Can Your Students Get Jobs?

Library Help for Music Students' Career Preparation

Veronica Wells, University of the Pacific Rachel Fox Von Swearingen, Syracuse University Marci Cohen, Boston University Music Library Association Annual Meeting, Cincinnati, OH, March 4, 2016

Self-Promotion

It's all about making connections.

Ways to self-promote:

- Social media
- Website
- Fundraising
- Bio/Artist Statement
- Stage presence

Self promotion: social media

- Connect with fans; keep them informed on upcoming gigs, events, and projects.
- Determine the "social influencers"
- Keep a calendar of what to post and when based on upcoming events and projects.
- Use multiple platforms

Self-promotion: fundraising

- It's all about your ability to connect
- Make your call to action specific and time-sensitive
- Keep the message consistent from platform to platform
- Thank the donors preferably with a personalized message

Self-promotion: bio or artist statement

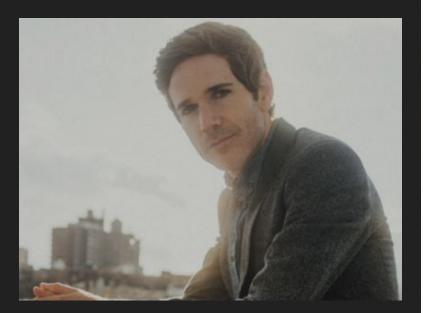
Bio:

- It is not a biography
- Avoid hype, cliche, and laundry lists
- Don't write in chronological order

Artist statement:

- Keep it short
- Start with a hook
- Include statements about your philosophy, approach, influences, and accomplishments.

Example 1: YouTube - Ben Wendel and *The Seasons*





JANUARY: TAYLOR EIGSTI



FEBRUARY: JOSHUA REDMAN



MARCH: MATT BREWER



PRIL: ERIC HARLAND



MAY: SHAI MAESTRO



JUNE: LUCIANA SOUZA



JULY: JULIAN LAGE



AUGUST: MARK TURNER



SEPTEMBER: JEFF BALLARD



OCTOBER: GILAD HEKSELMAN



NOVEMBER: AARON PARKS

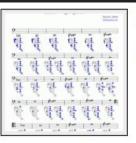


DECEMBER: AMBROSE AKINMUSIRE

www.benwendel.com

Example 2: Website - David Wells





Fingering Charts

Fingering charts for the beginning bassoonist through professionals. These charts show my own standard fingering(s) for each note and are available in four versions.



Blank Fingering Chart Paper

Printable blank fingering chart paper that makes it easy to jot down alternate fingerings, trill fingerings, multiphonics, and the like.



Blank Baroque Fingering Chart Paper

I've created three versions of my blank fingering chart paper, using key work diagrams for various types of Baroque bassoons. The first is for a basic four-keyed Baroque instrument (low B-flat, low D, F, A-flat). The other two are for instruments that include an E-flat key: for the left little finger (German style) or for [...]

www.davidawells.com

Example 3: Crowdfunding - The Doubleclicks





533 patrons \$2,147 per video @

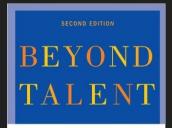
https://www.patreon.com/thedoubleclicks

Q: Where to start?

A: Start with a self assessment.

Have students ask themselves:

- What are you strengths and weakness?
- What needs improving?
- What do you want for your career?
- What do you want personally, professionally, and artistically in the next two years?

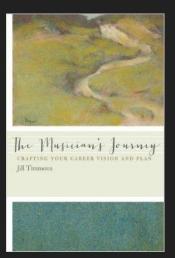


CREATING A SUCCESSFUL CAREER IN MUSIC

ANGELA MYLES BEECHING



By Andrew Simonet



Forms and Contracts It's all about protecting rights.

