

## ORGANISATIONS:



### Venues & Live Performance:

Small & Medium Local Venues: e.g.; 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: e.g.; 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.

### What are 8 Health & Safety and Security concerns at venues?:

Heating, lighting & ventilation

Electrical equipment safe

Toilets & drinking water clean

First Aid & Emergency exits in case of fire

Obstacles appropriately lit/indicated (i.e. stairs)

Adequate parking & parking arrangements

Flow of people in and out of venue

Secure ramps/stage scaffolding



**Recording Companies: Major:** Big 3: 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.



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

### What are the 5 things promoters do?

Secure a venue for a show

Promote the show (media, posters)

Work with the artist to make sure all needs are covered (PA, effects)

Cover the venue costs & costs of promotion (taking a percentage)

Earn an agreed-to fee or royalties

**Recording Companies: Independent:** 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.

# Unit 1 The Music Industry

**Music Publishing:** 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.

**Major Publishing Companies:**

**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:**

- ♪ Usually need to go through an agent,
- ♪ Harder to have music published when the company is large,
- ♪ More editing to your original work

**3 Disadvantages:**

- ♪ Less marketing & promotion
- ♪ Less pay
- ♪ Less distribution possibilities

**Artists' Representation:**

**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:** (Also called Booking Agent/ Talent Agent)

- 1. 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

**Service Companies & Agencies:**

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

**Royalty Collection Agencies:**

**PRS (Performance 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.



**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

## Unions:

**Musicians Union (MU):** 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.

## How do unions represent their members?

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

**Employment Patterns: 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.

# Unit 1 The Music Industry

## Rehearsal & studio space x

1	To record a single with best quality equipment possible
2	Excellent acoustic 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

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

**MPG (Music Producers Guild):** Represents the interests of all involved in the production of recorded music (producers, engineers, mixers, programmers etc)

**APRS (Association of Professional Recording Services):** Represents those who work in the audio industry in UK (recording studios, record producers, audio engineers etc)

**PLASA (Professional Lighting and Sound Association):** Represents those who supply technologies and services to events in entertainment (professional technicians in lighting & sound)