

## Reading Comprehension Test: Hearing Voices Workshop

# THE BUSINESS OF THE MUSIC BUSINESS

You want to be a rock star right? You have a guitar, a few friends in the band and a handful of nice tunes. No matter how great your tunes are, no matter how fast you can burn up your fret board with lightening fast licks, your chances of being heard, let alone signed by a label are about one in one thousand. And once signed, your chances of hitting the Billboard top 100 is about one in five thousand. Being good is not good enough. You have to know the business of music to make the music that will be heard on the radio and sold in the stores.

Think of the record company A&R guy - you know, that guy hired by the record label to discover and develop new talent. Well, leave the "develop new talent" to the age of Beatlesque mythology. In the 90's you and your music better come pre-packaged with a shiny CD jewel case, photo's, your music and even a promo-video ready for the MTV minor leagues. Understand that A&R dude at the record company receives thousands of unsolicited tapes and CDs every month. The sheer tonnage of the unsolicited material requires that A&R departments have a dumpster set directly below the corporate window - a neat and efficient way for keeping the office tidy at the end of each day. In order to avoid a dumpster route, we have a few suggestions for getting your band and your music the attention you think it deserves.

Start with the music. It's gotta be good. It has to be music you are willing to stake your life on. And remember, Bruce Springsteen's way of promoting himself would not have worked for Nine Inch Nails any better than his rhythm tracks or chord progressions would. Your way of getting publicity needs to be as personal and unique as your material is.

Remember that the music business is a business of rejection - from the club owners who won't book you, to the radio jocks who won't play you, to the fans who want to hear familiar covers, to the dazed and confused A&R folks who don't want to hear from you until all the other A&R people from competing companies are after your butt for a contract. So you have to be a door banger. You can't

wait for someone to invite you in. You have to believe in your work and beg, swindle, wheel and deal your way into the places you need to get in order to get your music heard.

Of course you have to cultivate your audience. You have to play the minor leagues and pay your dues before you get to the majors. So start locally. Build up a mailing list of people who attend your gigs. Develop a following. Hand out flyers, hawk your promo CD's, make posters, autograph pictures of your band and hand them out, start a 'zine' on the Web. Remember that direct mail experts, working with carefully prepared lists, aim for a 1% response rate. So that means you gotta send out a lot of flyers to draw a hundred people to your gig (you figure out the math). But building your core fans is essential.

Don't bother approaching bigger newspapers or publications unless you are BIG NEWS. Rolling Stone is simply not going to be interested in the fact that you have a gig on May 29th at Poopy's Lounge in Bohunk, Idaho. Stick with local papers and local radio shows. Don't forget local cable channels. Get out and do some benefits for a local charity. Work with club owners to set up a battle of the bands gig. Remember that if somebody does something to help further your cause, thank them. It goes a long way. Don't take their kindness for granted. It's one thing to have a bad-ass rock attitude when you get up onstage, but chances are you won't stay up on that stage too long if you use that attitude with people who are helping get your music heard.

Put together a good, solid promo package. Include your CD with your best demo songs. List all of your accomplishments. If you have been drawing hundreds of people for your gigs at McShnoogy's Lounge and Grille, be proud of that and put it in your promo package. Consider hiring a graphic artist to make the listing attractive and eye-catching. Don't forget the photo's of your band. Be creative during your photo shoot. Try something other than the usual bad-ass lip snarl photo op.

Once you have established a toehold in the press, it's time for a deeper plunge. But first, don't forget to do a little more research. If you are peddling your heavy metal opus, don't try to get a hip-hop journalist to cover your stuff unless you are trying to balance the U.S. postal budget. And speaking of mailings, you will definitely want to get yourself a computer that will do labels as well as national phone and address directory software.

Finally, there's the issue of ever changing technology and what format to put your music on so as to have the best chance of having it played on the radio. CD is standard today but tomorrow is coming fast. Remember the eight track cartridge player? It's nothing but a dinosaur today. Remember the record player? It's gathering dust with your old record collection. What about beta vs. VCR formats for video recordings? Well around the corner is a new technology that you must watch for if you want your stuff on the radio. It's called DVD or Digital Versatile Disc.

If a powerful consortium of manufacturers have their way, DVDs will soon make CD-ROMs, laser video discs and audio CD's obsolete. DVD's potentially represent a quantum leap forward in the quality and quantity of what can be found on a CD. Although CDs and CD-ROMs have sizable storage capacity (around 650 megabytes) the new single layer, single sided DVDs will store 4.7 gigabytes of data (about 8 times the capacity of a CD). Of course the dual sided, double layered DVD will store a phenomenal 17 gigabytes (equivalent to 26 CDs or nearly 13,000 high-density floppy disks!).

