



## PODCAST #3 – SHOW NOTES

### ROLES FOR ARTISTS

#### Hey Creatives!

Thank you for listening to Podcast #3 of the Coffee With Camilla podcast where we will discuss the music industry. I have my coffee in my CMA mug and I'm ready to go!

Today we are going to discuss **Roles – Individuals in the music industry performing artists** may encounter along their career journey. We are covering this list today but we will cover these roles in more depth on a future podcast.

**Performing or Touring Musicians:** You know them, but you don't know enough of them! Build a strong roster of talented musicians. You won't regret it.

**Studio Musicians:** These musicians are not typically on the road traveling with an artist. These professional musicians are typically musician union member performing musicians. They are paid union scale rates and are highly technical musicians and worth every penny to the artist in a recording session.

**Live Sound Engineers:** You know who they are. You see them behind their sound boards at venues where you perform. But do you thank them each time they work for your show? You should.

**Stage Managers:** You WANT the stage managers to love you, your band, and your crew. Thank them every show!

**Booking Agents:** Eventually you will need an agent. They have a tough job! Help them help you!

**Music Producer:** They produce artists, demos and projects. The producer books the musicians and recording studio for recording sessions. They work closely with

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the artists to make sure they have a strong understanding and sense of the goals of the artist and project.

**Recording/Audio Engineer:** Guy/Gal who is behind the sound/mix board. The engineer works closely with the producer in order to capture the sounds required to provide the product the artist/songwriter needs. Many times the producer has a favorite engineer or they work as a team on a lot of projects together.

**Session Leader:** The session leader is the person and musician that works very closely with the producer to make sure the proper musicians are hired for the recording session. The session leader also writes the music charts for the recording session and makes sure the musicians have all the gear they need to make the recording session a success.

**Record Label A&R:** The record label executives who have the authority to offer recording contracts to artists. These are the executives you want to show up at your performances when you are looking for major label agreements.

**Artist Manager:** The manager simply manages the career of the performing artist. They bring opportunities to the artist and accelerate the career of the acts they manage.

**Business Manager:** A business manager looks out for the financial part of an artist's career. They will advise the artist, independent of their manager, of the financial health of the artist. The business manager and the artist manager work together but independent of one another, therefore providing a level of oversight on behalf of the artist. (Which is a good thing)

**Publicists:** You've heard the term Publicist or PR Firm or Public Relations. The publicist is the individual who sends out press releases on newsworthy items as well as finds media interview and appearance opportunities for the performing artist. They secure "red carpet" or high level exclusive or "pre-release" appearances for artists.

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**Social Media Manager/Marketing:** This individual works closely with artist management and publicists to create promotion campaigns for social media. They should have a strong understanding of Brand development.

**Event Producers:** Event producers are the people that artists will work closely with at fairs/festivals, corporate events, etc. The event producer will oversee the whole event. Impress them and thank them every chance you get!

**Thanks for listening to Podcast #3! Please subscribe and share my podcast, and leave a rating and review on iTunes!**

See you next time!

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