

# Unit 1 Job Role Posters

# PLASA

- Professional Lighting and Sound Association
- Union body for those who supply technologies and services to the event, entertainment and installation industries
- Provide business resources, lobbying, technical support, commercial benefits and legal aid





# APRS

- Association of Professional Recording Services
- Trade union that represents the audio industry
- Gives focus and support to audio professionals
- Have strong presence within industry and lobby on behalf of members to attain best working environments.



# MPG

- Represent producers and engineers in music recording within a studio
- Representatives within government
- Engage with music industry organisations to provide support and opportunities



# BECTU

- Media and entertainment union for broadcasting, cinema, film, digital media, independent production, leisure, IT and telecoms, theatre and arts
- Negotiate pay, conditions, contracts with employers
- Provide legal support, representation and personal advice
- Training and courses
- Health and safety advice and representation



# MU

- Represent musicians by negotiating with all major employers and offer beneficial service and advice
- Offer insurance, legal advice, and other services to help support careers



*stage, small  
theatre, Pub.*

# Small / medium venue

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 venue



*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.*



## Concerns

# Health and Safety

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*

# Large Record Company

## LARGE

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

# Small Record Company

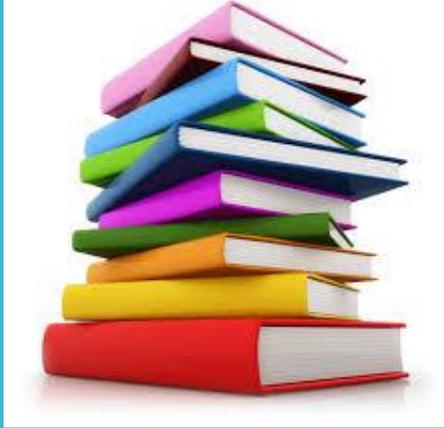
3 advantages:

*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.*





*Usually linked with printed music.*

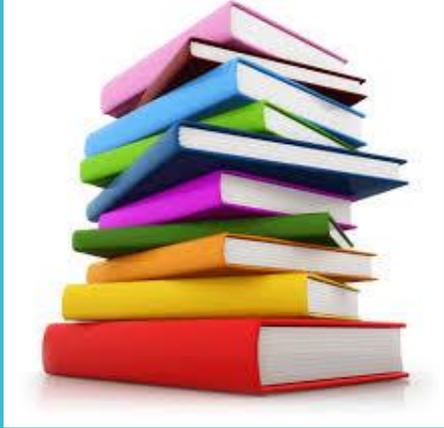
# Publishing Major

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*



*Usually linked  
with printed  
music.*

# Publishing Minor

## **Self Publishing**

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.*



# Promoter

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 and Distribution



## 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*

- 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...*



# Royalty Collection Agencies



**PRS**  
for MUSIC

**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.*



# 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*

# Hire Companies

## 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



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

# Musician

- 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*



*Orchestral player  
Conductor (musical  
director)  
Backing vocalist*



# Composer/ Songwriter

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 (correct range)*

# Producer



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*



# Live Technician

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*



# Instrument Technicians

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

# Artistic Management

## Talent Scout/ A&R



**TALENT SCOUT**

- 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 Manager



- 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 Manager

- 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*

# Promoter



- 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*

# Session Musician



- 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 Engineer

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



# Music Journalist/ Blogger



- 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



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

# Full Time Contract



- Full-time: **Mrs Brown**

*Standard is 37-40 hours/week.*

*Contract may include pension, paid holidays, sick time. Will usually be long-term.*

# Part Time Contract



**Same as Mrs Brown but works 20 hours.**

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

# Freelance/Self Employed



- Freelance: **Works for themselves**

*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 vs Casual Contract



*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.*

# 8 Mark Example Answers

- **What would be your 10 point plan to break in the music industry with your band?**
- *Be passionate, hard-working, resilient, patient, and don't give-up*
- *Have an instrumental/vocal coach to guide your technique & musical skills*
- *Do voluntary concerts in local venues (bars, theatres) to gain experience & put on your CV*
- *Send examples of your work (demo) to music agents, record labels & publishers (if composing)*
- *Use social media to promote yourself (YouTube, Sound Cloud, blog)*
- *Create your own personal style (music and clothes)*
- *Sign contracts with caution and read the small-print (have a lawyer/solicitor for advice) or join a union*
- *Find an agent/manager who will cater to your musical needs & requirements*
- *Take care of yourself (healthy lifestyle)*
- *Network as much as possible (social media, playing as a preceding act for more famous artists)*

# 8 Mark Example Answers

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

# 8 Mark Example Answers

- **You are on a tour with your band in East Sussex. List 10 different roles that are involved & their responsibilities:**
- *Ensure there is all the equipment needed (instruments, stands, music, amps, picks, etc.)*
- *Carry the instruments & transport from one venue to another (roadie)*
- *Install equipment on stage (roadie)*
- *Check quality of sound (sound engineer) & instruments are not damaged (instrument technician)*
- *Liaise with venues to promote the tour and make sure it is advertised (on blog, in newspaper) (promoter)*
- *Rehearse on stage & check the venue is safe & appropriate for band (venue manager, agent)*
- *Think of style & presence (stylist)*
- *Do interviews on radio/TV to make the band known & promote tour (agent)*
- *Check contracts, fees, expenses (agent, Musicians' Union)*
- *Book hotels, transport, venues (agent/promoter)*