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# Can Your Students Get Jobs? Library Help for Music Students' Career Prep

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# 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

# 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, cliché, 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



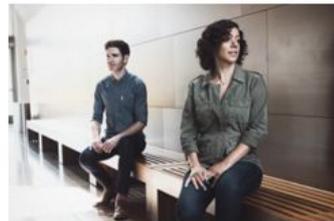
MARCH: MATT BREWER



APRIL: ERIC HARLAND



MAY: SHAI MAESTRO



JUNE: LUCIANA SOUZA



JULY: JULIAN LAGE



AUGUST: MARK TURNER



SEPTEMBER: JEFF BALLARD



OCTOBER: GLAD HEKSELMAN



NOVEMBER: AARON PARKS



DECEMBER: AMBROSE AKIN/MUSIRE

# 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 [...]

# Example 3: Crowdfunding - The Doubleclicks



533 patrons      \$2,147 per video ⓘ

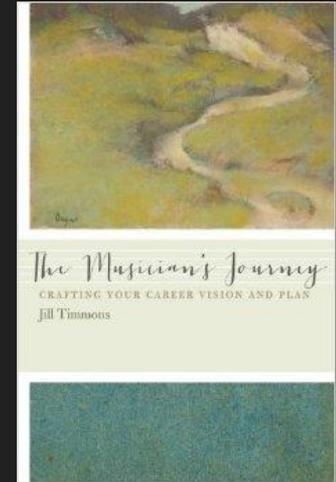
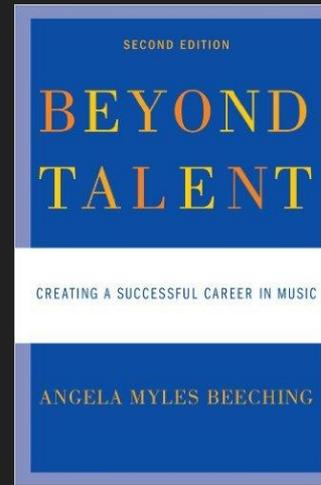
<https://www.patreon.com/thedoubleclicks>

# Q: Where to start?

A: Start with a **self assessment**.

Have students ask themselves:

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



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](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](https://commons.wikimedia.org/wiki/File:Lorenzo_Lippi_001.jpg)

Register copyright



Register with a PRO



## Registration Process Overview

&lt;&lt; Back

Register a claim

To begin, please click the "Start Registration" button. Your answers to the following questions will determine whether your work is eligible for registration on the Single Application or the Standard Application.

Yes No

- Are you registering one work (one song, one poem, one illustration, etc.)? Check "NO" to this question if the work is one of the following: a collection of works (such as: book of poetry, CD of songs, multiple photographs and illustrations), a collective work, website or database because these works do not qualify for the Single Application.
- Are you the only author and owner of the work (or the agent of the individual author who is also the only owner)? Check "NO" to this question if the work was created by multiple individuals (such as, multiple performers, artists, writers) or if any part of this work was prepared as a "work made for hire" for another entity.
- Does the work you are sending contain material created only by this author? Check "NO" to this question if the copy includes more than one performer, writer, artist, actor, or if it contains content or contributions by anyone else, even if the claim is limited to only the contribution by this author or the material has been licensed, permissioned or transferred to the claimant.

Start Registration

Privacy Act Notice: Sections 552 and 553 of title 17 of the United States Code authorize the Copyright Office to collect the personally identifying information requested on this form in order to process the application for copyright registration. 17 U.S.C. § 705. It will appear in the Copyright Office's online catalog. If you do not provide the information requested, registration may be refused or delayed, and you may not be entitled to certain relief, remedies, and benefits under the copyright law. [Take Our Survey!](#)

If you can answer "Yes" for all three questions, your work may be eligible for registration on the Single Application.

A "No" for any of these questions indicates your work must be registered on the Standard Application.

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

Click here to begin your Single Application.



Form Pay Submit Work

Click here to save and continue.

eCO Navigation Tips

Limitation of Claim

<< Back ||| ||| Continue >>

||| Save For Later |||

If material is excluded, new material included must also be identified.

