



The Music Business Internship: Why Get
One? Where to Locate It? How to Obtain It?
What is Available?

"Suggestions and valuable information on why and how to locate and obtain a music business internship. Resources provided will assist in obtaining an internship of interest to Generation Next students completing college degrees in music business."

by

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for

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Why Get An Internship?

You Made It!

You have made it this far--Congratulations! Entering music business as an intern is one of the most exciting and challenging directions a person interested in this vast profession can achieve. The many hours of classes at college and study now are at the fruition stage. The internship experience might be described with colloquialisms as “the rubber meets the road,” you are now finally in “a spotlight on center stage.” The most important aspect in entering the “final frontier” is to experience what you have been studying in a real way, to “get your feet wet.” BUT NOT to DROWN! Swim a bit and then come back to land and contemplate what you have done and what is the next direction based upon your brief experiencing of the waters/waves you encountered.

Observe/Experience/Contemplate

Why the internship? Why not just go get a job? The internship allows you to experience the industry without totally losing yourself in one direction with no return. The internship does this in many ways: 1. It allows you to experience and slightly immerse yourself without totally getting all wet. 2. It gives you an initial exposure and, dependent on your direction, an opportunity to find something that might be of some permanence. 3. It also gives you a chance to see how “YOU” perform in the industry: to test your patience, your skills with people, and your perception of how and what direction you wish to go. You probably will be in a very lesser position dependent on what you receive for your internship and so your attitude must focus on O-E-C---OBSERVE, EXPERIENCE, CONTEMPLATE. (O) Watch the process around you. (E) Participate and note the direction of the leadership you are experiencing. (C) Note the process and final product from this leadership. Consider how you could do it better, think about if you wish to be part of such an experience for the rest of your life, and decide if the music business and results are what you wish for yourself and your future.

Research, What Do You Want To Do and Your Attitude (Future Projection)

Now you have to start your research, BIG TIME! You have to decide what direction you wish to go in and also start thinking about a theoretical timeline for your future. Does the time line and your research make a difference? YOU BET! Develop first a pen-and-paper checklist. What are your strengths and what do you have to bring to the table that someone will want to hire you for? For example, what are your musical abilities, your instruments played, your performance experience that might be applicable to obtaining a job (I know you have more abilities than just musical!). Think what you can do and put it down in writing because you

have to tell someone what you can do in person and certainly in a written format. The employer is going to ask: “If I am going to employ you what can you do for me???” Also it is good to establish a realistic benchmark of what you are able to do because you can then think about what you would like to add to your abilities as you project your direction for the future.

My Internship: What Do I Want to Do Checklist?

1. How far are you willing to travel?
2. What is your future (tentative virtual projection of what you want to do in the next ten years)?
 - a. get married?
 - b. travel?
 - c. stay near home?
3. Are you adventurous? Will you take a chance on a possible failure job?
4. Do you just want security from a position?
5. Do you have management skills? Like to supervise others? Want to be supervised?
6. Do you communicate well with others? More of a recluse? Desire only to perform?
7. Are you secure on a very limited finance? Willing to work in a physical hardship situation?
8. Can you tolerate pressure? Willing to work in a strained situation for a period of time?
9. Do people listen to you and follow your direction? When you are right? When you are wrong?

These are all things you should consider as you look to your overall outreach. They may be tentative but they will give you some overall consideration of your personal goals and how you can plan your overall tentative direction for the future. Do not lock yourself into a time plan for your career as there may be avenues that will occur that you want to follow. However, try to think of a overall direction that will give you some landmarks to aim for as you look for avenues to move toward these benchmark.

Where to Locate an Internship

Available Resources in this Booklet

In the resources section of this booklet I have given you possibilities to locate opportunities for feasible internship employment. Most importantly you must now start your research for your own prospects!! FOR WHO??? YES--YOU!! The more research you do, the more circumstances you will discover. And the circumstances you locate will be more specific to your own situation and needs. As an example check out the details on the Warner Music

Company internships. There are two sites for consideration: the urban music, and also the rock site. You can note the specifics for each of these positions and get an idea of what type of duties you may have to perform as you work with this situation.

Additionally I have given you many sites where you can look at specific types of positions and what the duties are. The sites that are given with current internet URL's so you can peruse these at your leisure and contemplate and project your interaction with them.

