

COFFEE WITH Camilla

PODCAST #20 – SHOW NOTES

LAST WEEK WRAP UP

Hey Creatives!

You're listening to podcast #20 of the **Coffee With Camilla** podcast where we discuss the music industry! I'm your host Camilla Kleindienst with Banner Music in Nashville TN.

I have had a whirlwind of a week!

I thought I would take time on this podcast to talk about the week that I've had! I want you to get a glimpse of what a work week for me looks like. Some of you may have emailed me or asked me to listen to your songs or take a meeting with me and this week, I just couldn't make it happen.

Some of the events and items I will mention in this podcast are still pending today as I record this podcast.

I'm going to look at my calendar as I discuss my work week.

First of all, like every business owner, I have daily or weekly "business tasks" that don't involve songs or artists but involve business decisions. Those tasks are annoying if you are really more interested in handling the music side of the business. But they are important to keeping the business on track.

Secondly, I live at least an hour from the office so I'm on the road a minimum of two hours a day or 10 hours per week. And it's usually more. Most days I listen to an audio book or a podcast or make business related phone calls.

You should know that Banner Music has several staff songwriters who turn in 5-15 songs per week total. So every week I have a lot of songs to listen to. Now, when I listen, I'm not just listening TO THE SONG to be a fan of the song. When I'm listening to songs delivered to me from our staff of writers here is what I'm really doing:

- I'm listening for any changes I think needs to happen, if any.

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- I'm listening to decide if this song is something I need to get demo'd and when.
- I'm thinking about what production I'd like to hear a demo on the song and who I need to produce the demo.
- I'm thinking about which artist I believe will want to hear this song.
- I'm looking to see who the co-writers are and who their publishers are. I want to maintain a sense of who is writing with our writers and the quality of songs that are coming from those co-writes. I'm also thinking about the co-writers potential as a writer or artist. Sometimes this leads me to connect with that writer or their publisher or manager on a personal level.

So you can see before I ever listen to songs that are pitched to me by outside writers, I have a lot to tackle from our own staff songwriters.

Third - I get a lot of emails that I must read and respond to as well as read trade email blasts which contain music industry information that I must keep up on so as I move about in my work week I'm "on top of" what is current news. Reading these email blasts is time consuming but very helpful in my job. I get several email blasts per day in my inbox.

So looking at my calendar:

Monday -

- After handling much of what I've already mentioned, I accepted a final produced song for a planned license for a specific use. In other words, I listened to a song that I commissioned a producer to produce for Banner Music. I asked the producer to make a couple of tweak changes. And moved forward on the license negotiations.
- Several phone conference calls with staff (I worked from home office) Over the weekend one of our artists had 2 performances. We discussed "After Event Review" on the shows and improvements moving forward. We are working on a presentation for a sponsorship and details for that were discussed. Priorities for the week were discussed.
- Scheduled several "coffee/lunch/cocktails" meetings

Tuesday -

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- Glance at emails
- Morning staff meeting
- Respond to emails, catch up on reading trade email blasts
- One of our artists is in the studio today, so connecting with activities there off and on.
- Final synch license proposal presented for produced song.
- Planning meeting with another artist we manage.
- Lunch meeting
- Desk work till 6

Wednesday

- Staff meeting - follow up on artist single release coming up - (promotions)
- Connect to videographer for artist show tonight
- More negotiations by phone and email on synch license
- Email check and responses.
- Spoke with staff songwriter RE: synch license negotiation that stalled out
- Tonight's show production and plan - checks to pay everyone involved - checked camera batteries and realized I was missing a cord I needed. Searched office didn't find it.
- Banner Music has an artist show in Nashville and also another show in a different city outside Metro Nashville - checked on both for all moving parts
- Conference call with an artist I manage who is out of town.
- Meeting at 5:30 with Lady Music Industry Executive Assoc Committee - I missed the meeting. Locked my keys in my car.
- Dinner Meeting before show tonight
- Went to music store to purchase the cord I was missing.
- Late show - had a car key delivered to me (remember I live an hour away)

Thursday -

- Email catch up
- More email and phone calls on the synch license stall out
- Reschedule a confirmed lunch meeting
- Reschedule a confirmed coffee meeting
- Lunch meeting with high level music industry executive and our artist plus management team
- After event review of lunch meeting

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- Management planning session for artist following lunch meeting
- Upcoming single release update
- Upcoming show(s) follow up. We have 2 artist shows coming up.

Friday -

- Staff meeting follow up phone call received in the evening
- Synch license negotiation (again)
- Follow up to NY contact on project
- Follow up to LA on a corporate music project
- Conference call RE upcoming show for artist and second conference call for different artist show
- Conference call for possible opening act for one of our shows on the TX Tour

This is so easy to say but sometimes I feel like a pinball in a pinball machine. A lot of days I forget to eat or drink all day. Sometimes I have to take a minute and shut my phone off and look at all the paperwork on my desk and go through it one sheet at a time. I am constantly juggling a lot of things at once completing items that needs closed out, making pitches that go out into the future for future opportunities. Prioritizing and reprioritizing. At every performance our artists perform at, I'm shaking hands and hugging people and I am usually running a camera or doing some type of work. It's rare but sometimes I get to sit and enjoy a cocktail while the show is going on. I'm normally working the room and setting up more meetings with people, or finding new co-writes for our songwriters.

With every staff meeting, I'm looking for ways for Banner Music's efforts for our artists to stand out. For us to shine and break through the "noise" of our industry.

In the Banner Music office you will hear me say "In Our Never Ending Effort To Improve...."

Thank you for listening to podcast #20 of the **Coffee With Camilla Podcast Titled: Last Week Wrap Up.** I hope you get a glimpse into what a typical day or week looks like for me. And I hope it helps you see that there is "NO QUIT" in me and there shouldn't be in you either.

Please don't forget to **SUBSCRIBE & SHARE** this podcast with your songwriter, musician and performing artist friends.

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Look for show notes on my website: CoffeeWithCamilla.com

We'll talk again soon! Stay Creative!