

UNIT 1: The Music Industry

Student Name:.....

**Revision Guide for
Unit 1 Exam**

Contents

Page	Description
1	Introduction to Unit 1
2	Learning Aim A and B
3 - 4	Learning Aim A - Venues and Live Performance
5	Learning Aim A - Health and Safety
6 - 8	Learning Aim A: Production and Promotion
9	Learning Aim A: Service Companies and Agencies
10	Learning Aim A: Unions
11	Learning Aim A: Relationships between organisations
12-13	Learning Aim B: Performance and Creative Roles
14-16	Learning Aim B: Management and Promotion Roles
17-19	Learning Aim B: Recording Roles
20-21	Learning Aim B: Employment, Getting a Break and Starting out
22-23	Learning Aim B: The Importance of Roles and Responsibilities
24	Learning Aim B: How individual roles and responsibilities interrelate
25-26	Learning Aim B: How the Industry relies on entrepreneurs, the self-employed and small enterprises
27-29	Learning Aim B: How to get paid
30	Unit 1 Exam Guidance

Introduction to Unit 1

The music industry may appear to be led and dominated by just a few massive multinational companies, and all-powerful impresarios who hold careers and contracts in the palm of their hand. But that is only half of the picture.

The music industry relies on countless individuals, small industries, partnerships, local agencies and promoters who make the world of music a true industry. It includes different types of performance venue, organisations that create music products such as recordings or live shows, companies whose work involves arts administration (such as funding bodies) and businesses providing services such as transport and equipment hire.

This unit will allow you to gain a good understanding of the scope of the music industry with a view to getting work in and using the organisations that exist. You will investigate music organisations to find out about the work they do and how they relate to and rely on one another. You will also be given the opportunity to find out about the people who work in these organisations, from performers to people who work in technical, production and administrative roles.

If you wish to work in the music sector or intend to progress to higher qualification levels, you will need to understand the various business practices within the industry and the range of job opportunities that exist. You will also need to understand how the industry operates for the individual entrepreneurs, sole traders, partnerships and small organisations that predominate. This unit aims to help you gain awareness and the underpinning knowledge of the structure of the music industry, its working practices and opportunities.



Learning Aim A:

Understanding different types of organisations that make up the music industry

- Venues and Live Performance
- Health, Safety and Security at Venues
- Production and Promotion
- Service Companies and Agencies
- Unions
- How organisations work together and why these relationships are important

Learning Aim B:

Understand job roles in the Music Industry

- Performance / Creative Roles
- Management and Promotion Roles
- Recording Roles
- Media and Other Roles
- Employment in the Music Industry
- Getting a break and starting out
- How roles and responsibilities work together

Learning Aim A

Understanding different types of organisations that make up the music industry

Venues and Live Performance

Introduction

You need to be aware of advantages and disadvantages of each type of venue and what makes them suitable or unsuitable for different types of music events. You need to be able to consider location and constraints in terms of access, noise, disruption, power and security.

Small and Medium Local Venues

- Pubs – A small venues for performances by local bands / singers / karaoke
- Night Club – A medium sized venue for DJs / Vocalists to perform
- School – An educational establishment where students put on performances such as Musicals, Plays and Concerts
- Bandstand – A small outdoor platform usually within a park
- Theatre – A venue for musicals / dramatic performances
- Niche Bars (genre specific) – a venue that performs a specific genre of music e.g. rock
- Jazz Club – A venue in which the primary entertainment is the performance of live jazz music



Large Multi-Space venues

- Arena – a large indoor venue where musical acts perform. There are many seats for the audience to watch and a stage is put up. E.g. NIA or LG Arena
- Sport Venue – a performance space for Sportsmen and women e.g. Football ground. These can be transformed into a musical venue by a stage being constructed.
- Stadium – a sports ground with tiered seating.
- Outdoor space – normally a field or large open area of grass on which a stage / performance tents are constructed for performance. Performances such as T4 on the Beach or Glastonbury.
- Concert Hall – a large public building designed for the performance of concert. e.g. Symphony Hall, Birmingham
- Opera House – a theatre designed for the performance of opera e.g. Sydney opera House, Australia

NOTE:

When you are revising the different venues, make sure you think about what type of artists / bands would perform at each of the venues? If they are up and coming artists, they may begin at small venues because they wouldn't have a big enough fan base to sell out a large venue.

