

**Summer Internship Report 2017**

**Makenna Morsches, C'19**

Hometown: Kansas City, Missouri



**Missing Piece Group**  
**Nashville, Tennessee**

**Provide an overview of the organization/research project and a summary of your responsibilities, tasks, and/or projects.**

Missing Piece Group is a full service music company specializing in artist management, public relations, digital marketing and record label services. The company works to cultivate the careers of artists and songwriters, providing marketing strategy for album release campaigns. I interned for Whitaker Elledge, who leads artist management and marketing for Missing Piece in Nashville, TN. During the course of my internship, I participated in the discussion of marketing strategy with a team, created several social media marketing campaigns, kept the online tour calendars updated, attended live performance showcases and recording sessions, worked with venues on promotional strategy for upcoming tour dates, completed research for target social markets, and aided in the process of scouting of new talent.

**During your internship, what did you accomplish or how did you make a difference? In what ways did you grow in your professional and technical skills?**

During my internship, I was able to grow professionally by being given the privilege of observing music industry professionals with decades of past experience. I was able to give input on which playlists to pitch artists for; I created several tour posters; I delivered content and fact-based research on target demographics, and I created mock marketing campaigns for potential clients. In observing music industry professionals through project-based work and a discussion-based setting, I felt that I grew in my comprehension of effective market strategy and client relations.

**Describe a problem that you helped to solve at your internship. What skills or knowledge from your education at Sewanee helped you address the problem?**

One of the research projects I was assigned proved itself difficult in finding content I could present to a team and feel satisfied with. I attribute my Sewanee experience to my written and verbal articulation as well as my critical thinking skills. Although I struggled to find deliverable content at first, in spending time brainstorming the numerous ways I could research the topic, I found that with time the project evolved from very small beginnings into something I was proud of.

**In what way were your teamwork skills strengthened?**

My teamwork skills were strengthened in interning for a company split between several locations. Most all of the project-based work we completed was discussed and reviewed between the Nashville and New York teams. I received the task of completing a research project regarding finding data from the world's top 100 most influential music publications. At first, the task was very daunting and I was unsure of how to approach the New York office for help; however, with time and observation I was able to interpret how to approach the situation and grow as a team member.

**How did your internship affect your career plans?**

My internship allowed me to explore the possibility of combining a subject I am passionate about with a potential future career. In addition, the experience confirmed for me that I would like to pursue a profession where I can create and deliver content in a team-based setting. I found that my internship allowed me to see myself pursuing a music-related career in the future.

**In what ways did your internship cause you to encounter people of different backgrounds from your own? What steps did you take to communicate effectively with such persons? What did you learn from such persons' perspectives?**

Many of the people I encountered were much older than me, had obtained years of experience within their given field, or had studied music business in college. In being brand new to the music industry, I tried to learn as much as I could from the individuals who had valuable knowledge and experiences to share with me. Their perspectives and insights allowed me to grow immensely in my understanding of the language and culture of the industry.

**Words of thanks to your internship funding donors:**

Thank you so much for your incredible generosity! In providing me with funding for this internship, you have given me the invaluable experience of exploring my potential career path while allowing me to grow professionally!