

## **Music Promotion and Public Relations**

PBRL 4431-001

Fall 2017

Tuesday 5:30-8:30PM in Meeman 112

Professor Elizabeth Cawein

Office Hours: by appointment

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### **COURSE REQUIREMENTS**

#### **CATALOG DESCRIPTION:**

Examines publicity and promotion of artists and events within the music industry. Focuses on music journalism; advanced writing of collateral material, media relations and pitching, social media marketing and guerrilla marketing techniques.

#### **PREREQUISITE:**

Students must have successfully completed 75 credit hours.

#### **TEXTBOOKS**

Smirnoff, M. (2008). *The Oxford American Book of Great Music Writing*. (10th ed.). University of Arkansas Press.

Hyatt, A. (2012) *Cyber PR for Musicians: Tools, Tricks & Tactics for Building Your Social Media House*. (2nd ed.) Huntercat Press.

#### **CLASSROOM FORMAT:**

This class will be presented in lecture and laboratory formats. Students will write and submit assignments that will be returned with feedback meant to encourage student improvement over the course of the semester. Students will also work in groups for one major project and give and receive feedback through peer review.

#### **GRADING:**

There are 1,000 possible points in this class. At the end of the semester, your class average will be calculated and fractions will be rounded to the nearest whole number. Letter grades will be determined according to the scale below.

<i>Reading quizzes</i>	10 points/ea for a total of 50 points
<i>Album review</i>	50 points
<i>Artist bio</i>	75 points
<i>Event review</i>	75 points
<i>Case study: Music PR/marketing campaign</i>	150 points
<i>Album release campaign (group)</i>	350 points
<i>Class Participation</i>	200 points
<i>Portfolio</i>	50 points
<b>Total</b>	<b>1,000 points</b>

A+	967-1000	B+	867-899	C+	767-799	D+	667-699
A	934-966	B	834-866	C	734-766	D	634-665
A-	900-933	B-	800-833	C-	700-733	D-	600-633
F	Below 600						

### **Quality of Work**

All work in this course should follow AP Style, including proper spelling, grammar and language. All assignments, unless otherwise indicated, should be typed in 12 pt. font (either Times New Roman or Arial), double-spaced, with margins set to 1" all the way around. Problems in these or other areas will result in the deduction of points.

I have a zero tolerance policy for plagiarism. Instances of plagiarism will result in a 0 score for the assignment, with no exceptions. In documenting sources you may use either APA or MLA formatting.

I am happy to read and offer guidance on drafts of writing assignments, but drafts must be submitted at least 5 days prior to the due date.

### **Questions about Grades**

If you would like to ask about a grade, please make an appointment to meet with me outside of class time, as I will not discuss grades via email or during class. You are responsible for tracking your grade online and meeting with me early in the semester if you are concerned about your overall grade.

### **The Secret Guide to Success in this Course**

It's pretty simple: as a general rule, you will get exactly as much out of anything as you put into it. My goal is for this class to be fun and engaging, and for you to gain knowledge from your texts, my lectures and your peers. Meeting that goal takes effort from all of us. Here is our agreement: I will come to class prepared, excited about the material, and ready to teach, and you come prepared, excited about the material, and ready to learn.

### **To be successful in this course you will need:**

1. Textbooks
2. Access to *The Commercial Appeal* & *The Memphis Flyer*
3. A public Twitter account

## COURSE SCHEDULE

This is a basic schedule for topics and major assignments over the course of the semester. Although every effort will be made to stick with this schedule, please understand that some material may require more or less discussion and class time. Thus, changes to the schedule may occur. All changes will be announced in class.