You also need to consider the advantages and disadvantages of Venues. Think about the following:

- Are there transport links close by so fans can travel to the event?
- Are there parking facilities?
- Is it out of town so there are no issues with noise pollution or is it in a city centre where this may be an issue?
- Does the venue have enough space to sell tickets for the number of fans that would like to attend?
- Do you need to hire security based on the number of fans attending?
- Is there already lighting and staging there or does it need to be hired?
- Is the venue available when you want to book it?
- At a bigger venue will you need to hire more staff for catering / security / people taking tickets on the door...? Staff cost money.

Tip: Make sure you know some examples of Large and Small Performance venues to use within your written answers

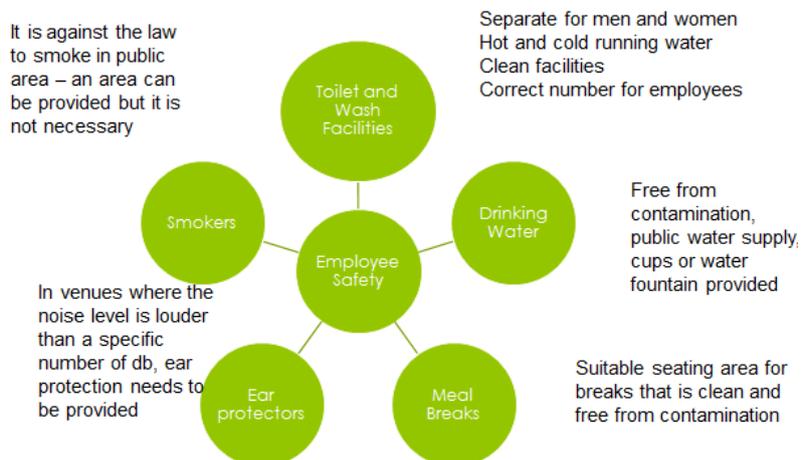
Health, Safety and Security at Venues

Audience Safety

	<p>Equipment including cables must be taped down so that people do not trip over</p>
	<p>Fire Exits must be identified in case of an emergency. Number of exits = ratio to audience number</p>
	<p>Security – bouncers must be employed to guard doors, turn away unsuitable customers</p>
	<p>Access to facilities – water and toilets must be provided</p>
	<p>Lighting - If there are steps or obstacles they must be clearly lit so that audience members do not fall down them.</p>
	<p>No smoking – signs need to be placed around the venue</p>
	<p>Strobe lighting – if used in a performance, it must be identified. There is a law as to how many flashes per second is allowed.</p>

