

## CCSMB3

### Undertake plugging of music



---

#### Overview

This is about arranging publicity for (or plugging) artists, bands and forthcoming events. This includes maintaining and utilising a network within the music industry through the co-ordination, administration and review of plugging activity.

# CCSMB3

## Undertake plugging of music

---

### Performance criteria

#### Maintain a network within the music industry

*You must be able to:*

- P1 maintain good professional relationships
- P2 maintain good professional relationships with all artists and managers
- P3 negotiate to secure airplay for singles & album tracks where relevant
- P4 keep all regional specialist shows up to date
- P5 keep mailing list updated with all contacts, mainstream and specialist

#### Co-ordinate plugging activity

*You must be able to:*

- P6 make efficient use of an artist's time and work on creative programming ideas with radio stations
- P7 secure further and maximum on-air exposure by setting up competitions, interviews, sessions and special events
- P8 accompany artists on above and overseeing all details
- P9 arrange and co-ordinate special events which can run across groups of stations
- P10 use bands' own tours - arrange comps, interviews, meet and greets and take contacts to shows

#### Administer plugging activity

*You must be able to:*

- P11 arrange promotional tours of radio stations and make best use of time available with artist
- P12 book travel / hotels / meals / cars for any promotional tours / station events
- P13 put together itinerary from scratch and circulate to all relevant parties
- P14 research and booking of equipment, arranging PA systems/private planes/etc
- P15 prepare in advance budget information for promotional trips/competition prizes/interviews and sessions, forwarding info to co-ordinator and getting approval
- P16 maintain blogging activities

#### Review and report on plugging activity

*You must be able to:*

- P17 prepare reports/updates on airplay and other promotional activity
- P18 feedback information internally both verbally and in reports
- P19 keep tracking company abreast of all releases in order to gain accurate and up to date monitoring

# CCSMB3

## Undertake plugging of music

---

### Knowledge and understanding

*You need to know and understand:*

- K1 music, the music industry and the artists you represent
- K2 how to write and maintain and blog
- K3 how to work closely in a team
- K4 how to be punctual
- K5 how to be very organized
- K6 how to 'present' in meetings with people of all levels
- K7 how to communicate and negotiate effectively and how to be diplomatic with all heads of music, programme controllers, programme directors, independent production companies, broadcast assistants, programming assistants, presenters, receptionists
- K8 the role and importance of regional specialists
- K9 digital and consumer trends
- K10 social networking campaigns

# CCSMB3

## Undertake plugging of music

<b>Developed by</b>	Creative and Cultural Skills
<b>Version number</b>	1
<b>Date approved</b>	March 2008
<b>Indicative review date</b>	March 2010
<b>Validity</b>	Current
<b>Status</b>	Original
<b>Originating organisation</b>	Creative and Cultural Skills
<b>Original URN</b>	MB3
<b>Relevant occupations</b>	Arts, Media and Publishing; Performing Arts; Crafts, creative arts and design; Media and communication; Artistic and Literary Occupations; General; Elementary Administration Occupations; Elementary Sales Occupations
<b>Suite</b>	Music Business (Record Labels)
<b>Key words</b>	publicity, promotion, advertising, live event, gig, show, concert, marketing