Consider... A Composer



Allegorie der Musik (ca.1635-1665), Lorenzo Lippi. https://commons.wikimedia.org/wiki/File:Lorenzo_Lippi_001.jpg

Print rights

Public performance rights

Mechanical rights

Consider... A Composer



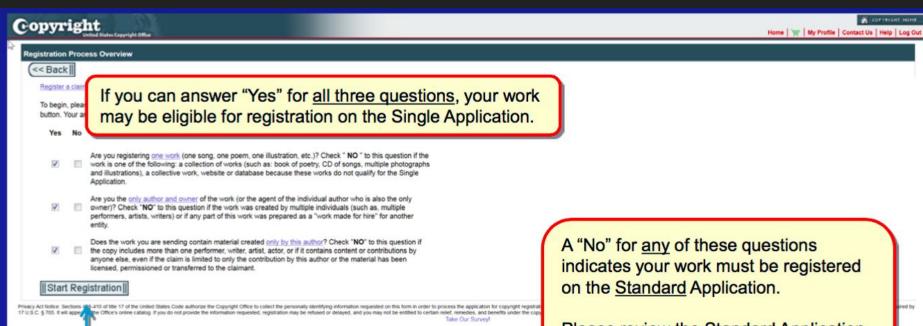
Allegorie der Musik (ca.1635-1665), Lorenzo Lippi. https://commons.wikimedia.org/wiki/File:Lorenzo_Lippi_001.jpg

Register copyright



Register with a PRO

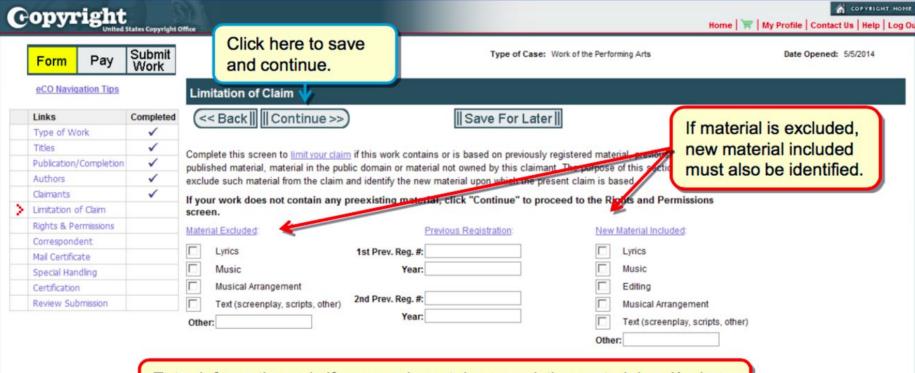




Click here to begin your Single Application.

Please review the Standard Application version of this tutorial at http://copyright.gov/eco/.





Enter information only if your work contains preexisting material and/or has been previously registered. Otherwise, please leave this screen blank.



Performing rights organizations

Public performance

pays composers & publishers 50/50







Non-interactive digital public performance

pays labels, featured recording artists, and backup artists 50/45/5



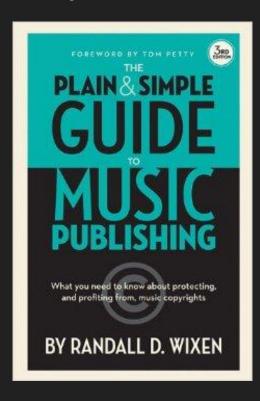


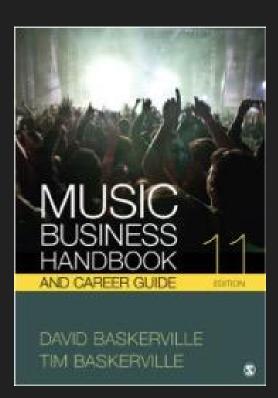
Performing rights organizations

- Register as both a composer and a publisher
- Choose well composers can only be in one at a time
- Register each of your works
- Report live performances



Key resources





Library of Congress. United States Copyright Office. *eCO* Registration System Tutorial. http://copyright.gov/eco/