And of course, with the new DVDs, there will be the mandatory DVD players that manufacturers expect will become as vital to the everyday home as the toaster. Out with the CD player and in with the DVD player and that leaves you, the rock-star-to-be in a dilemma. Which format to choose? Baby, it's up to you. Will you make your record deal today or in three years when no one will have the capacity to play your ancient CD demo because DVD has conquered the audiophile market. It's your call.

## QUIZ: READING COMPREHENSION TEST

NAME: \_\_\_\_\_

1. List the three things that a good promo package should contain:

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2. Beta is to VCR as CD is to \_\_\_\_\_?

3. When should musicians approach bigger newspapers and publications regarding their work?

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4. If music is the business of rejection, list the four types of people who are most likely to reject a band's music.

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5. Based on the direct mail experts' prediction of a 1% response rate, how many flyers would a band have to send out to expect the probability of 100 people coming to that band's performance?

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6. Why do A & R people position dumpsters below their windows in the corporate record building?

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7. What do the letters DVD stand for? \_\_\_\_\_

8. What is an understandable attitude to have when dealing with people who have helped to advance a band's music career? \_\_\_\_\_

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9. If a single sided DVD can store 4.7 gigabytes of data, how much data can be stored on a double sided double layered DVD? \_\_\_\_\_

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10. Where is Poopy's lounge? \_\_\_\_\_

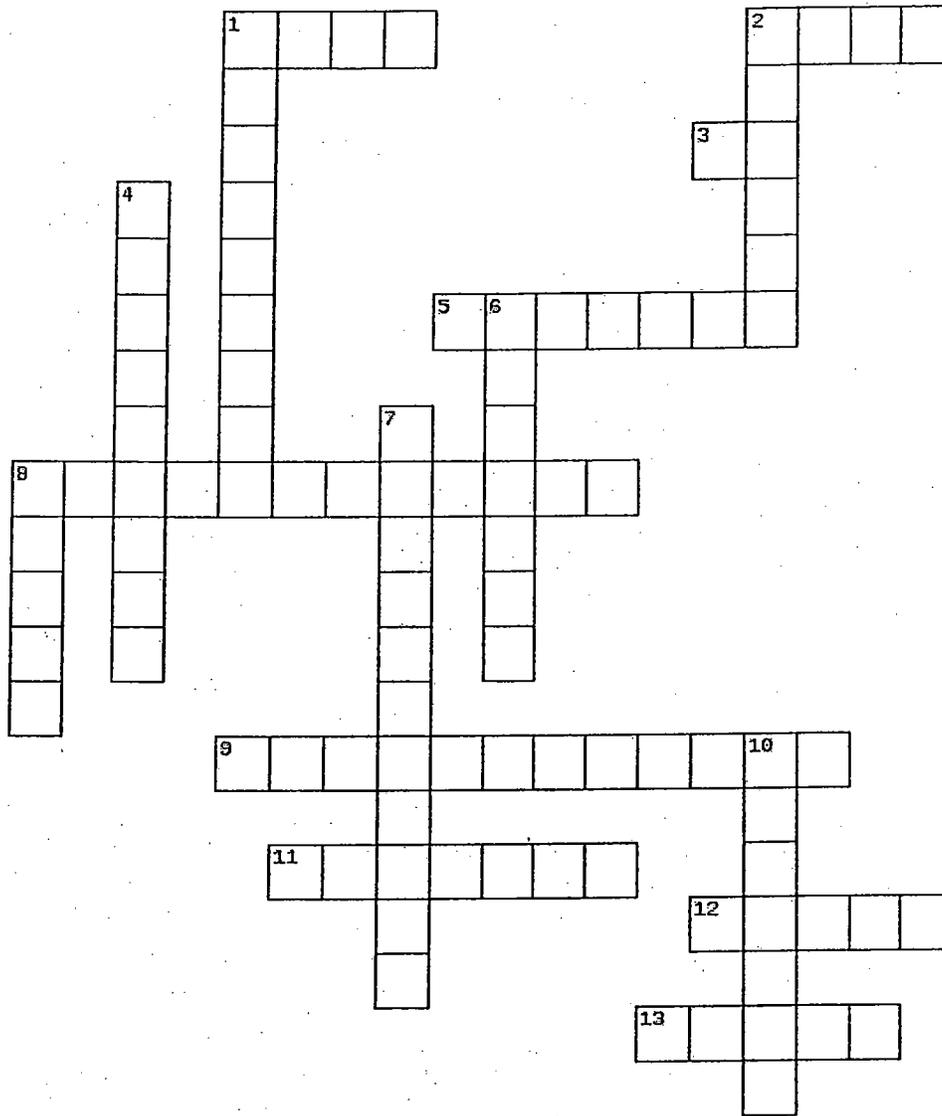
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SCORE: \_\_\_\_\_

