PORTFOLIO

Creative Music Management

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Document number 1:

The minutes of the first meeting.

- Premiered on H FM. Coverage on a couple of blogs
- Music video and behind the scenes documentary is out
- Industry feedback - DJ Sammy J
- Social media feedback
- Social media - Instagram and Twitter

EPK : To be done by Helena

Release date: 29th November 2019

Press release:

BLXCK PRIDE is the powerful Debut single from Queens Edition a new all-star Hip Hop group made up of six multifaceted Emcee's (Coco 7, Dee Lush, Zara Sykes, Keesha Simpson, Min Ranger & SharnaCane) brought together with the goal of delivering a positive image of females of all ages in music.

Released officially on Black Friday 2019. BLXCK PRIDE (Queens Edition) is the third single released from the critically acclaimed album: Club FRSHRZ Presents... The BLXCK Playlist.

https://open.spotify.com/artist/6WFA3eTMuCYBlVEl9vnNni?si=7KYhyI9STrOvhfGPdMHv9A

Produced by UK Legend Nutty P (Wretch 32, Ghetts, Rodney P) Sampling the Lover's Rock Classic 'Black Pride' by Kofi. BLXCK PRIDE is an anthemic, energetic rebuttal to the 2018 single from FRSHRZ ft. Daak Martin, Si Phili & Logic

Epic and enchanting 'BLXCK PRIDE (Queens Edition) would easily fit onto any radio playlist. This is a refreshing offering to the music industry and is certainly set for chart recognition.

With its fusion of Lovers Rock and Hip-Hop, you cannot help but get carried away with the authentic energy. The detailed positive and empowering lyrics along with this rich, multi-layered production is the perfect soundtrack to your Black Friday and beyond!

Formed by Club FRSHRZ CEO: SKANDOUZ, 'Queens Edition was seen as a happy accident'

With what started as a group of artists who answered the call to jump on a remix for FRSHRZ 'Who knew that combining these 6 unique artists who had never worked together prior to forming this group would hit it off immediately and would have so much genuine chemistry.' The first official meeting of the group was on BBC London Radio to debut the single on Jasmine Dotiwala's show in March 2019.

BBC London Interview: https://www.facebook.com/watch/?v=660637357726440

For additional info, bookings, interviews and licensing queries please contact SKAN... at FRSHRZ@gmaill.com I

Instagram: www.instagram.com/QueensEdition_

Twitter: www.twitter.com/QueensEdition

Along with the single are three Exclusive Remixes from Juke 84, Jay Sci-fi & Nino Sip

Official Music Video: https://www.youtube.com/watch?v=HHL1nlO4AQU

Behind the scenes documentary: https://www.youtube.com/watch?v=VeZ_f-HghGQ

STUDIO COSTS

Recording: 4*£25=£100
Nutty P remix =£200
Remixes also PRS and Royalties as fee

Task breakdown
Finance – Adrienne- will apply for PRS Open Fund for Music Creators – goal £1000, deadline Oct 2019 https://prsfoundation.com/funding-support/funding-music-creators/all-career-levels/the-open-fund-for-music-creators/

Marketing (social media promotion/artwork) - Helena
PR (directly to Radio, TV/Magazines) -Karl
Band Management (recording remixes photoshoots, videoshoots, general organisation, driving from interview to interview)- Chas

Spotify and other streaming platforms - PR/Management
Tour Management - nightclubs, radio, time management of band, school tours, handling money,
Merch - tshirts and badges - with Helena

Sponsorships - female empowerment brands - Adrienne to research
Funding from Arts Council – Adrienne looking into this for a grant as £500 is beyond insufficient).
synchtank.com/blog/23-music-charities-you-need-to-know-about-this-festive-season/

Document number 2:

Notes from the second meeting:

Karl leaving the team so no PR team member. The task was not reassigned as doing proper PR promotion would cost about £1000 and this would put us severely out of budget.

We reviewed the artwork provided by Helena. We all agreed that using colours from the images provided is a good touch, and that alternating the names in black/pink/black made it very clear that the artwork is listing the names of the 6 members.

I propose we add “New Single by” to the artwork so that it is obvious to the untrained eye which is the single name and which is the group’s name.