There are also many sites pertaining to developing a cover letter, résumé and online visual online image that you can provide for others to view as you apply for internships. Check these out carefully. Look critically at the logistics of a well-written cover letter that you send out, and a solid résumé with no grammatical mistakes. Consider my thoughts regarding a strong online presence as many employers search you immediately online to develop an immediate personal image of your possible contributions as an intern. Look through my resource list and think through your application process after reading through the suggestions provided from the helpful articles written by others.

Extensive Research and Probing

As noted above the most important location resource is yourself. You have to decide several things initially, how far you wish to travel, and how your individual finances will take you there. You probably will receive some type of finance from the internship itself. However, housing and living expenses vary and will be a factor and you have to determine if you wish to stay local or near individuals (relatives) that can assist with these expenses.

More importantly, you have to decide "what do I want to experience as a potential music business intern?" Have a Dream! It may not be exactly what will happen, but hey, you can speculate about the future! You have to think about your now and future skills: What are they? What do I want to develop? What areas are of interest to me? Where will I be most comfortable? What do I want to be in the music business? Do I want playing, or performance in my professional duties? Do I want to manage? Do some imagining of possibilities. It cannot hurt and many times you can obtain a broader perspective for your future direction that you are currently considering.

My Dream of a Future Music Business Career

- *What specific areas are of interest to me?*
- *Where will I be most comfortable?*
- *What do I want to be in the music business?*
- *Do I want playing, or performance in my professional duties?*
- *Do I want to manage?*

Local Scenario Opportunities

If you decide that you wish to stay near home then you might start looking locally for music dealers or other companies within the traveling distance that you wish to consider. Check out through internet searches what is available within your zip code area. You might initially locate a music store within your town or area and communicate with the owner. Explain your purpose and ask his/her advice for location of other stores AND businesses in the surrounding area.

Perhaps this person is looking for a person and would be interested in your assistance (you are now in the recruiting business). Also look for various music-related companies that you might have interest in. Develop a series of keywords for your own search and scrutinize the local area for businesses that might provide opportunities in this area. You may be limited as to what is within your own area but take a shot anyway to see what is available.

Internship Adventure Afar

The excitement of applying to a position away from home and the adventure is enticing. Certainly there are many opportunities that are out there and through your research and diligence you will locate such an opportunity. As you research these opportunities look for situations that will provide you with areas that you have some expertise in and can communicate effectively with the potential employer and supervisor. In this regard, as you ask them about possibilities, you can relate your experiences and how you can effectively assist them if they will take you on as an intern. Again develop a series of keywords that you are interested in and use these as search vehicles for possibilities in the field. Do you have specific interest and experience in working with music technology? What software have you worked with? Logic, ProTools, Sibelius, Finale, GarageBand? As an example, if you have done some extensive work as an Audio Sound man for a group you have played with and/or can work any of the software titles just mentioned certainly feature these on your résumé as you apply for the positions.

What are you looking for?

This is a very important aspect. You may NOT find exactly what you are after but certainly try to locate something that is more exactly what you want initially. Again develop your keywords of what areas you are interested in and try to locate these first. Remember, however that you are looking for a first step and you may not get exactly what you want. Be flexible and just do not dismiss a possibility if it looks like it is not exactly what you desire. Look at a situation for other outward possibilities and avenues from the situation you have found. You may be able to flex outward and gain valuable experience that will set you up into another area or areas. This is really great as this additional experience will broaden your abilities and give you focus on other job areas as you can list this experience on your résumé.

How to Obtain an Internship

Update and Refine your Application Materials

Use the included resources at the end of this booklet to scrutinize and update your résumé and cover letter. As a start, check out *Crafting your first Résumé* <http://www.higheredjobs.com/Articles/articleDisplay.cfm?ID=487> and *How to write a cover letter worth reading.*” <http://www.theworkbuzz.com/get-the-job/infographic-how-to-craft-a-cover-letter-worth-reading/> Make sure that you customize both of these to the position you are applying to. You are not after a generic résumé that you send out to everyone. Your résumé receives approximately 15 seconds of screening time. To catch the eye of a reviewer your headings and background profile has to immediately make an impression. By synchronizing your abilities and interests to the duties and output of the organization you are applying to, you will provide this impression and receive further attention. A more impressive way to catch an employer’s attention is through an audio/visual image via online technology. Develop an e-Portfolio that will illustrate your abilities, background and musical talents.

What Is An Online Application e-Portfolio?