Employee Safety

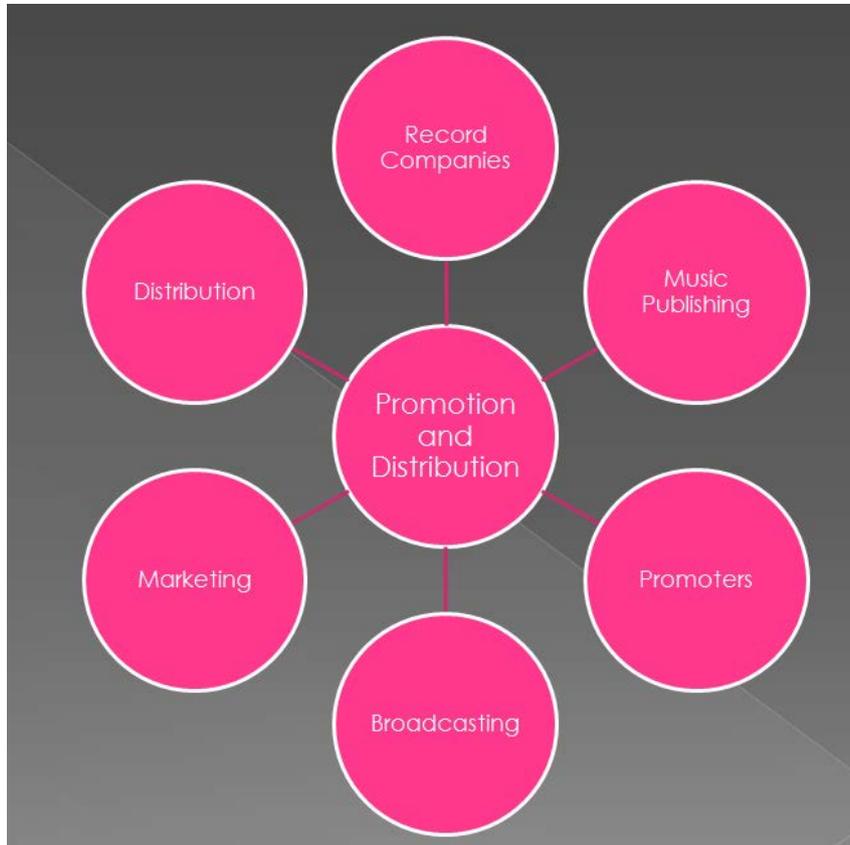
Employee safety



Production and Promotion

What is promotion?

Creating a buzz around an artist and getting them known by the public e.g. getting them on TV, Radio.



Record Companies

- A record company is an organisation that **records and markets music**. This includes finding the artists, creating the songs, recording and mixing the single and album, manufacturing the final CD to distribute to shops. After the CD is created, the record companies promote and advertise it in order to make money.

Different departments include Legal (draw up contracts), A and R (scout for talent), Marketing (Decide on the image of the artist), Art (create artwork e.g. album cover), Label Liaison (get the finished CD to shows, decide on a release date) and Promotion (Responsible for getting an artist on TV/Radio – get their music heard!)

Major record Company – You are more likely to receive better promotion as Major companies have more money to spend on the artist. However, they are only interested in signing artists that have mainstream appeal. What kind of artists would be signed to a Major company? Why?



Independent Record Company – Smaller Company who choose artists based on their music talent. They normally specialise in a certain genre. Do not have as much money as a Major company and less staff working for them. Think about why artists may prefer to be signed to a indie label rather than a major company? What kind of artists would these be?



Promoters

Their job is to publicise a concert and put on the show. They work with agents, managers, the band and venues to arrange for a show to take place.

As part of their job role they:

- Discuss dates of a performance with the band and record company
- Generate interest – flyers, newspaper, online, radio
- Book a venue for the band
- Arrange support acts
- Organise the setting up of equipment
- Set up the running of the show – sound checks etc.



Music Publishing

Music Publishers ensure that songwriters and composers get paid for their work that is used commercially.

They focus on copyright (meaning other artists are unable to copy their work), Royalties (when an artist collects money for their music being used on TV, stage, in movies etc.), Commission (when an artist is asked to create work for a specific purpose)

Major Publishing Companies – they look after the song registration, licensing, royalty collection and creative matters. Positive to this is that they have more power in the music industry. Negative is that you have to pay them for the privilege.

Self-Publishing - This is when the artist/band is in control of the whole publishing process themselves. This includes design (cover/interior), formats, price, distribution, marketing & PR. Positives of this are that you don't have to share profits with a publisher. Negative of this is that there will be a lot of administrative tasks to complete yourself.



Broadcasting

The playback of music to an audience

- TV – Interviews, Videos, TV Adverts
- Radio – Unplugged Sessions e.g. Radio 1 Live Lounge, Interviews with Artists, getting them on to promote their own music
- Internet – artists own sites, adverts and web banners for their latest releases, clips on YouTube, social media sites e.g. Facebook and twitter

Distribution

- The act of getting music out to the public so they can have a physical copy of the music, whether this is by CD or download.
- Online Stores e.g. Play.com, Amazon (to buy physical copies) or iTunes, Beatport (download)
- High Street Stores e.g. Asda, HMV, WHSmith

Marketing

- Marketing is about getting your music known to a particular target audience
- This involves taking into considerations about your music – what it sounds like, what the image is like, price, where it can be purchased and promoted
- Social Media will help market your music

Service Companies and Agencies

Royal Collection Agencies

PRS – Performing Rights Society – An organisation made up of composers, songwriters, performers and music publishers. They ensure all of the above get paid (royalties) when their music is used in movies, TVs etc. or if it is played on radio.