ASCAP. Primer for Concert

Members

http://www.ascap.com/concert/

primer.aspx

Consider... A Chamber Musician



Booking agreement



Musician for hire



Ensemble agreement



The Sense of Hearing (ca.1744-1747), Philip Mercier. https://commons.wikimedia.org/wiki/File:Philippe_Mercier_-_The_Sense_of_Hearing_-_Google_Art_Project.jpg

CASUAL BAND BOOKING AGREEMENT

THIS CONTRACT, entered into on this __ day of ______, 20___, is for the personal services of the Musician(s) for the performance described below. The undersigned Employer and the undersigned Musician(s) agree and contract as follows:

- 1. NAME OF MUSICIAN(S):
- NUMBER OF MUSICIAN(S):
- 3. NAME AND ADDRESS OF PLACE OF PERFORMANCE
- DATE(S) OF PERFORMANCE:
- 5. TIME(S) OF PERFORMANCE:
- WAGE AGREED UPON:
- DEPOSIT:
- 8. PAYMENT OF BALANCE TO ______ MADE IN U.S. CURRENCY OR CERTIFIED CHECK AT THE END OF PERFORMANCE.
- 9. ADDITIONAL TERMS:

Casual booking agreement -- sample

I hereby grant [Your name] and [his/her] legal representatives, and assigns and those acting with their authority and permission, the absolute right and permission to copyright and use, re-use, publish, and re-publish recordings of myself playing, or in which I may be included, in whole or in part in any and all media now and hereafter known, and for use as an audio product to be sold with or without music publications, or any other purpose whatsoever.

I hereby waive any right that I may have to inspect or approve the finished product or products or the advertising, promotion, printed, or other matter that may be used in connection therewith or the use to which the recording may be applied.

I hereby release, discharge, and agree to save harmless [Your name] and her legal representatives or assigns and all persons acting with their permission or authority from any liability by virtue of altering, editing, or remixing said recording, whether intentional or otherwise, that may occur or be produced in the production of said recordings or in any subsequent publications thereof.

I will be paid by [Your name], a fee of [\$xxx.xx] for my recording services. I realize I will not receive any residual payments or royalties based on the sale of the recording.

Musician for hire agreement -- sample



Meetings and Voting.

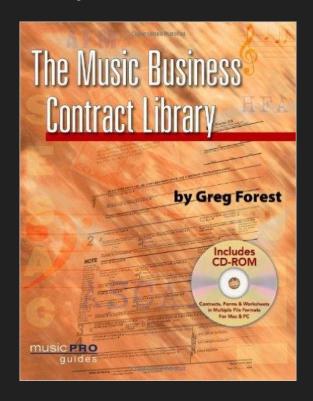
Each Band Partner shall have the right to participate in the business of the Band Partnership. Meetings of the Band Partners can be called by any member of the Band Partnership upon reasonable notice.

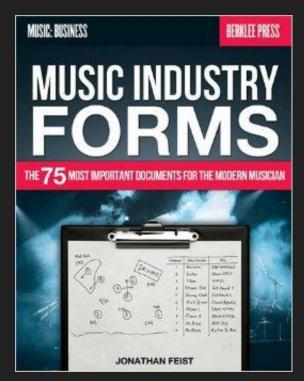
(Check either "unanimous" or "majority" for each issue) Unanimous Majority		
Expelling a Band Partner	[]	[]
Admission of a new Band Partner:		[]
Entering into any agreement that		
binds the Band Partnership for		2.12
more than one year:	[]	[]
Additional capital contributions		
by any Band Partner:	[]	[]
Receipt of any bonus or goods or		
other assets of the Band Partnership		
in excess of that received by any other Band Partner:	[1	F-1
Any expenditure in excess of \$:	[]	
Incurring any major obligation such as	11	LI
borrowing or lending money:	[]	[]
Selling, leasing or transferring any	11	F1
Band Partnership property:	[]	[]
Entering into any contract that takes		11
less than a year to complete:	[]	[]
Check-signing rights:	[]	[]
Amendment of this Agreement:	[]	[]

