

Sally Anne Greenwood  
Dualtone Records Internship  
8/30/14  
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Dualtone Music Group is a small independent music and entertainment company located in Nashville, TN. It was founded in 2001 and has a staff of only six, two of which own the company, one being a Sewanee graduate. The label has found a lot of success over the past thirteen years; they have been nominated for sixteen GRAMMY awards, garnering four wins. The size of the company allows for a very intimate work environment among the staff and artists. Everyone is involved in each facet of the process including the interns.

I was able to engage with each member of the office and help out with whatever necessary. My duties included creating and maintaining databases, publicity, marketing and radio promotions, online store management, and participation in staff meetings. Each morning I would fulfill the pending orders for merchandise and be sure all inventory was up to date and organized. If needed, we would order new merchandise. Next we would update social media accounts with new Instagram and Facebook posts, and tweets about upcoming releases or shows. We also began integrating vinyl of the week featuring one vinyl with a short synopsis about the music. In addition, I kept track of the amount of recognition on social media for our artists. The rest of the day was filled with a variety of duties. I would do A&R (artists and repertoire), which was essentially listening to new music and finding potential additions to the label. Some days we would only deal with merchandise if it was a new release for an album, other days we'd have radio promotion mail outs. Although the mail outs could be tedious, they were vital to the company's profit and credit.

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I would also deal with streaming music websites such as Spotify and Pandora. We would update the music charts on Spotify as well as music playlists. We had a big project uploading all of our music onto Pandora, in which I learned a little bit about computer programming. We transferred all of Dualtone's CD collection in the stock room onto Pandora's radio.

Our other big projects were the Dualtone Vinyl Den and the car commercial promotions. Vinyl Den is a subscription service to receive a vinyl each month. We helped format the vinyl den flyers and brainstorm ideas for our next vinyl reissues. The car commercial promotions consisted of a lot of research about the car companies and their image, and if our music would suit their commercials. I created spreadsheets with music supervisor contacts and company information so that everyone could easily discuss in our meetings which company would be best to target.

Overall, I believe I contributed best with my enthusiasm; ability to multi-task and team oriented work ethic. I learned to divide work in an efficient manner with my fellow interns to increase productivity, and I also grew to articulate myself better and not be afraid to contribute ideas to other people in the office.

Throughout the internship, I learned a good deal about the business world in general and how every aspect is as important as the other. When I was able to review the spreadsheets of merchandise and profits, I was able to understand the significance of the online store and what it brought to the company. In addition, I could see the power of social media and how certain posts would spike an increase in orders or popularity. I watched one band, Shovels and Rope, grow immensely over the summer in terms of recognition and sales. I could see the increases in profits,

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talk on social media, and overall sizes of concerts.

I believe this internship taught me a great deal about the music industry and working environment in general. It gave me enough experience to know that this could be something I would like to pursue in the future. Dualtone's mindset was very smart in my opinion; their ability to maintain the small work environment and close relationships with the artists on the label helped them find success. They are considerate in all aspects of the business, and focus their energy where it is needed. This is something I hope to maintain and use to guide me in my path towards a career.