YOU MUST HAND IN YOUR WORK BY

HOW LONG
should this assignment take?

Every person works at his / her own pace.

TO

As a guide, this should take you 2 hours to read and research and another 3 hours to write your answers and discuss them with your tutor.

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.

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

2

WHAT do I do now?

will I be assessed?

 $\mathsf{H} \, \mathsf{O} \, \mathsf{W}$

TASKS

1 Who is your target audience?

If you are	List your key targets here	Research one example of each target
An unsigned band	(for example, a record label)	(for example, XL recordings)
A songwriter	(for example, a music publisher)	(for example, Warner Chappell music)
A record label		
A musician or DJ		
A club promoter		

${\bf 2}\ \ {\bf Make\ a\ list\ of\ target\ organisations}$

Once you have identified your target (for example, a record label or a manager), do some more research. Read the 'Finding your target' section in the Notes and Guidance to help you.

Who is your target?	Write the details here	Write any more details you know about them here.
(for example, a manager, a record label, an agent?)	(Business name, telephone, website)	(for example, if they are a record label, who else is signed to them?)

Make sure that you have used AT LEAST FOUR of the following methods in your research. Research Method Tick here if you have used this method and give an example of what you found. 1 Gig listings, flyers 2 Local 'what's on' guide 3 Local newspaper adverts and features 4 Telephone directories 5 TV and radio programmes 6 The Internet 7 Open Learning Materials 8 Musicians Union Materials 9 Record collections 10 Music shops 11 National music papers and magazines

4 Prepare your mailing list

Now that you have identified your target organisations, make a full list with contact names, addresses, emails and telephone numbers. Discuss the list with your adviser, in particular explaining the reasons behind your choice of target organisations.

contact name	address	email	tel