# CCSMB11
# Evaluate music and assist with music selection and compilations

**Overview**

This unit is about listening to demos and providing feedback on them, and assisting with music selection and compilations, scouting and artist development. It is about you working to identify music products with commercial potential and will involve you liaising with artists and colleagues at all levels as well as distributors, record shops, independent record labels and DJs and producers both local and internationally. A passion for music and a deep understanding of the different genres of music is crucial to this. You must be able to evaluate music to determine the merits and shortfalls of pieces and types of music and report these findings to your colleagues.

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| **Performance criteria** | **Plan and administer music selection procedures** |

*You must be able to:*

P1    attend recording sessions / mastering / planning meetings
P2    deal with received demos; logging and replying to letters
P3    commission demos and deal with demo budgets to help fund artists
P4    attend artist auditions and evaluate for use on tracks and compilations
P5    identify music with commercial potential

**Network effectively within and outside the company to inform the selection of music**

*You must be able to:*

P6    build strong relationships with relevant stakeholders
P7    manage internal relationships to ensure that the acts are successful
P8    provide market knowledge to others in the Artist and Repertoire (A&R) team
P9    attend concerts to assess live potential of artists
P10  communicate opinions to producers and artists
P11  compare and contrast musical works with similarities and of different types

**Promote selected music within and outside the company**

*You must be able to:*

P12  commission re-mixes and liaise with promotion companies regarding club promotion
P13  oversee the set-up of each record from mastering 12" promos and radio edits to formatting commercial parts
P14  ensure involvement in the process of creating visuals for artists and bands
P15  assign barcodes, International Standard Recording Codes (ISRC), Video performance Limited (VPL) and Universal Product Code (UPC) codes
P16  complete standard metadata forms for setting up digital music releases

**Communicate with artists and colleagues effectively**

*You must be able to:*

P17  communicate effectively with artists and colleagues to ensure positive working relationships are maintained

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## Knowledge and understanding

*You need to know and understand:*

K1   all aspects of the recording and release process

K2   different international and territorial markets

K3   how to identify acts and records with commercial potential

K4   how to create strong effective relationships internally with Press, Marketing, Promotions, International, and Finance

K5   how to create strong effective relationships and networks externally

K6   what competitors are doing

K7   how to bring through new unsigned artists that have potential

K8   how to work within budgets, ensuring demos are completed with minimum spend

K9   how to distinguish between genres of music

K10   the different promotional routes for different genres of music

K11   your organisation's rules and procedures for recommending selections to publishers

K12   how to communicate effectively with artists and colleagues

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| **Originating organisation** | Creative and Cultural Skills |
| **Original URN** | MB11 |
| **Relevant occupations** | Arts, Media and Publishing; Performing Arts; Crafts, creative arts and design; Media and communication; Artistic and Literary Occupations; General; Secretarial and Related Occupations; Elementary Administration Occupations; Elementary Sales Occupations |
| **Suite** | Music Business (Record Labels) |
| **Key words** | evaluate music, CDs, compilations, tracks, recordings, artists, demos, record labels, tracks, DJs, genres |