



Write a 2500 word reflective summary which explains:

- a) Your involvement in the group portfolio and presentation task to create a single, remix and associated media assets.
- b) Your reflections on the impact of all types of digital technologies with reference to the creation and promotion of original popular music and team development on creative industry projects.

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MA Music Business

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INTRODUCTION

As part of the Creative Music Management module, we were tasked to develop an original artist campaign to include the recording, planning for digital release and promotion of a ‘hypothetical’ single and its associated media.

PERSONNEL

WM – Wyn Morgan

AC – Anna Cohen

FM – Felix Milton

DF – David Finch

AW – Andre Wallace

We were asked to form ourselves into groups of three or four for this task – AC and WM partnered up from the beginning as were sitting next to each other in the lecture room that day. We agreed from the outcome that AC would be the featured artist.

When DF and FM joined the course late, they were allocated to our group, which we christened ‘The A Team’ in honour of AC! DF left the course shortly afterwards. We were then asked to add AW who had also just joined the course, but he had already joined another group, so after some initial confusion amongst us the group was finalised with three members, WM, FM and AC.

PROJECT PLAN

Before we even met for our inaugural team meeting, we had already created the communications infrastructure that would allow us to collaborate remotely – a shared drive and a WhatsApp group.

At our first team meeting on 2/11/22 we made a first draft of the tasks we expected to have to do and allocated according to known skills:

FM – mixing / re-mixing

AC – find appropriate songs for us to A&R

WM – live gig / costings / copyright

One important task, which we all needed to get involved with, was choosing a song to work with. AC suggested a short-list of her songs which we all listened to individually then came back with our feedback for the group discussion. The short list included some good tracks:

A Perfect Day

Her

Life

Words

Since You Went Away

Mother

However, we chose Mother for several reasons:

- It's a strong song
- As an acoustic song it gave us the greater potential for putting our own stamp on it
- More remix potential
- We liked where we could go with the theme of Motherhood

As we realised the scale of the project ahead of us, we created a more detailed task list which was to serve us well when we were multi-tasking later on.

TIMELINE

26/10 – WhatsApp group created – WM, AC, DF, FM

26/10 – Shared drive created via Google G drive

28/10 – A&R process started with selecting which one of Anna's songs we would choose

1/11 - DF left the course

2/11 – A Team meeting at Vinyl Café – Mother confirmed

6/11 – FM begins mixing work comes up with rough cut of 'original single version'

7/11 – begin looking at photos for artwork

8/11 – WM gets COVID

10/11 – 'original single version' done

10/11 – arrange with TYX to use one of their rooms for photo / video

11/11 – start working on EPK

12/11 – contact Music House for marketing quote

14/11 – EPK ready

15/11 - A Team meeting via Zoom

16/11 - Rocket lawyer for generic forms

18/11 - PRS for Music registrations

20/11 - finalising live gig line up , costs and venue

21/11 – firming up photography rights

23/11 – film at TYE

24/11 - A Team meeting at Vinyl Café

29/11 – making of video production

30/11 – remix version finished

5/12 – ISRC codes

8/12 – A Team Meeting, Villa Café

11/12 – All items to be finalised

14/12 – Changes to budget / payment to artists

16/12 – Assignment handed in

TOOLS

We are very fortunate to be living in a time where productivity tools are freely available for zero cost. The task would have been much more difficult without them:

WhatsApp

This was our primary communications tool. We created a WhatsApp group on 26/10 and by 15/12 we had sent 976 messages to each other which equals an average of 20 messages a day. About 10% of these were voice messages from FM as he finds it easier to send longer messages by voice rather than type them.