MCPS – this organisation deal with copyright (ensuring music is protected)

PPL Licensing – when a venue has a license in order to play or perform music. If they do not have this, they are not allowed to play music.

Artist Representation

- Management (organise money, advice, working with R.C, arrange tours)
- Public Relations (PR – communicating with the public)
- Agents (a person who looks after the band / artist)
- Stylist (designs the image / clothes / make up of an artist)

Hire Companies

- Hire of sound and lighting, rehearsal and studio space for a tour or event



Transport Companies

- For equipment and materials for touring to be distributed and moved around a country



Unions

- A union is when a group of people join together to support similar interests and goals, usually related to their work.
- Each member pays a fee which goes to support issues with wages, benefits, working hours and fair treatment in the work place.
- Why do musicians pay to join a union? What benefits does this have for them?

Musicians Union	Equity	BECTU
<p>The Musicians Union are a large organisation that represents over 30,000 musicians that work in the music industry.</p> <p>The organisation support musicians working in the live arena, the recording studio or when writing and composing. Issues that arise can range from copyright protection to contract advice or recovery of unpaid fees to health and safety issues. They help with insurance, legal, networking, copyright issues, career and business advice.</p> <div style="text-align: center;">  <p>musicians union</p> </div>	<p>Equity is a union for professional performers and creative practitioners They have 5000 members who are able to access information and advice to help prepare them for work in the music industry.</p> <p>Their members include actors, singers, dancers, choreographers, stage managers, theatre directors and designer's, TV and Radio presenters, models, stunt performers and many more</p> <p>Their main task is to negotiate minimum terms and conditions of employment throughout the world of entertainment.</p> <div style="text-align: center;">  </div>	<p>BECTU is the UK's Media and Entertainment trade union. This includes broadcasting, film, independent production, theatre and the arts. The union represent 25,000 staff, contract and freelance workers in the UK.</p> <p>They provide services such as:</p> <ul style="list-style-type: none"> Negotiating pay, conditions and contracts with employers Personal advice and representation for individual matters Advice and representation on health and safety Training support and courses Networking events and career development advice <div style="text-align: center;">  </div>

As part of Learning Aim A you also need to be aware of:

How organisations interrelate and why these relationships are important

- how promoters match acts to venue, e.g. location and type of venue, size and scale of performance area, facilities, technical equipment/support available, audience capacity, type and intention of performance, timing and availability, financial considerations



- the importance of effective communication between those working in the industry
- how promoters and musicians evaluate the advantages and disadvantages of hiring and buying equipment
- how promoters and musicians find and select suppliers and installers of equipment
- how trade bodies such as the Music Producers Guild (MPG), the Association of Professional Recording Services (APRS), PRS for Music and PLASA support their members and their industries
- how promoters and musicians find and select transport companies



Learning Aim B:

Understand job roles in the Music Industry

Performance and Creative Roles

The Musician

- Instrumentalist (plays the instrument), vocalist (uses voice), accompanist (backing), DJ (edits, remixes, adds effects, live music)
- Auditioning, attending rehearsals (including technical and dress rehearsals), taking part in performances and workshops, marketing and promoting own work
- Become successful by promoting using social media, get experience at open mic. nights, network



The Composer /Songwriter

- Writing music, arranging, orchestrating, responding to briefs, pitching ideas to clients, producing scores and parts, marketing and promoting own work, composing to a brief, producing, sequencing music, using technology to realise music, creative and artistic direction
- Become successful by going to university to study music and composition, networking, building a portfolio of compositions, showcasing work at performances



The Musical Director

- Conducting, arranging and leading rehearsals, hiring musicians, liaison within projects, problem solving
- Become successful by getting as much experience as possible and studying music or music performance at university



Live Sound Technician

- Stage planning, rigging, de-rigging, supervision of crew, sound checking, ensuring mic and lines work correctly, adjusting levels, on stage, mix, front of house (FOH) and monitor mixing
- Work 8 – 11 on rehearsal days, 5 – 11 Performance days – train by learning on the job or studying
- Skills required: Ability to perform under pressure, hear music well, pick out individual parts of music, work well with a team
- Training: Learning on the job, Work with the designer to ensure the same vision is achieved, Degree and Diplomas also help (Sound Design or Sound Technician)



