



YOU MUST HAND IN YOUR WORK BY

TO




**HOW LONG**  
should this assignment take?

Every person works at his / her own pace.  
As a guide, this should take you 3 hours to read and research and another 4 hours to write your answers and discuss them with your tutor.



**HOW**  
will I be assessed?

Your tutor will assess your work. He / she will give you feedback on how you have done. If your work needs further work to be passed, then you will be given the chance to do further work to bring it "up to scratch". For more details, please refer to your music provider's own guidance.



**WHAT**  
do I do now?

Read the TASKS section below.  
Then read the NOTES AND GUIDANCE section.  
Carry out the TASKS.

TASKS

1 **Promoting yourself**

Make a plan for how you intend to promote yourself over the next 6-12 months.  
Use the first 7 examples to get started, then fill in some ideas of your own.

What do you intend to do?	Details on the Activity	When will you do this by?
Obtain a press feature		
Mail your product to a label		
Play a gig		
Produce a flyer		
Tell somebody about your music		
Create a web page		
Join a community website ( MySpace, Pure Volume etc )		

2 **Promoting yourself**

Read this list of promotional activities and explain how you can use them to promote yourself.

Explain how you can use this to promote yourself.	Explain how you can use this to promote yourself.
Posters	Reviews
Ringtones	Remix
Radio playlist	Fan club
Flyer	Website
Personal Appearance	E - flyers
Jingles	Showcase
Promo video	Community sites
Sleeve design	Message boards
DJ mailout	Mailing lists
Tour	Downloads

3 What information do you think needs to be included in the following:

Information	Flyer-club night	Demo CD or MP3	Poster – Gig	Website
Venue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Date	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Artist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Times	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Theme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Web URL	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Credits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Copyright	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Titles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Format	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Company	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Details	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Artwork	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4 Radio research

This research task is designed to help you build up your contact and network list.  
Using the research methods described earlier in chapter 2:

	Circle (Yes/No)
Find the names and addresses of all the radio stations in your area, this includes commercial radio stations, community, college and internet radio	Yes / No
List the telephone, extension and fax numbers of DJ’s, programme controllers, researchers and producers who play your kind of music.	Yes / No
Prepare an example mailout or faxblast.	Yes / No
Spend a few hours listening to the programming output of two local radio stations. List the type of music that is played – you will begin to see that it probably conforms to a certain type of music, for example pop, dance, easy listening, AOR (Adult Oriented Rock ), jazz, classical. Some programmes on the station may have a different music policy – make sure you target the programmes that play music that closely resembles your own.	Yes / No

5 The Press Release

Research and Prepare a press release.

	Circle (Yes/No)
Research other press releases by looking at artists websites.	Yes / No
Now write your own press release using information provided in Notes and Guidance. <div>TIP</div>	Yes / No
Look in your library for old newspaper articles on bands, artists and DJ’s. Make notes on why you thought the items made it into the paper. Try and generate a story featuring yourself, using the same approach.	
Put together a news item of around 50 - 100 words. <div>TIP</div>	Yes / No
Ask yourself - What is the interesting angle that will grab the reader’s attention? Would it catch your attention?	
Present the above to your tutor and also get your friends to comment on it.	Yes / No

WELL DONE, THAT'S THE END OF THIS ASSIGNMENT. CHECK IT AND HAND IT IN!