A dedicated web page providing audio, video, and pictorial job application support. Application e-Portfolios are becoming of value as online application procedures are currently increasing rapidly. By simply providing a web address for the e-Portfolio website when applying online, music applicants, using online systems, and/or applying in a traditional manner, can provide potential employers with a unique online multimedia e-Portfolio, which will provide immediate visual/aural reinforcement of their musical and educational qualities. A potential employer can quickly copy the e-Portfolio web address--paste, click, and view.

Visualization is immediate and not just an interpretation of many lines of type! Pictures, short musical examples, résumé, teaching philosophy statement, and indicators of musical and

educational achievement are available for instantaneous scrutiny. Cost is minimal: the applicant can demonstrate to a potential employer facility with A/V information organization in addition to applicable knowledge of technology.

Many college music programs include online e-Portfolio development within the music curriculum. The University of Florida provides information for music education majors to develop a web-based music-teaching portfolio...see <http://portfolios.music.ufl.edu/> for specifics and a good model for your own possibilities.

What is Available?

Warner Positions and Duties

*Warner Music Group Overview <http://www.wmg.com/joboverview> Great site for internships and job opportunities.

*Warner Brother Application Form.

<https://ch.tbe.taleo.net/CH05/ats/careers/apply.jsp?org=WMG&cws=1&rid=4040>

*Pop Rock Internships <https://ch.tbe.taleo.net/CH05/ats/careers/requisition.jsp?org=WMG&cws=1&rid=379>

*Urban College Internships <https://ch.tbe.taleo.net/CH05/ats/careers/requisition.jsp?org=WMG&cws=1&rid=4040>

*Warner Promo Video at <http://www.youtube.com/watch?v=OAKrg2PqSfs&feature=youtu.be>

Job Sources and Internship Listings

Your keywords will help with your research activities and in that manner you can locate recent postings. What is available at this writing was located with keywords, *music business*, and *music business internships* Note the following:

*InternMatch is a very helpful site and you may note what was located at this URL. <http://www.internmatch.com/s/music-internships> Internship areas include: Music Publishing Intern (summer), Classroom Music Instructor (spring), Record Label: Videographer & Graphic Design Intern (WaterMusic Publishing), Archival Intern and many more. Locations include: New York City, Miami, Florida, Boston Mass, New Jersey and Salt Lake City. This is an interesting site and you might look at this as an initial stop to discover what is currently available. Many internships are listed by state and town.

*Warner Music College Marketing Representatives (CMR) are a great source and are listed for possibilities in a majority of states. CMRs fall under two headings, Urban and Pop/Rock. As noted below listed are positions and duties for each of these areas in specificity. These are paid part time employees for approximately two semesters. (check Appendix for specifics).

*ENTERTAINMENT CAREERS.NET <http://www.entertainmentcareers.net/jcat.asp?jcat=114>
Extensive and valuable with a multitude of listings including listings in areas such as Television/Film and Music Publicity. Check this out as it gives a variety of listings which you can use to generalize your research activities and obtain more specific keywords.

* General Index page. <http://www.bing.com/search?q=music+business+internships&form=MSNH14&pq=music+bu&sc=8-8&sp=1&q=HS&sk=> This site provides a general location for music industry jobs, careers and internships. Included are summer opportunities, music business internships and also positions that may be temporary but will turn into permanent positions.

*LiveCareer. Customizable location of job sources.<http://www.livecareer.com>. You can develop an individual search that will continually provide locations of the positions that are available. This is also a good site as you can target your job search and build a résumé and get ideas for cover letters. Check out the job location opportunities on the main page as they are listed by state. There are many opportunities through the job alert service which are oriented towards internship positions. Click on the link here... [JOBS](#)

*4ENTERTAINMENTJOBS.COM. Over 4751 employers seeking members. Basic membership is free. Premium Membership Options require fee. <http://www.4entertainmentjobs.com/?gclid=CP-7kKHM9r0CFaVxOgodBTYAaw>

In Conclusion--Some Parting Words

The most important aspect of the internship is controlled by YOU! Your research in discovering what is available for you is the most vital direction in obtaining this aspect. It is critical from not only what what you receive but how you go about initiating the process. You are demonstrating to others your initiative, philosophy, and energy in approaching this process. There are so many resources that you can access and as you work in this direction you will establish habits that will help you in the future as you embark into the business world.

