



Hey Creatives!

You're listening to **Podcast #41 of the Coffee With Camilla** podcast where we will discuss the music industry.

I'm your host Camilla Kleindienst of Banner Music in Nashville TN

The title of this podcast is ***"Handling Difficult Subjects"***

When difficult subjects come your way as an artist, you must remember decide or remind yourself what is MOST important to you before you sound off or act out on the subject.

Remember you are still in the BUILDING stage of your career. It doesn't take a genius to know you don't want to do or say anything that will jeopardize your music career. So how do you handle difficult subjects?

SCENARIO 1:

You are in the recording studio and someone there (could be an engineer or musician or studio employee) mentions that a certain known music industry individual was caught in something distasteful or unlawful. The conversation is going on all around you and feel like you are under pressure to comment.

Do you chime in with agreement or sound off in some way to tamp down the gossip?

This might seem like a no big deal situation. After all, you are in a room full of "friends" or "like minded" individuals. But you shouldn't imagine that whatever you do or say in response won't be characterized in a negative way down the road when the session is over.

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This is when your best judgement should be exercised. Whatever your conviction is on the story or gossip that was relayed in the session, your response can neither be judgement toward whomever the gossip is about nor those who relayed it.

Therefore, your response must be measured. Likely you will say something like, “I don’t know what to think about that.” Or “Well, I’m just not sure all the facts are out yet so I’m going to wait to decide.”

SCENARIO 2:

You are in a private (or not so private) social media group and there is a discussion going on about something or someone. The energy in the room is super charged with opinions and screenshots of photos or texts or whatever. You have a strong opinion about the subject. You really want to comment and put your two cents worth in.

Before you comment, you must ask yourself a few questions.

#1 - Do I want my comments in writing?

#2 - Will my comments hurt or help me or others?

#3 Will my position on the subject change as time goes on?

Remember you are trying to GROW in your music career. So who is your audience?

SCENARIO 3:

A very prominent and very successful entertainer publicly takes a political position that is very popular on one side of the spectrum and not very popular on another. Your political passions are stirred up and you either agree or disagree with this very successful and prominent entertainer. You want to post on social sites your views and maybe even from the stage.

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I recommend RESISTING! You are trying to GROW your music career. You are not in the same position as the very successful and prominent entertainer who can withstand any backlash from their political statements or positions.

Willie Nelson once said that “Music Brings People Together”. He was answering the question on how he has maintained his public political views and hasn’t alienated his fan base who are all over the place politically. I believe he is right. Music does bring people together. And you as a developing and growing artist hoping to gain major stardum traction must remember to focus on your music and career before anything else. Our industry takes SO MUCH energy that there is little left for anything else. And there is certainly a lot of ways to become distracted, out of focus and slowing down momentum, especially if you involve yourself in controversial opportunities.

Sometimes you can be judged negatively by NOT taking a stand or position. You just have to find a way to authentically validate those who are bringing the discussion forward while not offending people. It can be tough, especially if you have strong opinions on certain things.

Here are a few comments I recommend artists to say:

- “I heard about that. I don’t know enough about it to comment. But I trust it will all work out in the end.”
- “I see good and bad on both sides. I’m not sure I have enough information to publicly express my opinion.”
- “I believe in the two party system. Our two parties balance and push back on one another as expected.”
- “I’m just glad I entertain people and get their minds off all the junk in the world”
- “I focus on my music and let the politicians focus on the politics. But I believe in America and its people”
- “We all have a job to do. Mine is to entertain. I’m trying to do it to the best of my ability.”

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This whole concept is hard for people especially when social media allows for conversation and debate. And we live in a country where free speech is a right. And expressing your opinion feels so good sometimes. But I caution you only because you don't want to offend ANY fan. Losing ONE fan over a political view or commenting on gossip is too high of a cost. Maintaining personal convictions is important to staying true to you and who you are as a human being. Delivering and expressing your views publicly can hurt your career in any field, music industry is no different.

Thank you for listening to Podcast #41 ***“Handling Difficult Subjects”***.

I hope you have opportunities to properly handle difficult subjects as you grow in your music career. Because the process of handling difficult subjects as you grow in our industry, like everything else at this stage, is really about training yourself for bigger things to come. The building blocks for a long lasting career in music.

I know you can do it. I believe in you!

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

Look for show notes on my website: **CoffeeWithCamilla.com**

We'll talk again soon! Stay Creative!