

PROPOSAL

I was originally in a band called Fate Sister whereby we toured the country and worked in the States writing for many artists. I have since learned from this industry and realised there are many problems and some of these problems are deep-rooted too. The band broke up and we went our separate ways, but we still stay in touch to this day. The brand name Fate Sister was mine to use and so I wanted to make sure, that I was able to help the creatives within the industry. I use the term creatives to describe the composers, the singer songwriters, and producers.

I wanted my company to help promote the works of many creatives and that is when I decided to form a publishing company: Fate Sister Music Publishing LTD and this is not any ordinary publishing company.

Firstly, I identified a problem found within the industry. Music Elitism is just one of the problems we face in the industry. It is the practice of viewing all forms of music that doesn't match one's taste as inferior and having a negative judgemental attitude towards people who are into the kind of music one doesn't like (*Shanto, 2018*).

Nilanjana stated *"Elitism in music stems from multiple places, including people who are more educated in the field, those who play instruments, or those who are heavily involved in music. For whatever reason, they have defined themselves as people who know what music is. And there are some people who are actually going to believe them"* (*Mandal, 2020*). In the grand scheme of things, this should not be a problem within the industry and there should not be any forms of principles to make music pleasurable. The judgement should be left solely with the person listening to the music, whether it is liked or disliked, and furthermore it should not matter about your background and whether you have money. Music should be accessible to all.

Another problem that I identified is that you can only view musical briefs if you are signed to a publisher and sometimes it is all about whom you know in the music industry. However, it is just a vicious circle, because the word elitism still pops back up. If that publisher or record label does not like your taste of music, then you do not stand a chance.

The target market would be your creatives, the songwriter, composers and also producers, but we also cannot forget the big bosses, such as the TV companies, the gaming companies, the products etc.,. The reason for these big bosses being part of the target market is that they are constantly looking for music.

Therefore, the solution is to create a platform whereby anyone can have access to view musical briefs. To create a platform that anyone can have access too, and finally have a

platform whereby works for musical briefs can be submitted. Users would also be able to create a profile to make them stand out. They would be able to add profile pictures and links to their music. This would also be a password-protected site, so users would be able to create a unique password to login and for their work to remain secure.

The answer to these solutions is my company, Fate Sister Music Publishing LTD.

Fate Sister Music Publishing LTD is a platform whereby anyone regardless of race, his or her sex, religion, and disability will have the opportunity to view musical briefs such as works for film, advertising gaming etc., free. Fate Sister Music Publishing LTD will also represent clients, collect, and distribute royalties to artist, license compositions for use for film, TV; video games etc., monitor song use and promote songs to recording artist.

The company will be based on the freemium model. This means you would be able to view briefs free, however for an advance package, users would be able to sign up for £5 a month, create a profile, and submit works for their chosen brief. If work were successfully chosen, a percentage would be taken.

The company's unique selling point is the following: We represent the creatives wholeheartedly and we do not discriminate. We are passionate, straight to the point, very focused and customer friendly. We are inclusive to all.

What makes my company different to the other publishing companies is that you do not have to be signed in order to view musical briefs and you can submit works via my publishing company, the fact is that there are no limitations. As I have stated in my USP, Fate Sister Music Publishing is inclusive to all.

The success of the company would be measured by the amount of paid signups and the amount of works that are successfully chosen.

Implementing this project would not cost much at all, as for the time being it would be done from the comfort of my own home, and I would be running this project solo. There are no time constraints to this project as I want to get this right, however I know there is a need to get this fully running by mid next year 2023.

This service would be offered to everyone. It would be predominately promoted through other media platforms, such a radio, but the service would also be promoted via events, music schools, and publications such as music magazines. Also not forgetting live music nights that I would attend.

References

Mandal, A., 2020. *Elitism in music extends past simply disliking certain tunes* - *The Arizona State Press*. [online] Available at: <<https://www.statepress.com/article/2020/11/specho-elitism-in-music>> [Accessed 5 August 2022].

Shanto, M., 2018. Everything wrong with music elitism. [online] The Daily Star. Available at: <<https://www.thedailystar.net/shout/music/news/everything-wrong-music-elitism-1672654>> [Accessed 5 August 2022].