

The record label, Dualtone Music Group, is responsible for handling the sales of their signed artists' recorded music (mp3's, CD's, vinyls, etc.). They also promote their artists, mainly to radio stations, in hopes of more people knowing about the artist and wanting to buy their music. Since Dualtone is a smaller record label with only 11 artists signed with them, they also cover some responsibilities that major artists would hire a separate company to do for them. For example, Dualtone does some booking for their artists instead of their artist having to hire a separate booking agent to plan out a tour and where an artist will play. Dualtone also takes on some tasks a publicist (person in charge of an artist's relationship with the media) would normally do.

My most important responsibility was managing Dualtone's online store and website. I learned how to check the orders that came in each day and then proceeded to package the contents and send them off in the mail. I became quite the mailing expert, to say the least. As far as managing the website goes, I updated the tour dates on each artist's page and made any changes to their merchandise page. For example, we added a tee shirt to sell on the site, and I created a new link showing the picture of the shirt and the description of it.

I then did various tasks they needed me to do throughout the day. I ran errands like going to their storage unit to pick up a large order of CD's, buying concert tickets from a record store, dropping off some CDs in Nashville's Grammy chapter for an artist who is in the running for getting a Grammy, and an occasional Kroger run.

I had a few projects that entailed updating databases. We needed to update a press database (for when we played the role of a publicist for an artist), and I looked up people's email addresses on the Internet as best as I could. I learned how to dig deep to find someone's email when they clearly did not want it to be searchable on Google: one of the more useful skills I learned during my internship believe it or not! I also compiled a spreadsheet of contact information for college radio stations so that we could promote one of our artists The Dirty Guv'nahs to college kids. This involved using some marketing strategy because I had to first

determine which colleges would have kids interested in this certain band before I started looking up information for these student-run radio stations. I was also given the task of coming up with creative ways to promote The Dirty Guv'nahs in the towns where they were scheduled to play. I came up with the idea to create a "Dirty Guv's" drink that local bars could sell to promote the upcoming show. The guys liked my idea, and they said they might have "Dirty Guv's" drinks sold at the venues where they'll play. I enjoyed being exposed to a sales job as well when I undertook the project of calling record stores to check in on their inventory, while also pitching an update on the band and encouraging the company to buy more CD's. This band I was checking up on, The Lumineers, ended up becoming pretty well known during my internship, and it was fun to be in the office at this time when everyone was excited about their success.

I thoroughly enjoyed this experience because I gained exposure to the music business and got my foot in the door. I learned the importance media and radio relations have on record sales for an artist. The music business is changing, however, and most artists are making more money from touring instead of selling their music like they used to. The industry as a whole is in a recession as well, which makes the industry less stable than it used to be. As far as how my career goals have been affected by this internship, I would say I still want to have a part in the music industry, but maybe I would want to take the route of being a booking agent (who books the venues where an artist plays) since touring is one of the most important ways artists stay afloat.