Roadie (backline technical support)

- assisting with get-in, rigging, de-rigging, get-out, specialist instrumental support, logistics, driving



Instrumental Support

- Guitar tech, drum tech – help out if instruments break during a live show, change strings, drum skins, need to have an in depth understanding of the instrument

Management and Promotion Roles

Artistic Management

- Personal and financial management – find out about funding that's available!
- advice and guidance
- Management of the publicity for events
- arranging tours
- Book rehearsal time and practise sessions
- Fee negotiation – with members of the band, other roles and promotional deals
- Volunteering for a band for free would help get you into the industry
- See if there are internships at local record companies to help



Venue Management

- Booking events
- Licensing (alcohol, PRS etc.)
- Management of staff – hiring and being responsible for training
- Management of publicity for the event
- Organising security for the event
- Health and safety of audience and staff
- Education that would help would be Arts Management Degree, Arts Administration Degree, Drama / Theatre / Music Studies, Business Management and Music Management Degree



Studio Management

- Booking sessions with artists and bands
- Managing the maintenance of equipment and facilities
- They will need to hire experienced musicians or producers, engineers and creative and technical staff
- Select and purchase new equipment, ordering repairs and establishing maintenance schedule
- Marketing and attracting new clients to use the facilities
- Education in music business, a passion for music and being familiar with all equipment within the facility would be helpful



Promoter

- Identifying performance opportunities for artists and bands
- Securing finance for events
- Manages financial risk – covering venue costs and costs of promotion and any special equipment needed
- Insurance and safety
- Promote live shows via the media, posters, flyers etc.
- Sorting out accommodation for the band along with their payment and any other needs



Marketing

- Digital Marketing – the way in which music is promoted online including YouTube, iTunes and social networking sites
- Radio Marketing – songs are set to stations with a similar genre as your music e.g. rock music will be sent to air on Kerrang!
- Concert Marketing – When a band or artist performs. This is the biggest cash flow in the music industry at the moment. Posters, flyers and radio can all contribute to marketing a Concert.
- Print Marketing – pictures on the covers of magazine or in newspapers
- Press materials – interviews on the radio, artist interview in magazine or newspaper. Press kit.

Main roles of a Marketing Manager

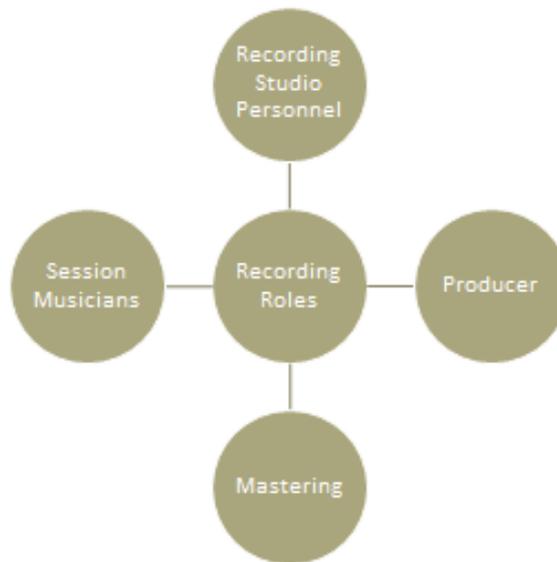
- Design and implement marketing plans
- Publishing and sharing content
- Gathering prices of advertisements
- Devise promotional ideas
- Report findings to company executives
- Skills that will help with the job include a creative mind, be up to date with new promotional angle, a good communication and have good written skills
- A marketing and communication degree would help with the job role and any experience in the music industry



A and R (Artist and Repertoire)

- The main role of A and R is to scout for new talent and sign it to the label
- Their main job is acting as the point of contact between the artist, and their management, and the rest of the label infrastructure.
- They often travel on the road in order to meet new artists
- They work long hours and may not get paid straight away
- They need an excellent understanding of contemporary music in order to spot new trends
- They need to attend numerous gigs, clubs, go to showcases, listen to tapes and demo recording, and watch videos of acts performing.
- They may also take part in finding songs for the artist to record
- There are no set educational requirements but some record companies say a degree in communications, music or business is preferable.