Links	Completed
Type of Work	✓
Titles	✓
Publication/Completion	✓
Authors	✓
Claimants	✓
➤ Limitation of Claim	
Rights & Permissions	
Correspondent	
Mail Certificate	
Special Handling	
Certification	
Review Submission	

Complete this screen to [limit your claim](#) if this work contains or is based on previously registered material, published material, material in the public domain or material not owned by this claimant. The purpose of this section is to exclude such material from the claim and identify the new material upon which the present claim is based.

If your work does not contain any preexisting material, click "Continue" to proceed to the Rights and Permissions screen.

Material Excluded:

Previous Registration:

New Material Included:

Lyrics

Music

Musical Arrangement

Text (screenplay, scripts, other)

Other:

1st Prev. Reg. #:

Year:

2nd Prev. Reg. #:

Year:

Lyrics

Music

Editing

Musical Arrangement

Text (screenplay, scripts, other)

Other:

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

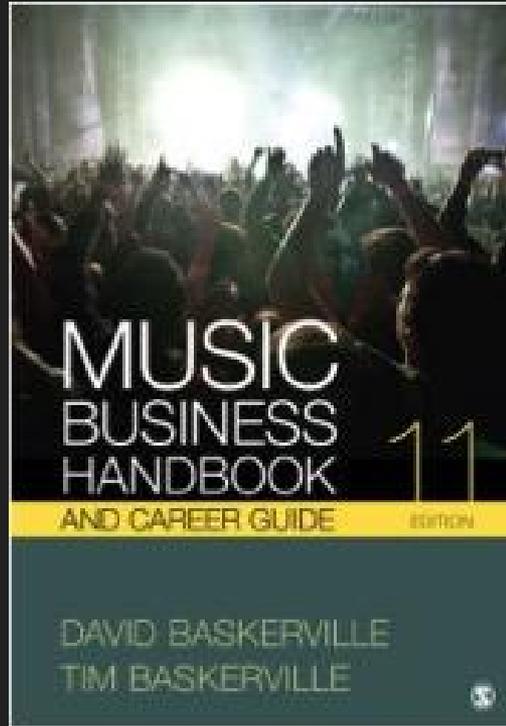
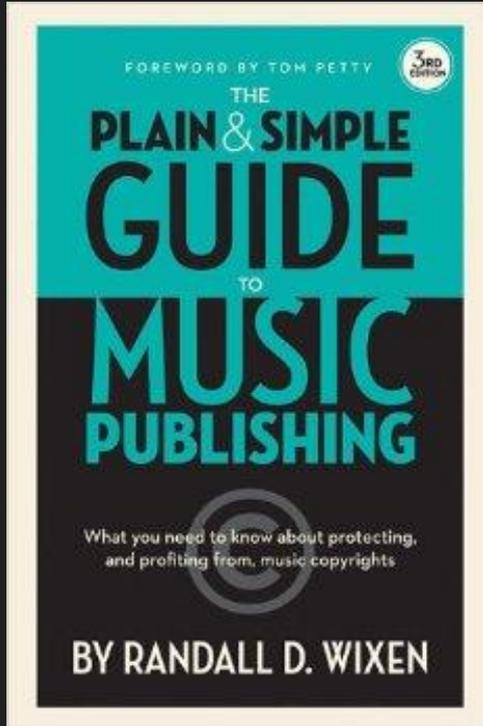


# Performing rights organizations

- 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



*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](https://commons.wikimedia.org/wiki/File:Philippe_Mercier_-_The_Sense_of_Hearing_-_Google_Art_Project.jpg)

Booking agreement



Musician for hire



Ensemble agreement



## 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):**
2. **NUMBER OF MUSICIAN(S):**
3. **NAME AND ADDRESS OF PLACE OF PERFORMANCE**
4. **DATE(S) OF PERFORMANCE:**
5. **TIME(S) OF PERFORMANCE:**
6. **WAGE AGREED UPON:**
7. **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

*from The Music Business Contract Library*



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.xxx] 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

