

## CCSMP05

### Monitor music media coverage



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#### Overview

This unit is about the monitoring of press and media coverage for a music publishing organisation and the writers and composers whom it represents, and printed and hire music that it may publish. It involves locating, dealing with and maintaining sources of news and contacts, monitoring media regularly, and checking that any information received is accurate and reliable.

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### Performance criteria

- You must be able to:*
- P1 liaise with newspapers, web sites, broadcasters, magazines and individual journalists; supplying them with CDs and photos and music scores
  - P2 address enquiries to the right person, using their correct title and position
  - P3 treat all contacts courteously and respectfully
  - P4 maintain and update contact information
  - P5 maintain contact with relevant Press Offices
  - P6 co-ordinate mail-outs
  - P7 co-ordinate the selection and despatch of new printed music publications for review
  - P8 collate and distribute press coverage, maintain cuttings archive.
  - P9 co-ordinate distribution of publicity photos, maintain archive of photo sessions.
  - P10 monitor and maintain press office tools (including stationery, stock and pictures).
  - P11 co-ordinate promotional travel for press officers and journalists
  - P12 identify and establish contacts for relevant information and opinion
  - P13 investigate published sources for relevant information, including Press releases, Other media, Libraries, Internet
  - P14 sift and assess the potential, reliability and accuracy of all sources of information
  - P15 identify any gaps in information, and find suitable alternative sources
  - P16 monitor all other media regularly, and anticipate developing news

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### Knowledge and understanding

*You need to know and understand:*

- K1 online and traditional Press
- K2 music, the music industry, writers, composers and artists
- K3 the importance of checking all information for accuracy
- K4 your organisation's editorial requirements
- K5 available sources for information relevant to editorial needs
- K6 how to deal with tip-offs, and how to protect sources of information
- K7 when to pay and not to pay for information or other supporting materials
- K8 how to undertake fast and effective internet research, using specialist search engines where necessary
- K9 appropriate contacts to initiate and develop stories
- K10 how to access news stories on the internet and through other media
- K11 how to co-ordinate processes to strict deadlines
- K12 how to use appropriate IT systems – particularly Microsoft Word & Excel
- K13 copyright law with respect to `fair use' of press articles

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<b>Originating organisation</b>	Creative and Cultural Skills
<b>Original URN</b>	MP05
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<b>Suite</b>	Music Business (Publishing)
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