We agreed the budget is far too little and that if we were actually doing this, we would first seek additional funding. Chasney said that if that were the case, the ladies in the group would raise funds themselves by doing some gigs of their own. However, for the purpose of the project, I said I would investigate the best funding option so that we upgrade the budget to something workable. Chasney advised that a decent budget for a group of this size that is just beginning would be of about £1500, which means I would only need to source £1,000.

Document number 3:

Consulted 2 social media experts that work in music about their thoughts on the amount and the time needed to promote a single. One of them is specialised in rock and prog, the other in hip hop, R&B and Rap. I was advised that a minimum budget for promoting this project on both Facebook and Instagram would be of about £100, and that given the nature and stage of the project, and the very low budget, that it would be wise to promote not just the Queens Edition pages, but also each member's own post about this project. I thus decided to raise the overall budget to £150, which is still a very conservative sum compared to the overall £600 one of the social media experts recommended, advising that their label had matched that.

Document number 4:

Complete list of expenses, detailed:

	Expenses	Incomings	Comments
Recording*	100		
Instrumental remix- Nutty P	200		
Mixing and Mastering	100		
PR Costs	300		
Digital Marketing**	150		Includes memberships for Hootsuite, Bandzoogle, submith.com, Instagram ads
Promotional merchandise**	50		Custom badges and stickers, and also plastic tiaras
Videoshoot	200		
Photoshoot	200		
Hair and MUA			FOC as provided by Hair and MUA students
Outfits			FOC as provided by each artist herself
Initial budget		500	
PRS Grant		1000	
Totals	1300	1500	GBP 200 leftover can be used as a cushion for any emergencies and unforeseen costs

*Chasney advised that recording had been charged hourly, at a rate of £25/h, x4

**Digital Marketing includes:

£25 subscription to social media management tool Hootsuite

$9.95/ month subscription to Bandzoogle, which was used to create the EPK

$30 credits for Submithub.com

The rest of the budget is to be spent on boosting posts on Instagram, on both the Queens Edition page, as well as each individual member's page.

***Promotional merchandise includes:

£22 for 100 small badges with the logo, to give out at events

£6.50 for 70 small stickers with the logo, also for promotional purposes

£15 for a bulk order of plastic crowns for promotional purposes

The remaining £200 in the budget is to be a cushion in the event of any urgent /as of yet unpredicted costs and to kickstart touring.

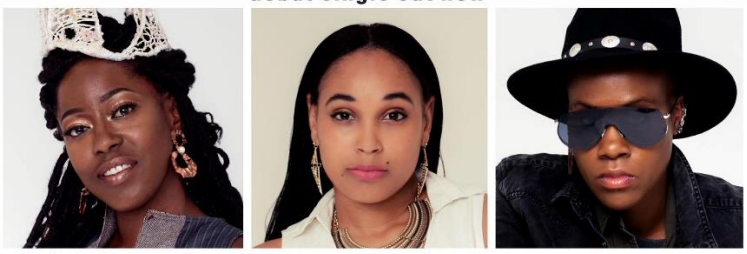
Document number 5:

Artwork received from Helena. The suggestions were applied and I am happy with the results:

QUEENS EDITION

BLXCK PRIDE

debut single out now



COCO LUSH ZARA KEESHA MIN SHARNA

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Club FRSHRZ Presents...

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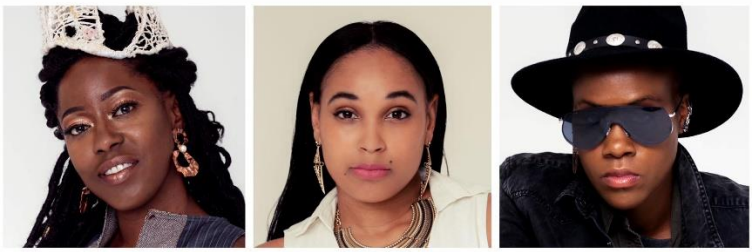

COCO LUSH ZARA KEESHA MIN SHARNA

QUEENS EDITION

Debut Single

BLXCK PRIDE

Out Now

COCO LUSH ZARA KEESHA MIN SHARNA

Document number 6:

EPK received from Helena: I am very happy with how it looks and the amount of information in it. This includes the song, the remixes, and a link to the music video and other YouTube content.

https://queensedition.bandzoogle.com/home