of an artists material.

What are each of these agencies and what do they do?

P _____ R _____ S _____

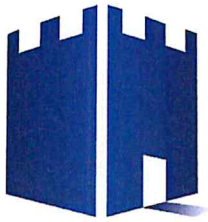
What do they do?

M _____ C _____ P _____
S _____

What do they do?

P _____ P _____ L _____

What do they do?



These unions are there to protect the rights of an artists and to advise them on contracts

What are each of Union and what do they do?

M _____ U _____

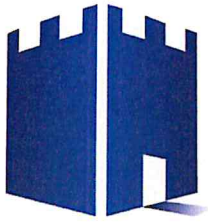
What do they do?

E _____

What do they do?

B _____ E _____
C _____ and T _____ U _____

What do they do?



PONTEFRACT

ACADEMIES TRUST

These trade bodies are there to support the trades within the industry.

What are each of the trade bodies and what do they do?

M _____ P _____ G _____

What do they do?

A _____ of P _____ R _____
S _____

What do they do?

P _____ L _____ And S _____
A _____

What do they do?