*from Music Industry Forms*



### 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.)

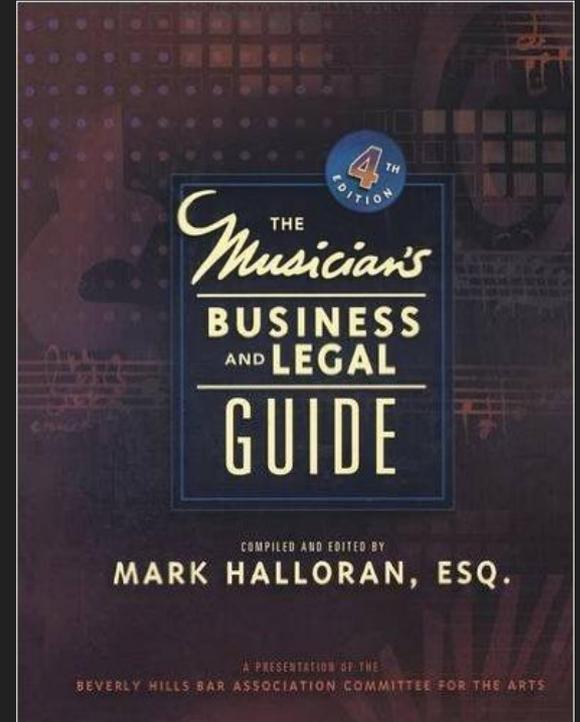
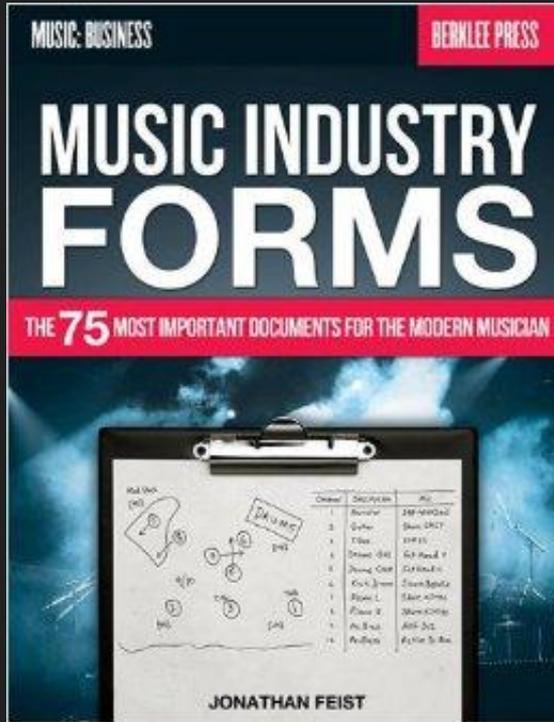
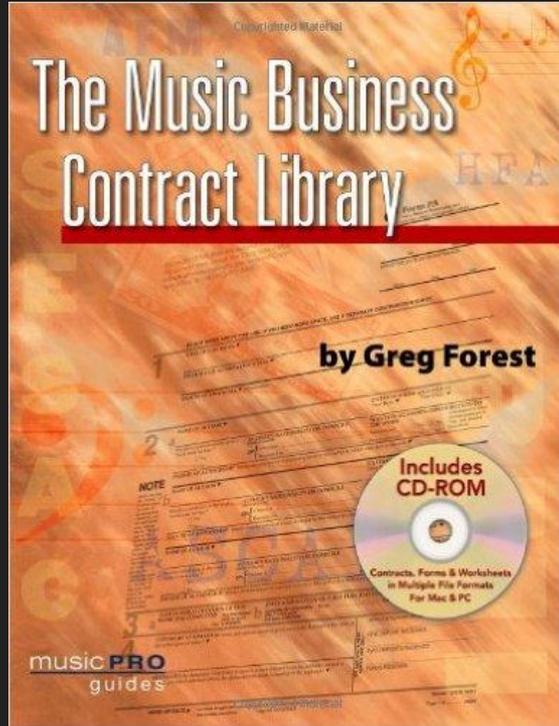
	Unanimous	Majority
Expelling a Band Partner	<input type="checkbox"/>	<input type="checkbox"/>
Admission of a new Band Partner:	<input type="checkbox"/>	<input type="checkbox"/>
Entering into any agreement that binds the Band Partnership for more than one year:	<input type="checkbox"/>	<input type="checkbox"/>
Additional capital contributions by any Band Partner:	<input type="checkbox"/>	<input type="checkbox"/>
Receipt of any bonus or goods or other assets of the Band Partnership in excess of that received by any other Band Partner:	<input type="checkbox"/>	<input type="checkbox"/>
Any expenditure in excess of \$_____:	<input type="checkbox"/>	<input type="checkbox"/>
Incurring any major obligation such as borrowing or lending money:	<input type="checkbox"/>	<input type="checkbox"/>
Selling, leasing or transferring any Band Partnership property:	<input type="checkbox"/>	<input type="checkbox"/>
Entering into any contract that takes less than a year to complete:	<input type="checkbox"/>	<input type="checkbox"/>
Check-signing rights:	<input type="checkbox"/>	<input type="checkbox"/>
Amendment of this Agreement:	<input type="checkbox"/>	<input type="checkbox"/>