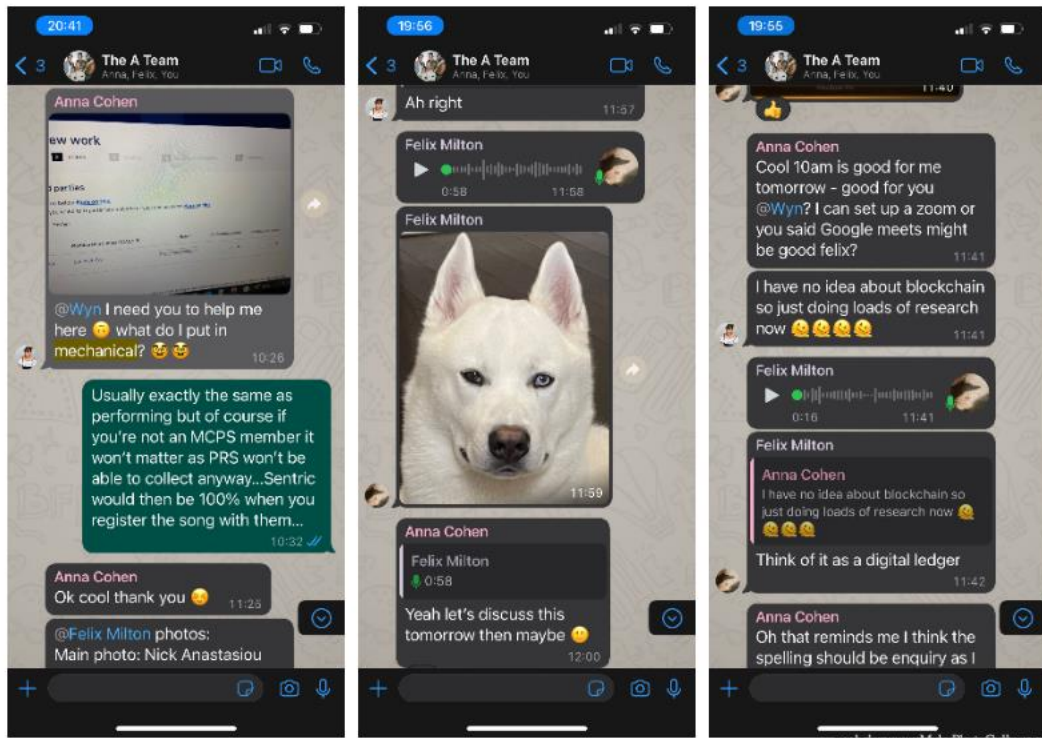
Even though I appreciate WhatsApp can be very useful, I am getting to the stage where I am finding it more than a little irritating and stressful. Early on, when I was just in groups with people I knew it was fine, but now it has become all-pervasive. I am a member of many groups where I know very few of the people in them (e.g. fellow parents at school) but can't really leave them for fear of missing something important.

The constant drip..drip..of messages throughout the day (and late evenings) and the constant fear of saying the wrong thing or posting to the wrong group. The other Tileyard groups (one for the MA Music Business course and the other for all the courses), whilst useful for socialising and gathering information about assignments and lectures, can also be tricky to navigate due to occasional nastiness and the fear of offending.

Then there is the feeling of having to reply immediately, when other priorities have to take precedence.

“As the honeymoon period wears off, WhatsApp is starting to feel like yet another workstream, on top of all those unanswered emails and voicemails you never get around to listen to. The blue-tick system that shows whether a message has been read by the recipient, which seemed so useful at first, has become a social etiquette minefield.” (Cartner-Morley, 2022)

Despite these issues, I believe that a Messaging app is indispensable for this kind of task where the team members are not sharing a workspace / office.



