

Stephen Elliott
Dualtone Music Group

Dualtone Music Group is an independent record label located in Nashville, TN. The group was started in 2002 to rerelease out of print country albums and has since transformed into a trendsetting independent music label responsible for several hits in the last decade.

The office is small, with only 7 full time employees, giving the intern a chance to interact with all aspects of the music business. The different responsibilities of the employees at Dualtone include artists and repertoire (A&R), responsible for finding new bands for the label and developing the bands already on the roster, radio, responsible for publicizing the bands' music to radio stations around the country and world, and design, responsible for the graphic design of merchandise and album art.

The most exciting responsibility to a potential intern might be A&R, trying to find the next big hit band. Interns actually get to participate in some of this process, they are always encouraged to listen to unsigned bands and unsolicited submissions to the office and bring any good ones to the attention of more senior staff. Interns also assist in compiling the notes for weekly strategizing meetings. At the strategy meetings, interns are able to witness how an independent record label operates and prepares for the future. The meetings were incredibly educational to me as an intern in teaching me how different parts of the music business interact with each other and how different functions within the company worked together for the ultimate promotion of the bands on Dualtone's roster.

The music business is, after all, a business, one that must make money. The fundamental responsibility of Dualtone is marketing and promotion. All of the work has an end goal of promoting a band into relevance and financial viability. The great thing about Dualtone is that the employees there truly believe in the bands they are marketing and want to promote them simply because they think other people should hear the great music being made by Dualtone's bands.