## Ensemble agreement -- excerpt of sample

from *MusicBizAcademy.com*



# Key resources



Why do you want to work  
here?

# Business Source family from EBSCO

New Search Publications Company Information Thesaurus More ▾ Sign In Folder Preferences Languages ▾ Help Exit

Searching: Business Source Complete | Choose Databases

Select a Field (option... ▾ Search Clear ?

Select a Field (optional)

- TX All Text
- AU Author
- TI Title
- SU Subject Terms
- AB Abstract or Author-Supplied Abstract
- KW Author-Supplied Keywords
- GE Geographic Terms
- PE People
- PS Reviews & Products
- CO Company Entity**
- IC ICRIS Code of Description
- DN DUNS Number
- TK Ticker Symbol
- SO Publication Name
- IS ISSN (No Dashes)
- IB ISBN
- AN Accession Number

AND ▾

AND ▾

Basic Search Advanced Search Search History

### Search Options

#### Search Modes and Expanders

Search modes ?

- Boolean/Phrase
- Find all my search terms
- Find any of my search terms
- SmartText Searching [Hint](#)

#### Limit your results

Full Text

References Available

Reset

### Browse

- Author
- Business Videos
- Company Information
- Company Profiles**
- Industry Profiles
- Market Research Reports

articles

Month Year = Month Year

# ABI/INFORM Complete

[Basic Search](#) [Advanced Search](#) [Publications](#) [Browse](#) [About](#)

## Advanced Search

**Command Line**

[Recent searches](#)

[Thesaurus](#)

[Field codes](#)

[Search tips](#)



Boston University

in

AND ▾

OR

in

[+](#) Add a row

Limit to:  Full text  Peer reviewed ⓘ

Publication date:

### More search options

Show less ▲

**Company/organization:**

[Look up Com](#)

NAICS code:

[Look up NAIC](#)

Classification code:

[Look up Classification codes](#)

- ✓ Anywhere
- Anywhere except full text — ALL
- Abstract — AB
- Author — AU
- Document text — FT
- Document title — TI
- Publication title — PUB
- Subject heading (all) — SU
- Company/organization — ORG**
- Location — LOC
- Person — PER
- Product name — NP
- More options
- Classification code — CC
- Company type — CTY
- Fortune rank — FORT
- ISSN — ISSN
- NAICS code — NAICS
- Reference — REF
- Cited author — CAU
- Cited document title — CTI
- Cited publication date — CYR
- Cited publication title — CPUB
- Ticker symbol — TKS

- Home
- Companies ▾
- Industries ▾
- Comparison Charts ▾
- Glossary
- Article
- Company**
- Industry
- ✓ Keyword
- Search History

Enter keyword to search entire collection

Full Text Only

Search

[Advanced Search](#)

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## THE BIG INTERVIEW WILLARD AHDRTIZ