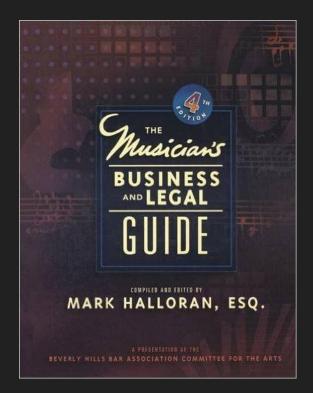
Ensemble agreement -- excerpt of sample



Key resources

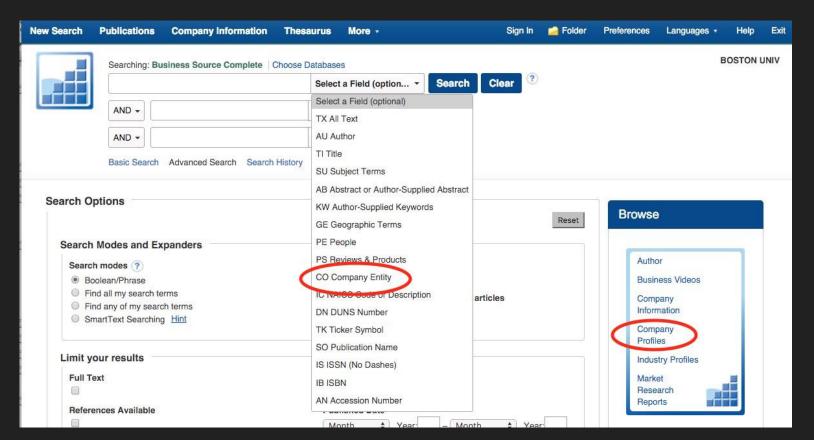






Why do you want to work here?

Business Source family from EBSCO





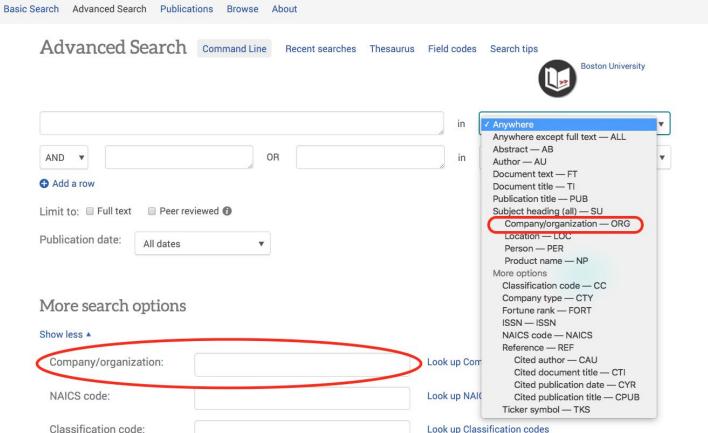






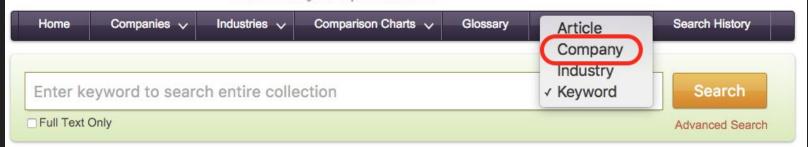


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Thomson Reuters company financial reports provide interactive balance sheets and cash flow statements, as well as market conditions for publicly traded U.S. companies.



THOMSON REUTERS

Compare Companies >

Analyze key metrics and compare companies and industries using our company profiles, proprietary private company database, and fundamentals comparison tool.

www.musicweek.com 21.11.14 Music Week 11

THE BIG INTERVIEW WILLARD AHDRITZ



Kobalt CEO Willard Ahdritz believes the music industry is killing itself. He has a vision for the future, one he says will benefit every artist, writer and rights-holder in existence. But it will cause music biz heavyweights short-term pain - something he says they're desperate to avoid

















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Business

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■ Business

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Hal Leonard Corp. benefits with rights to big hits from Adele, 'Star Wars'



Rick Wood Larry Morton (left), president of Hal Leonard Corp., and Jeff Schroedl, executive vice president, are excited about recent additions to their print music rights to most popular music, including the sheet music for both the new Adele album and the new Star Wars soundtrack.