G-

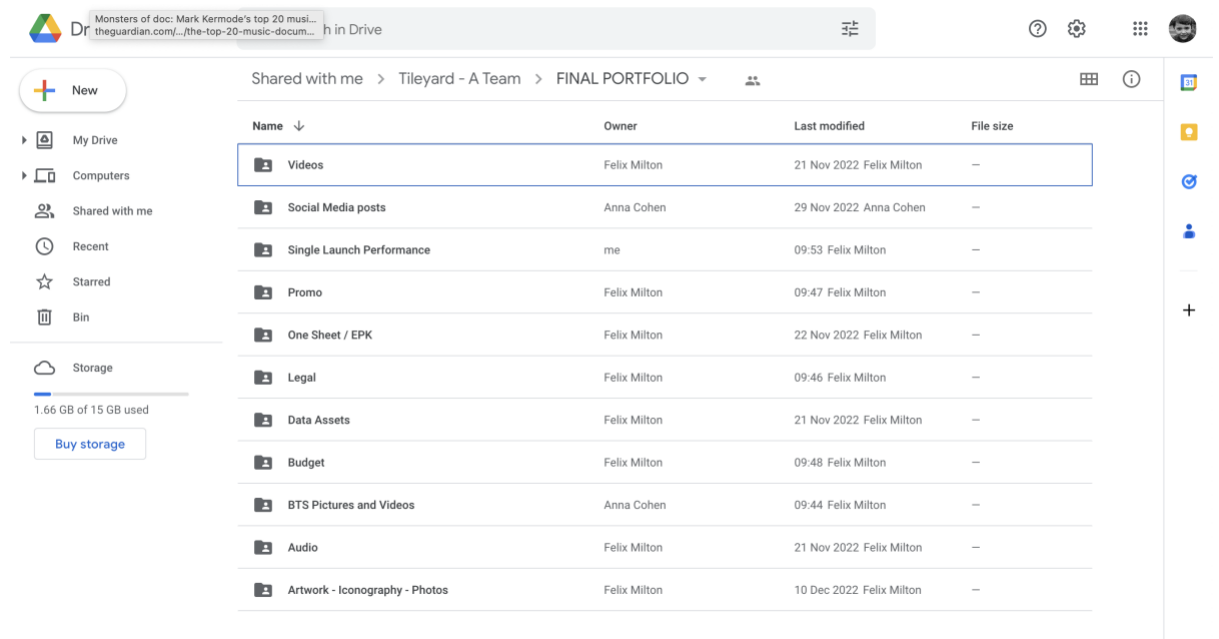
G drive

From the beginning of the project we set up a shared google drive. We had a work in progress area to upload documents for approval by the rest of the team or for job sharing purposes.

The screenshot shows a Google Drive interface with a search bar and a sidebar. The main area displays a list of files and folders shared with the 'Tileyard - A Team' group. The files are listed in a table format.

Name	Owner	Last modified	File size
FINAL PORTFOLIO	Anna Cohen	14 Dec 2022 Anna Cohen	—
EPK	Anna Cohen	6 Nov 2022 Anna Cohen	—
to do.xlsx	Anna Cohen	15 Dec 2022 Anna Cohen	15 KB
reflectiveessay.docx	Anna Cohen	30 Nov 2022 Anna Cohen	35 KB
Photographers contact sheet	Anna Cohen	21 Nov 2022 Anna Cohen	1.7 MB
LAUNCH GIG.docx	me	11 Dec 2022 me	8.7 MB
groupassessment.docx	Anna Cohen	6 Dec 2022 Felix Milton	36 KB
ESSAY STRUCTURE AND GUIDANCE.pdf	Felix Milton	19 Oct 2022 Felix Milton	52 KB

Towards the end of the project we started moving work across to the Final submission area as we completed individual pieces of work.



This worked well and I would be happy to utilise this in future projects.

Canva

AC did most of the artwork for the project, but for the gig launch, I needed a publicity poster. She recommended Canva, and offered to do it for me, but I thought it would be useful to get familiar with a new tool. Despite never having used it before, it was intuitive enough to produce a fairly professional looking poster in around 20 minutes.

Using WhatsApp to share it with the others, I took on-board feedback and made the necessary modifications. This poster was incorporated into the Gig Launch document.

Zoom

We generally scheduled our progress meetings in the hour in-between lectures on a Thursday, usually in the Vinyl Café. On the occasions when this was not possible and we not at Tileyard together, we used Zoom. Very easy to use and very convenient, but on a personal level, I found the in-person meetings to be more productive.

MOTHER



single
launch

Anna Aarons
& her band
+ support

The Water Rats, King's Cross

Sunday 19th March at 8pm
£12 at the door or via Eventbrite

Powerpoint

I have not had to use Powerpoint for a very long time and generally felt quite negative towards it. However, in using it to produce the final portfolio document, it's much better than I remembered it, much more intuitive, and has a good selection of templates.

It's a good product which allows a non-creative person to produce a reasonably good looking presentation.

Excel

We used Excel to create an initial list of tasks, which then evolved into a task-tracker as we progressed with the work.