<b>Date</b>	<b>Topic</b>	<b>Assignment</b>
Aug. 22	Introduction to the course + music publicity in music industry 2.0	
Aug. 29	Narrative and storytelling	<i>Smirnoff: Leadbelly (p. 8-13), Al Green (p. 259-262), My Morning Jacket (p. 73-85), Dusty Springfield (p. 156-159), About A Girl (p. 182-189)</i>
Sept. 5	Narrative and storytelling continued + writing a great bio	<i>ECourseware reading: Artist bios Homework: Find a great bio</i>
Sept. 12	Visual branding	<i>Artist bio due</i>
Sept. 19	Pitching	<i>ECourseware reading: Pitching</i>
Sept. 26	Working with the media	
Oct. 3	Websites + EPKs	<i>Cyber PR Intro &amp; Ch. 1 Live event reviews due Deadline to approve paper topics + form groups for album campaign project</i>
Oct. 10	Fall Break	
Oct. 17	Direct to Fan Marketing	<i>ECourseware reading: direct to fan case studies</i>
Oct. 24	Twitter, Facebook and Instagram for Musicians	<i>Cyber PR Ch. 2-3</i>
Oct. 31	Promotion strategies: engagement and beyond + guerrilla marketing	<i>Cyber PR Ch. 7 ECourseware reading: guerrilla marketing case studies</i>
Nov. 7	The album release campaign: putting it all together	<i>ECourseware reading: album campaign case studies</i>
Nov. 14	Tour press	<i>Case study papers due</i>

Nov. 21	Course review day and album release campaign working session	
Nov. 28	Album release campaign presentations	

### **FIVE PILLARS FOR PBRL4431**

- *Professionalism:* Students will gain an understanding of media relations with an emphasis on an effective pitch as the first step in developing relationships with key media influencers.
- *Writing:* Students will create a compelling written narrative as the foundation of a public relations campaign. Students will write and learn specific forms for artist biographies, press releases and pitches, including long-form creative writing and succinct journalistic style.
- *Multimedia:* Students will integrate social media platforms into a comprehensive public relations campaign for music promotion, and will also use their personal profiles (e.g.: Twitter handles) in class discussions and assignments.
- *Critical Thinking:* Students will engage in high-level strategic thinking in the development of artist branding, identification of audience profiles, analysis of social media insights and preparation of campaign materials. Students will also read critically and discuss music writing.
- *Media Literacy:* Students increase media literacy through regular reading of regional print and online media, coupled with class discussion and analysis through which students will explore audience profiles and audiences served by different media.

### **PROFESSIONAL VALUES AND COMPETENCIES FOR PBRL4431**

- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communication
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Think critically, creatively and independently
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world

## **HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET**

***Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):***

- Explain an artist's brand and narrative and how the two work in concert to drive public relations strategy
- Analyze writing about music and assess critically in terms of cultural and industry context
- Understand strategic marketing concepts including "direct to fan" and how the concepts integrate with a public relations strategy
- Assess strengths and weaknesses of a public relations strategy

***Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies):***

- Earn a passing score on written assignments, quizzes and case studies
- Write artist biographies, press releases and pitches
- Meaningfully participate in class discussion
- Develop a comprehensive album release campaign to demonstrate a holistic understanding of public relations for the music industry

## **HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR PBRL4431**

This class is designed to train students to successfully execute public relations campaigns for music industry and music consumer audiences.

*Awareness*

- Work as a member of a campaign team to plan a comprehensive marketing and public relations strategy and campaign plan

*Understanding*

- Edit and critique own work and the work of others
- Manage timelines/deadlines

*Application*

- Write critical reviews of live and recorded music, public relations case studies and biographies
- Develop and deliver a pitch, and assess classmate pitches
- Use AP guidelines on written materials

## **DEPARTMENT POLICIES**

### **PORTFOLIO REQUIREMENT:**

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

#### **EMAIL:**

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

#### **MOBILE PHONES AND LAPTOPS:**

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

#### **ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism and Strategic Media. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

**CHEATING:**

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

Further, as this is a journalism/mass communication class, students are expected to comply with copyright law, and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

“Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com’s restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all.” (Office of Legal Counsel, October 17, 2005)

**ONLINE SETEs:**

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

**DEADLINES:**

Remember there’s a reason “DEAD” makes up half the word “deadline.” All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

**AP STYLE AND GRAMMAR:**

All written work in this class should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don’t know the style for a particular phrase, look it up or ask your classmates or the instructor.

**DISABILITY:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact your instructor privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

**DIVERSITY:**

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communications reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

**WEATHER POLICY:**

Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.