Recording Roles



Recording Studio Personnel

- Engineer – records, edits, mixes sound. This can be for music, film, radio or television and computer games
- Assistant Engineer – Helps support the Engineer
- Maintenance – These people are hired to help maintain the equipment within the recording studio space
- Electronic Engineer – These people have the knowledge about more technical aspects of musical equipment. They will have a good understanding of the internal design and function of modern music technology systems.

Producer

- ‘project manage’ the whole recording process
- This includes recording, mixing and mastering
- Create their own music
- Remix other musicians music
- Liaise with other creative roles
- Work with the artists on their ‘artistic overview’



Session Musician

What do they do?

- Pianists, Guitarists, Saxophonists, Vocalists, Drummers etc.
- Sometimes they work on a certain section of a song, sometimes it is an entire album.
- They may perform on stage for one song or be hired for an entire tour
- They perform with others within an ensemble or as a soloist
- They need to bring their own instrument and equipment with them
- Sometimes they are signed to a contract, sometimes it is a one off payment

Skills needed:

- You must be a master at performance in your chosen instrument
- You need to have good personal skills in order to work with other musicians
- You have to have a good knowledge of the recording process
- You need to be hardworking and determined for long rehearsal sessions



Mastering

Who does this include?

- Mastering engineer - producing finished mix complying with technical requirements, optimised audio performances and quality e.g. boosts bass / minimises treble
- CD Manufacturer – producing multiple copies of provided master CDs on demand, jewel cases, slip cases, artwork, screen printing, packaging, and delivering to distribution.
- Digital delivery through services such as iTunes

What is mastering?

- Evaluate your recordings, goals and reference material
- Sonically polish each song to achieve its full potential
- Assemble the album, including setting song spacing
- Submit the first master for client review and changes
- Generate the final master, perform quality assurance on that master and prepare paperwork for manufacturing

Tip: Make sure you understand how all of these different job roles work together in order to make an artist or product successful

Why is it so important that these job roles work together?

Why are skilled practitioners so vital for the music industry to be successful?

Employment

Employment patterns:

- Full-time/part-time/freelance contracts (short, long-term) when employing performance and production front of house staff
- Permanent and casual staff for specific projects or performances
- Self-employed, entrepreneurial
- Volunteers

Getting a Break

Case Studies

- Make sure you are aware of real individual stories of how people broke into the music industry
- Reality shows
- Performing at local shows
- Free work experience and working your way up
- Perform, showcase your work
- Send Demo's to record companies
- Use social media as a stepping stone
- Get into song writing
- Traditional education



Volunteering at Festivals

- This will get you knowledge of working in the music industry and if you are a performer / artist, you may be able to pass on material to festival organisers in order to get gigs to promote your own music
- Why is volunteering an excellent way of getting into the music industry?
- What are the negatives of volunteering? Think about pay! (or lack of)

Free products

- Downloads
- Tickets
- Back Stage Passes
- Guest Lists
- Promotional CDs

Free products can help an artist a great deal as if you are giving away things for free, people will take copies, listen to the music and hopefully buy a CD or see them on tour....



Where do you find out about Auditions?

- Adverts in local performing arts magazines such as Stage
- Word of Mouth – if you know or work with people in the Music Industry, any jobs that are around will probably be mentioned by your peers or friends
- Personal Recommendations – Other employees you may have worked for, may recommend you within the industry if you have worked well
- Making Contacts – phone / email / tweet other job roles in order to make yourself more public and promote yourselves
- Networking – Use social media sites to 'like' others and showcase 'events'



The Importance of Roles and Responsibilities



Before a Tour	During a Tour	After a Tour
Venue Manager Agent Manager Licensing Artist Promoter Marketing	Sound Technician Lighting Security Media e.g. TV, Radio Stylists Hire Companies Transport Companies Musical Director Instrumentalists Roadie Instrumental Support Artist Musicians	Artist Manager Agent Media