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G N S T E W A R T O X E N N U D W G  
W Y M A N L T J H H O L D E N A E K  
N A C M I B B N H O H A R A O V U E  
O W O F A P S A A X E J L L T I B L  
S C L D T O Y B R O I R D C S S E L  
R W B E N W B L O G A D R A U T R Y  
A L E E O A A W L G C D N O H E G J  
G V R R F D L X I D A R N E L L M G  
A N T B D O U L V L M R A A B W A H  
B H U R X N K C I H L S T W L R N C  
L D R O F W A L E V T I L P F L L R  
E V N O Y G S P R O A R A I R O I A  
Y B E N N B B N R B L H E M H I R M  
A O R E V U S H B O L L E T S O C D  
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| <input type="checkbox"/> ANDREWS  | <input type="checkbox"/> FONTAINE | <input type="checkbox"/> LUKAS    |
| <input type="checkbox"/> ASTOR    | <input type="checkbox"/> GABLE    | <input type="checkbox"/> MARCH    |
| <input type="checkbox"/> AUTRY    | <input type="checkbox"/> GARFIELD | <input type="checkbox"/> MILLAND  |
| <input type="checkbox"/> BAXTER   | <input type="checkbox"/> GARLAND  | <input type="checkbox"/> O'BRIEN  |
| <input type="checkbox"/> BENDIX   | <input type="checkbox"/> GARSON   | <input type="checkbox"/> O'HARA   |
| <input type="checkbox"/> BENNY    | <input type="checkbox"/> GRABLE   | <input type="checkbox"/> OLIVIER  |
| <input type="checkbox"/> BERGMAN  | <input type="checkbox"/> HAYWORTH | <input type="checkbox"/> PECK     |
| <input type="checkbox"/> BOGART   | <input type="checkbox"/> HEPBURN  | <input type="checkbox"/> PRICE    |
| <input type="checkbox"/> BOYER    | <input type="checkbox"/> HOLDEN   | <input type="checkbox"/> RAINS    |
| <input type="checkbox"/> CAGNEY   | <input type="checkbox"/> HOLM     | <input type="checkbox"/> REED     |
| <input type="checkbox"/> COLBERT  | <input type="checkbox"/> HOPE     | <input type="checkbox"/> ROGERS   |
| <input type="checkbox"/> COOPER   | <input type="checkbox"/> HUSTON   | <input type="checkbox"/> ROONEY   |
| <input type="checkbox"/> COSTELLO | <input type="checkbox"/> JOHNSON  | <input type="checkbox"/> STEWART  |
| <input type="checkbox"/> CRAWFORD | <input type="checkbox"/> JONES    | <input type="checkbox"/> TRACY    |
| <input type="checkbox"/> CROSBY   | <input type="checkbox"/> KAYE     | <input type="checkbox"/> TURNER   |
| <input type="checkbox"/> DARNELL  | <input type="checkbox"/> KELLY    | <input type="checkbox"/> WAYNE    |
| <input type="checkbox"/> DAVIS    | <input type="checkbox"/> LADD     | <input type="checkbox"/> WILLIAMS |
| <input type="checkbox"/> DE       | <input type="checkbox"/> LAMOUR   | <input type="checkbox"/> WYMAN    |
| HAVILLAND                         | <input type="checkbox"/> LAWFORD  | <input type="checkbox"/> YOUNG    |

## Movie Titles



### *Across Clues*

1. Al Pacino/Robert De Niro Actioneer
2. British comedy about a talking animal
3. This creature 'phoned home'
5. Dustin Hoffman plays an autistic man
8. Bill Murray is stuck in time in this comedy
9. Michael Keaton Plays Duplicates of one role here.
11. Disney Remake starring Robin Williams
12. Dom Deluise tries to lose weight
13. 1979 sci-fi movie starring Sigourney Weaver

### *Down Clues*

1. 1978 Horror film; also remade last year
2. Michael Keaton plays this comic hero
4. Family Film about a St. Bernard
6. Animated Movie about a magical lamp
7. Tom Hanks plays the title character
8. Drama starring Patrick Swayze
10. Biopic about 1912 Sinking Ship

## Interview questions 1

What are your long-range goals and objectives?

How do you plan to achieve your career goals?

What are the most important rewards you expect in your career?

Why did you choose the career for which you are preparing?

What are your strengths, weaknesses, and interests?

How do you think a friend or professor who knows you well would describe you?

How do you determine or evaluate success?

What qualities should a successful manager possess?

What college subjects did you like least? Why?

Describe a situation in which you worked as part of a team. What role did you take on? What went well and what didn't?

## Interview questions 2

What are your short-range goals and objectives?

What two or three accomplishments have given you the most satisfaction? Why?

Why did you select your college or university?

What led you to choose your major or field of study?

What college subjects did you like best? Why?

If you could do so, how would you plan your academic studies differently?

In what kind of work environment are you most comfortable?

How do you work under pressure?

What two or three things would be most important to you in your job?

What criteria are you using to evaluate the organization for which you hope to work?

Describe a situation in which you had to work with a difficult person (another student, co-worker, customer, supervisor, etc.). How did you handle the situation? Is there anything you would have done differently in hindsight?