

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

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## Self-Promotion - It's all about connections.

Self-promotion strategies:

- Social media:
  - Determine the “social influencers”
  - Use multiple platforms
  - Keep a calendar of what to post and when based on upcoming events and projects.
- Fundraising:
  - Make your call to action specific and time-sensitive
  - Keep the message consistent from platform to platform
  - Thank donors, preferably with a personalized message
- 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 brief
    - Start with a hook
    - Include statements about your philosophy, approach, influences, accomplishments

Examples:

- YouTube: Ben Wendell, <http://benwendel.com>
- Website: David A. Wells, <http://davidawells.com>
- Crowdfunding: The Doubleclicks, <https://www.patreon.com/thedoubleclicks>

Resources:

- Beeching, Angela Myles. *Beyond Talent: Creating a Successful Career in Music*. 2nd edition. New York City, NY: Oxford University Press, 2010.

- Fundraising: Keys to the Cashbox. *Musical America Special Report* (April 2013). [http://www.musicalamerica.com/specialreports/FUNDRAISING\\_2013.pdf](http://www.musicalamerica.com/specialreports/FUNDRAISING_2013.pdf) Simonet, Andrew. *Making Your Life As An Artist*. Manitoba: Artists U, 2014.
- Social Media and the Performing Arts. *Musical America Special Report* (September 2012). <http://www.musicalamerica.com/specialreports/SOCIAL-MEDIA.pdf>
- Timmons, Jill. *The Musician's Journey: Crafting Your Career Vision and Plan*. New York City, NY: Oxford University Press, 2013.

## Forms & Contracts - It's all about protecting rights.

### Common Forms and Contracts for Composers:

- Register copyright (performing arts copyright)
  - Choose form based on the number of authors, and designate pre-existing work
- Contract with a self-publishing service
  - Look for length of term, fees, and statement of ownership of intellectual property
- Register with a performing rights organization, and register your works
  - Join as both composer and publisher, and look at length of term and fees

### Common Forms and Contracts for Musicians:

- Booking agreements
  - Times, personnel, deposit, dress code, everything provided by the venue
- Musician for hire
  - Agree to a flat fee for performing on a recording, but have no copyright claim
- Ensemble agreement (also called band agreement)
  - Governance, responsibilities, personnel changes, disputes, dissolution

### Resources:

ASCAP. *Primer for Concert Members* <http://www.ascap.com/concert/primer.aspx>

Baskerville, David and Tim Baskerville. *Music Business and Career Guide*. 10<sup>th</sup> ed. Los Angeles: Sage Publications, 2013.

Feist, Jonathan. *Music Industry Forms: the 75 Most Important Documents for the Modern Musician*. Boston, MA: Berklee Press, 2014.

Forest, Greg. *The Music Business Contract Library*. Milwaukee, WI: Hal Leonard, 2008.

Halloran, Mark E., and Beverly Hills Bar Association. Committee for the Arts. *The Musician's Business and Legal Guide*. 4th ed. Upper Saddle River, NJ: Pearson, 2008.

Moen, Zachary V. "The Ensemble Agreement: Why You Need One." *Chamber Music America Matters* (Winter), 2013. <http://www.chamber-music.org/pdf/cma-matters-winter-13.pdf>

Library of Congress. United States Copyright Office. *Copyright Registration for Musical Compositions*. Circular 50. Washington, DC: US Government Printing Office, 2012. <http://copyright.gov/circs/circ50.pdf>

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

Wixen, Randall D. *The Plain and Simple Guide to Music Publishing*. 3rd ed. Milwaukee, WI: Hal Leonard, 2014.

# Researching Potential Employers

Help students answer the research question “Why do you want to work here?”

Overall strategies:

- Understand the difference between public vs. privately-held companies; it affects how much can be found in public records and sources derived from those.
- If a company is a subsidiary of another, research both the parent and subsidiary.
- If you’re at a university with a business school, talk to business librarians and use their research guides on researching companies.
- Start with the company’s official information:
  - Website, not just their job recruitment section
  - Twitter
  - Facebook
  - LinkedIn:
    - company page
    - suggest connecting with alumni employees to ask:
      - Why do they like working there?
      - What do they wish they’d asked in their interview?
- Use business databases to search for company information
  - Search for company/organization rather than keyword or just subject. Use keywords only for smaller companies if you can’t find anything else.
  - Each major vendor has a family of business databases:
    - Gale: Business Essentials
    - ProQuest: ABI/Inform
    - EBSCO: Business Source
  - Check public libraries or statewide subscriptions if your institution doesn’t have any. Even searching one gives a job applicant a leg up on the competition.
  - SWOT (strengths, weaknesses, opportunities, threats) analysis/report is the fastest way to get up to speed. Look for this as a document type.
- Local newspapers for the city where the company is based.
  - Subscription database accessed through the library
  - Newspaper website
- Non-profit arts organizations: additional resources
  - Foundation Center 990 Finder for IRS documents with financial and employee information. <http://foundationcenter.org/findfunders/990finder/>
  - *Symphony*, the magazine of the League of American Orchestras
    - available free on their website, <http://www.americanorchestras.org/symphony-magazine.html>
    - indexed in IIMP and RILM