Before a Tour

- The Artist needs to ensure they know what is going to happen.
- The Promoter will help organise the gig
- The Management need to be aware of the financial implications of a tour
- The Venue Manager will be in charge of finding a suitable venue. They need to work with licensing to ensure that all licences have been purchased prior to the event

During the tour

- A variety of technical staff such as lighting, instrumental support and sound will need to be available for show night in order for things to run smoothly
- Hire companies will need to be contacted in case any equipment such as staging or props are needed. The transport companies will then need to transport this to its venue.
- The Musical Director will liaise with the Musicians to rehearse and prepare the music with the Artist

The Importance of Roles and Responsibilities



Before a Recording	During a Recording	After a Recording
Composer Songwriter Producer Musician Artist	Producer Sound Engineer Technical Support Session Musicians Artist	CD Manufacturer Mastering Art Work Marketing Promotion Distribution

Before a recording

- The Composer, Songwriter, Producer, Musicians and Artists need to work together before the recording to ensure they have material ready to record
- This may not be completed but there needs to be some music to work with before the recording process begins

During a Recording

- The Producer needs to be there to record and mix the recording
- Session Musicians will provide the accompaniment for the vocal performance

After a Recording

- The CD will be mastered and sent to manufacturing where multiply copies will be produced
- This will then get passed onto the Art Work designers who will work on the CD cover
- Finally this will get distributed to shops for purchase
- Promotion will need to take place in order to sales to be high

How individual roles and responsibilities interrelate

You need to be aware of how different job roles within the same area of the music industry and from different areas of the music industry work together

As part of your revision, think about how the following roles from the same areas work together. Use the following job roles as examples. Try and find examples of how they work together, what they will discuss and what they will produce:

- Media Roles – Broadcaster and Music Journalist
- Recording Roles – Producer and Session Musicians
- Performance roles – Musician and Composer
- Production – Record Company and Promoter
- Transport Companies and Hire Companies
- Management and Promotion Roles – Promoter and Venue Manager

You also need to be aware of why these job roles working together is so important

- Dangers of miscommunication – you need to be in constant communication with other job roles in the music industry as otherwise concepts could get misunderstood, resulting in major issues with contracts, finance, overall ideas for an artist
- Planning and Scheduling Problems – be prepared for issues that arise! If you are prepared, you will know how to deal with it
- Maximising use of resources – Make the most of what you have
- Speed of change – responding to marketing changes. The music industry is constantly changing and you need to be aware of new trends or ideas in order for your band / artist to be successful



Entrepreneur and the Self-Employed

In this section you need to be aware of the nature of employment patterns and why a quickly changing and highly competitive industry relies on individuals for its intelligence, products and progress

Entrepreneurs

Entrepreneur's help musicians explore and identify new business opportunities

Many musicians have to become entrepreneurs in order to ensure they can rely on a market for their work.

Without creativity and flexibility, music will struggle to find the audiences necessary to sustain itself

Advice for music entrepreneurs

- Focus on what works now – be aware of the current trends in music
- Understand new channels of marketing and adapt as needed
- Know about your product / business as much as possible
- Go out there and make things happen

Examples of Music Entrepreneurs

<p>Zoey Keating</p> 	<p>Canadian-born cellist Zoe Keating performed from 2002 to 2006 as second chair cellist in the cello rock band Rasputina. Her self-produced album One Cello x 16: Natoma has received wide critical acclaim.</p>
<p>Julie Flanders</p> 	<p>Founding member of the influential pop rock group, October Project, Julie Flanders is the lyricist for successful independent recording artist, Sylvia Tosun.</p>
<p>Jed Carlson</p> 	<p>Founder of ReverbNation, a website for new artists and professionals in the music industry</p>

It is very important that people work together in the music industry to a) keep it sustainable and b) be successful! Music entrepreneurs can work with record companies and touring companies to help support them in the music industry. They may be able to set up deals together in order to promote each other in what they are doing.