BUSINESSWATCH

Smith takes the helm at Mason 1:28 p.m. Wells

Updated: 1:01 p.m. Developer plans 26-story apartment high-rise after moving Goll Mansion

Sam's Club to be converted into 12:55 p.m. light industrial space

10:47 a.m. State regulator honors financial literacy efforts

Filament Games releases new 10:43 a.m. product

10:38 a.m. Lending by Wisconsin credit





How much do you agree or disagree that Staples offers good value for the money for businesses? SELECT ONE ANSWER

Strongly Agree

By Rick Romell of the Journal Sentinel

Jan. 18, 2016

If you have only 10 minutes:

SWOT analysis:

- Strengths
- Weaknesses
- Opportunities
- Threats



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Get Started

Find Funders

Gain Knowledge

View Events

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FIND FUNDERS

Fact Finder

- Foundation Directory
 Online Free
- 990 Finder
- Trend Tracker

Identify Funding Sources

- Foundation Directory Online
- Foundation Grants to Individuals Online
- Print Funding Directories
- Requests for Proposals
- Associates Program
- Map of International Grants

Related Tools

- Common Grant Application Forms
- Prospect Worksheets
- Grants Classification

Check Statistics

- Top Funders
- Grantmaker Stats
- Grants Stats

Local Resources

990 Finder

Please indicate which type of form(s) to search for and enter a name, state code (e.g. NY), ZIP code, employer identification number (EIN), or fiscal year below to search for an organization's IRS return.

Get the 990 Finder Widget

Both 990 990-PF

Organization Name

State Code

ZIP Code
EIN (no dashes)
Fiscal Year

Find Clear

Learn more about the information displayed in Forms 990 and 990-PF, as well as processing errors announced by the IRS.

For an at-a-glance look at what you'll find on these documents, view our Diagram of Form 990-PF or our Diagram of Form 990.

To learn more, see our free online course, Demystifying the 990-PF or see How to Read the IRS Form 990 & Find Out What It Means, a helpful guide from the Nonprofit Coordinating Committee of New York.



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Rap Remixed at the National Symphony

Tickets sold out in just minutes after the Kennedy Center for the Performing Arts announced in late September that rapper Kendrick Lamar would perform with the National Symphony Orchestra this fall. For the October 19 show, NSO Principal Pops Conductor Steven Reineke led an orchestral version of Lamar's 2015 critically praised album To Pimp a Butterfly, featuring the NSO Pops and Lamar's own band. The orchestral remix was not the NSO's first time with a rapper; in 2013, the orchestrajoined Nas to perform that artist's 1994 Illmatic album. In a pre-concert interview at Washington, D.C. broadcaster WTOP, Reineke said, "A few years ago I realized there's one genre of music that's very important in American culture that we have never worked with ... and that is hip-hop." Lamar's To Pimp a Butterfly addresses issues including depression, racism, and celebrity culture.

Atlanta Symphony Taps Barlament as Executive Director

The Atlanta Symphony Orchestra has named Jennifer Barlament executive director following an international search. She takes up duties this January, succeeding Terry Neal, who had led the ASO administration on an interim basis since October 2014. Barlament goes to Atlanta from the Cleveland Orchestra, where she was general manager. Before assuming that post in 2013 she spent four years as executive director of Michigan's Kalamazoo Symphony Orchestra and seven as general manager of the Omaha Symphony in Nebraska. In 2013 the League of American Orchestras awarded Barlament its Helen M. Thompson Award for outstanding early-career work as an executive director. Barlament is a clarinetist by training, with a bachelor's degree in music from Emory University and a master's from the Eastman School of Music, where she founded the New Eastman Symphony.



Jennifer Barlament

Questions?

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Rachel Fox Von Swearingen, Syracuse University rsfoxvon@syr.edu

Marci Cohen, Boston University mcohen2@bu.edu