I also used a spreadsheet to keep track of the project costs.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1															
2			Track	Remix	EPK	Artwork	Video	Op Budget	Event	Marketing					
3		Anna	y			p	p			p					
4		Wyn													
5		Felix		1/12/22	p										
6			Add to PPL	Upload final track when received	Add more info about	Arrange Sort IP (Rocket)	Arrange (Weds 23rd)	Upload to Drive	Add findings to Drive	social media posts/video					
7			PRS		Finalise			Add 'house money we saved' version of budget (i.e. not	Email charities?						
8			Still to do:			Add hypothetical costs to SS	Add hypothetical costs to SS		Look into online streaming?						
9			Sync												
10			Registration?												
11			Horus												
12			Upload		IP for photos	Upload to drive	Upload to drive			upload to drive					
13															
14															
15															
16															

MY ROLE

As a not very creative person, and also non-musical, I was worried that I wouldn't be able to contribute much to this task. It was obvious that with a songwriter and (a Grammy winning) producer on board, it would be difficult making my voice heard

I took on the task of organising the launch gig – I am not 100% convinced that FM & AC actually wanted a gig to be part of the process, maybe they indulged me! As a regular gig-goer, at least I could bring some experience to this task.

I also had the idea of tying the gig in with a charitable event – originally I selected Refuge as the charity to work with, but AC expressed a preference for the Amy Winehouse Foundation and I was happy to switch to them.

I did initially consider an element of sponsorship, with the intention of approaching Two Tribes as I felt they may be supportive to Tileyard students (and of course, it wouldn't

have actually cost them anything) but in the end decided that a beer company might not be the best choice for our theme of Motherhood.

Also, as someone who has worked in the financial industry for some time, it made sense for me to take on the financial control aspect.

I was able to advise AC on setting up the track with PRS for Music.

I took photos and filmed footage for the 'Making Of' video for Behind the Scenes.

PROGRESS

Despite constant contact via WhatsApp, we felt the need to meet up whenever we could – particularly on Thursdays in between lectures, which made for a very long day. I certainly felt as if the formality of an in-person meeting focussed our minds, and we usually got a lot of decisions made then. There is also something about actually meeting people that gets things done – it's very easy to shirk responsibilities when you're the other end of a camera.

According to David Komlos, writing in Forbes magazine, five things happen when people interact in person:

Touch builds trust
You pick up hidden messages
You mirror emotions
You pay more attention
You like the people more

(Komlos, 2021)

THE BERENSCHOT SEVEN FORCES MODEL AS APPLIED TO OUR PROJECT

We are at Tileyard to earn a Masters of Arts in Music Business – it might be said that this assignment was probably the least academic of the tasks set this term. After all, launching a single is not an academic pursuit. However, it did make us consider Harry's lectures on Business models and I tried to apply Berenschot's Seven Forces Model to our project (retrospectively, of course!)

- 1) **NECESSITY** – The necessity of having to successfully complete this assignment in order to pass the MA course creates the Urgency necessary to get it done.
- 2) **VISION** – Someone must have a vision, and in this case it was AC who wanted to realise the ambition of having this song recorded and produced professionally.

- 3) **SUCCESS** – I believe that our project was a success. We produced a creditable output and worked well together in the process.
- 4) **SPIRIT** – All the team members were committed to the project and more importantly, to each other. We all want to pass the course and recognise that we did not want to let each other down.
- 5) **STRUCTURE** – This was not the most structured project, but work was allocated, completion dates were set, and everyone knew what they had to do.
- 6) **CAPABILITIES** – each of the three team members are very different to each other and have different skills and experiences. We were able to harness these skills to benefit the project as a whole.
- 7) **SYSTEMS** – We worked within the systems imposed on us by both Tileyard Education and UWTSD.

(MTD Training, 2020)

RESULTS

We produced two tracks, Mother – the original edit, and the Remix version (and managed a cheeky little collaboration with a fellow Tileyard student on the Music Production course). I think they're both great tracks and although my input into the creative process behind them was minimal, I'm still very proud of the final output and that I was part of the team.

We planned a marketing campaign, organised a live gig, produced some nice artwork, planned a social media campaign and delved deep into the administration that underpins the music business, which to be honest, would not have occurred to us before we started this course.

We also got to know each other. We were essentially strangers at the beginning of this task and now we know each other pretty well. At times I felt a bit like a passenger, being carried by the knowledge and enthusiasm of my team-mates. I got COVID for a week, and then my entire family got ill at the same time, just a couple of weeks before our deadline. Nothing phased them – they gave me the space to get on with looking after my family whilst they got on with things. They are both very driven, talented and enthusiastic and just as importantly, very kind people, and it was a pleasure working with them.



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