

Music Promotion and Public Relations

JOUR 4431-001

Fall 2015

T/Th 3:55 p.m. – 5:20 p.m., Meeman 112

Professor Elizabeth Cawein

Office Hours: by appointment

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COURSE REQUIREMENTS

CATALOG/COURSE DESCRIPTION

Examines publicity and promotion of artists and events within the music industry. Focuses on music journalism; advanced writing of collateral material, hosting events, planning, preparing and working events for artists in various capacities.

PREREQUISITES

None

TEXTBOOKS

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

Owsinski, B. (2013) *Social Media Promotion for Musicians: The Manual for Marketing Yourself, Your Band & Your Music Online*. Bobby Owsinski Media Group.

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>	15 points/ea for a total of 75 points
<i>Album review</i>	50 points
<i>Artist bio</i>	75 points
<i>Event review</i>	100 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>Total</i>	1,000 points

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.

<i>Week</i>	<i>Topic</i>	<i>Assignment</i>
August 25	Introduction to the course / What is good music publicity?	
September 1	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>
September 8	Writing a great bio	<i>ECourseware reading: Selvidge & Kilzer bios</i> <i>September 10: artist bio due</i>
September 15	A crash course in “everything else”	<i>Oswinski: Branding p. 39-49</i>
September 22	Pitching	<i>ECourseware reading: Pitching articles</i>
September 29	Working with the media	
October 6	Websites + EPKs	<i>Oswinski: Ch. 4 (p. 51-78)</i>
October 15	Publicity review	<i>Deadline to approve paper topics; form groups for album campaign project</i>
October 20	Direct to Fan Marketing	<i>ECourseware reading: Cyber PR p. 48-62</i>
October 27	Twitter, Facebook and Instagram for Musicians	<i>Oswinski: Ch. 6 & 7</i>
November 3	Promotion strategies: engagement and beyond / Event management	<i>ECourseware reading: Cyber PR p. 183-198</i>
November 10	The album release campaign: putting it all together + getting on the road	
November 17	Album campaign working day	<i>Case study papers due</i>

November 24	Enterprise media opportunities: the long haul	<i>Live event reviews due</i>
December 1	Album campaign presentations	

FIVE PILLARS FOR JOUR 4431

- **Professionalism:** Students in JOUR 4431 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:** In JOUR 4431, students will learn how to 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 in JOUR 4431 will learn how to 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 in JOUR 4431 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. They will also read critically and discuss music writing.
- **Media Literacy:** Students in JOUR 4431 will increase their 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 JOUR4431

- Demonstrate an understanding of public relations concepts specific to the music industry including campaign planning, audience profile development and branding;
- Demonstrate an understanding of integrated marketing communications specifically as applied to music public relations campaign strategies;
- Identify, analyze and create narrative structures within the framework of artist biographies and as an element of a comprehensive artist brand;
- Think critically, creatively and independently;
- Write correctly and clearly in forms and styles appropriate for specific music industry or music consumer audiences;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Work effectively within a public relations team on strategic planning and tactical execution;
- Use tools and technology specific to music industry marketing and promotion effectively to reach key audiences

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET

Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically):

Students will:

- 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):

Students will:

- 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 JOUR4431

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

Students will:

- Write critical reviews of live and recorded music, public relations case studies and biographies;
- Develop and deliver a pitch, and assess classmate pitches;
- Work as a member of a campaign team to plan a comprehensive marketing and public relations strategy and campaign plan
- Use AP guidelines on written materials;
- Edit and critique own work and the work of others; and
- Manage timelines/deadlines

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

- Understand concepts and apply theories in the use and presentation of images and information;
- 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;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- *Awareness*: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- *Understanding*: assimilation and comprehension of information, concepts, theories and ideas.
- *Application*: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

DEPARTMENT POLICIES

PORTFOLIO REQUIREMENT:

All Department of Journalism undergraduate students are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it during every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final review while students are enrolled in the capstone course for their concentrations.

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 <http://iam.memphis.edu> 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 to be used during class or to complete class assignments. Others do not allow them. Your instructor will set the policy for her/her specific class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. Students are permitted three total unexcused absences without penalty. After three absences, the student's final grade will be deducted one letter grade for each absence. After seven unexcused absences, the student will fail the course. Absences for illness and other catastrophic emergencies, such as a death in the family, must be documented (e.g. doctor's note or obituary) to be excused from the total absence count. Students with excessive unexcused absences are encouraged to withdraw from the course prior to the drop deadline.

DEADLINES:

All deadlines are firm. This is journalism and mass communications. Assignments turned in late will NOT be graded. Late work is not accepted unless prior arrangements have been made with the instructor. Students are NOT permitted to make up assignments, quizzes, tests, etc. that occurred during an unexcused absence. Students who will miss class and/or a deadline because of an excused absence are expected to notify the instructor immediately upon knowing the absence will occur; exceptions will be made for reasonable circumstances. Students who are absent during the final exam are not permitted to make up the exam and will earn a grade of 0, which might result in failure of the course.

ACADEMIC INTEGRITY:

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

“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)

Intellectual property and copyright guidelines

1. Ideas cannot be copyrighted, but the way they are described can.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is “substantially similar” to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be “substantially original” to you. In other words, you can't just paste in something from another's work, put a citation at the bottom and call it your own. You need a full rewrite in your own words and syntax so the unquoted material is “substantially original” to you.

Plagiarism: From UM Student Handbook: The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

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.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower 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:

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.

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.