Smaller companies and sole traders have an advantage in the music industry market place because of the following reasons:

- Smaller companies have more of a personal bond with people their clients
- Costs for running a small business are much lower than the costs of a larger company. Small businesses also have access to loans and grants to help them with start-up costs. It also means you will spend less money on advertising campaigns and you have fewer staff to pay.
- Small companies often specialise in small, specific market segments e.g. a rock record label
- Smaller companies look like much less of a threat on the music industry than bigger companies
- Generally, a smaller company is easier to run and there are less managers and employees to communicate ideas.



How to Get Paid

You need to be aware of the advantages and disadvantages of each type of contract and employment pattern and consider why they are used in the music industry and what makes them suitable or unsuitable for different circumstances.

Full Time and Part Time Contract

Jobs in the music industry with full time contracts include:

- Radio Producer
- Promotion Manager for a Record Company
- Music Journalist
- Agent

Advantages	Disadvantages
Legal Contract, there are terms and conditions to adhere to	The schedule is very fixed. This may be a rota each week or a certain number of hours per week you must fulfil
Sick Pay	Less free time
Maternity, Paternity and Adoption Pay	You may feel that sense of permanence holds you back from exploring new job roles
Holiday Pay	You need to ensure you have good working relationships with other employers as you will be working together on a daily basis
Rest Breaks	
You have a monthly salary that will be paid, therefore your income will be regular	
You are able to show your talents and work your way up to promotion	



Fixed term Contract

Jobs in the music industry with fixed term contracts include:

- Session Musician
- Composer
- DJ
- Conductor
- Crew / Technicians

Advantages	Disadvantages
A contract will last a specific amount of time and end on a certain date	You need to ensure you know when your contract finishes so you are able to have another job lined up if necessary
Similar pay (holiday, maternity etc.) as above	You may have to move from job to job all over the country in which travel costs occur



Agencies

Jobs in the music industry you can get through agencies include:

- Street team at Festivals
- Runner
- Events Manager

Advantages	Disadvantages
They will find you work – matching your skills to jobs that will be suitable	Will not be getting top paid jobs via an agency
They will help you with any issues to do with working conditions, pay etc.	No medical benefits if you are off sick
Increases your choice of industries and companies to work with – more experience gained.	There may only be a few job opportunities in the specific field you are looking to work in
Reduces the cost of you sending out a CV to employers and many a interviews	

Freelance

Jobs in the Music Industry that may work freelance include:

- Composer
- Session Musician
- Vocal Coach
- Music Journalist

Advantages	Disadvantages
Flexible hours – You set the hours you will work.	You have to look after your own Tax and National Insurance
Control- you have the control over jobs and clients you will work. You get to choose.	You are responsible for your own health and safety
You are your own boss	You may not be entitled to the same rights as workers e.g. minimum wage
You work wherever you want – coffee shop, at home. You do not necessarily have to have an office.	Unreliable workloads – sometimes you may have lots of work on, other times you may not. You need to go out and search for it or you risk not getting paid.
You keep the profits – you do not need to split these with lots of employees	You are in charge of your own clients and projects which may be hard work if you struggle with being organised.
	It can be a struggle to separate work time and personal time.



Unit 1 Exam Guidance

Now you have done all of your revision and should be ready for your Unit 1:
The Music Industry Exam

Your exam will last **60 minutes** and be worth **50 marks** in total

The examination consists of a variety of question types including objective questions, short answer questions and one extended writing opportunity.

The following key words may be useful when understanding what the questions mean:

Describe	Give a clear, straightforward description that includes all the main points.
Identify	Give all the basic facts relating to a certain topic.
Name	State the proper terms related to a drawing or diagram.
Outline	Give all the main points, but without going into too much detail.
Analyse	Identify the factors that apply, and state how these are linked and how each of them relates to the topic.
Explain	Give logical reasons to support your views and the arguments you are making.
Justify	Give reasons and evidence for the points you are making so that the reader knows what you're thinking.
Suggest	Give your own ideas or thoughts.
Evaluate	Bring together all your information and make a judgement on the importance or success of something.

You will be expected to use the information from this revision guide and what has been taught in class to come up with your own answers to questions rather than simple statements or copying what you know. Please read the question carefully as every mark counts! There may be one mark between gaining a Merit and Distinction so ensure you answer every question.

Good Luck!!