**SAY, YOU WANNA  
REVOLUTION?**

Kobalt CEO Willard Ahdriz 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

# Warner Music Group Corp.



[View Company Hierarchy](#)

**URL:** <http://www.wmg.com>

**Email:** [info@wmg.com](mailto:info@wmg.com)

Key Information	Companies with Similar Revenue	Revenue	Industries	NAICS Code
Total Revenue: <b>\$2,966,000,000</b>	Universal Pictures Inc.	<b>\$260,180,060,000</b>	Musical Groups and Artists	<b>711130</b>
Employees: <b>4,211</b>	Stream of Praise Music Ministry	<b>\$1,352,920,000</b>	Primary Industry	
Sales Per Employee: <b>\$704,346</b>	Amalgamated Holdings Ltd.	<b>\$904,550,000</b>	Musical Instrument and Supplies Stores	<b>451140</b>
Year Founded: <b>1958</b>	Corporacion Interamericana de Entretenimiento, S.A.B. de C.V.	<b>\$803,700,000</b>	Software and Other Prerecorded Compact Disc, Tape, and Record Reproducing	<b>334614</b>
Location: <b>United States</b>	BBC Worldwide America Inc.	<b>\$775,000,000</b>	Other Miscellaneous Durable Goods Merchant Wholesalers	<b>423990</b>

### Company Information:

- [Brands](#)
- [Company Histories](#)
- [Magazines](#)
- [Market Share Reports](#)
- [Rankings](#)
- [News](#)
- [Trade Journals](#)

### Related Articles by Subject:

- [Financial Data](#)
- [Legal Issues](#)
- [Management](#)
- [Operations & Technology](#)
- [Products & Services](#)
- [Sales & Marketing](#)
- [Statistics](#)
- [Strategy & Planning](#)

### Business Description:

Warner Music Group Corp. (WMG) is a major label music company with interests in recorded music, music publishing and artist services. It owns several record labels in the music industry and is a music publisher with a catalog of more than one million copyrights worldwide. The company's recorded music segment markets, sells, and licenses recorded music in various physical and digital formats. The segment also participates in image and brand rights associated with artists, including merchandising, sponsorships, touring and artist management. The company uses its website as a channel of distribution. The music publishing segment owns and acquires rights to musical compositions, exploits and markets these compositions and receives royalties or fees for their use. Its artist services provides a distribution and marketing network, encompassing promotion and licensing, for its own labels, namely Warner, Elektra, and Atlantic; and for independent labels and artists, through its worldwide service organization, Alternative Distribution Alliance.

### Fiscal Year:

September 30, 2015

### Company Type:

Private, Headquarters

### Auditor:

KPMG LLP

### Contact Information:

**Business**[Home](#) > [Business](#)

## 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.

*By Rick Romell of the Journal Sentinel*

Jan. 18, 2016

**BUSINESSWATCH**

- 1:28 p.m. Smith takes the helm at Mason Wells
- Updated: 1:01 p.m. Developer plans 26-story apartment high-rise after moving Goll Mansion
- 12:55 p.m. Sam's Club to be converted into light industrial space
- 10:47 a.m. State regulator honors financial literacy efforts
- 10:43 a.m. Filament Games releases new product
- 10:38 a.m. Lending by Wisconsin credit

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**One Question Site Survey**

IT TAKES ONLY SECONDS TO ANSWER BELOW

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

SELECT ONE ANSWER

 Strongly Agree Somewhat Agree

If you have only 10 minutes:

SWOT analysis:

- Strengths
- Weaknesses
- Opportunities
- Threats



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.

Faces of FDO



How has Foundation Directory Online helped nonprofits succeed?

LEARN MORE >



National Symphony Orchestra Principal Pops Conductor Steven Reineke leads the NSO and rapper Kendrick Lamar at the Kennedy Center, October 19, 2015.

## 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 orchestra joined 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

Photo: Ken Schick

# Questions?

Veronica Wells, University of the Pacific  
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Marci Cohen, Boston University  
mcohen2@bu.edu