I mentioned OEC (Observe/Experience/Contemplate) above and this is helpful to continually consider as a philosophy. Additional additions to your philosophy might be

patience, and a positive attitude, as you wait for opportunities to become available. They will occur and they will be there! Maybe not overnight, but you must have the patience, fortitude, and desire to keep reaching. Setbacks occur in every persons desires but those who keep reaching to the stars will find one to hand their hat on. YOU are the one who has to keep reaching and have the patient attitude to continue to reach and wait for your star. Happy Hunting and the best in your successful quest!!

Valuable Resources to Access and Consider

- *NAMM SKILL REQUIREMENTS FOR NAMM INTERNS from Generation Next Site. http://www.namm.org/files/pdfs/SKILL_REQUIREMENTS_FOR_NAMM_INTERNS.pdf
- *NAMM INTERNSHIP PROGRAM Guidelines...An opportunity for an internship that is sponsored through NAMM for their trade shows in both Fall and Spring. http://www.namm.org/files/pdfs/NAMM_INTERNSHIP_PROGRAM_GUIDELINES.pdf
- *NAMM INTERNSHIP APPLICATION http://www.namm.org/files/pdfs/INTERNSHIP_APPLICATION_FORM.pdf NAMM Trade Shows in Fall and Spring.
- *Pop Rock Warner Music Group Representative Internship Positions and Duties <https://ch.tbe.taleo.net/CH05/ats/careers/requisition.jsp?org=WMG&cws=1&rid=379>
- Urban College Internships Warner.... <https://ch.tbe.taleo.net/CH05/ats/careers/requisition.jsp?org=WMG&cws=1&rid=4040>
- *Warner Music Application Form. <https://ch.tbe.taleo.net/CH05/ats/careers/apply.jsp?org=WMG&cws=1&rid=4040>
- *Crafting Your First Résumé by Kelly A. Cherwin, Communications Editor, HigherEdJobs. Great information for developing a résumé. <http://www.higheredjobs.com/Articles/articleDisplay.cfm?ID=487>
- *Music Business Internship Search--Good Information. <http://www.bing.com/search?q=music+business+internships&qs=HS&pq=music+business+internships&sc=8-26&sp=1&FORM=QBRE&cvid=f75cb21c97944fb8a5354c1772cab80a>
- *Music Careers, Heather McDonald. Great Site for information on discovering music careers <http://musicians.about.com>
- *Warner Music Group Intern Form. Great illustration of the information you have to include for to apply for their Urban and Pop Rock Internships. https://ch.tbe.taleo.net/CH05/ats/careers/apply.jsp;jsessionid=7F0348D2501A624D18E7A6D94D1EFB5D.NA10_primary_jvm?org=WMG&cws=1&rid=4040
- *Warner Music Group Urban College Reps Video. Are you a college student looking for a job in the music industry? Want to join our team? Watch the video to find out more and apply at wmg.com/joboverview! <http://www.youtube.com/watch?v=rVeuNlkVggY&feature=youtu.be>
- *InternMatch. Good listing of internships around the country. http://www.internmatch.com/search/internships?&&count=10&filters%5Bcategory_ids%5D=32&location=&q=music&sort=relevance
- *A List of Jobs that the Apprentice does in the Music Industry. http://www.ehow.com/list_7470201_list-apprentices-do-music-industry.html Good site to look at as you start to work on your internship development
- *Contracts and Copyrights. Good site to access to make sure you understand you contract before you commit to duties as an intern. <http://musicians.about.com/od/resources/u/Understanding-Contracts-And-Copyrights.htm>
- *Five Ways to Get Music Business Experience in College. <http://musicians.about.com/od/educationandexperience/tp/Five-Ways-To-Get-Music-Experience-In-College.htm>

- *Getting a job in the music industry. Great sources and information for obtaining a position. <http://www.bing.com/search?q=getting+a+job+in+the+music+industry&x=108&y=12&form=MSNH14&refig=8efee27e40a642f68e0bc755105b0cbf&pq=getting+a+job+in+the+music+industry&sc=1-35&sp=-1&qs=n&sk=>
- *Warner Music Company, online job application. <https://ch.tbe.taleo.net/CH05/ats/careers/apply.jsp?rid=4040&org=WMG&cws=1>
- *Artist's House. Great URLs about getting all types of Music Gigs. See the following: http://www.artistshousemusic.org/search?cx=001015262861661558902%3Ahitqwqtqxkc&cof=FORID%3A9&as_q=How+Do+I+Get+a+Job&sa=Go
- *Find a Music Industry Internship <http://musicians.about.com/od/educationandexperience/ht/musicinternship.htm> Great practical information for locating internship possibilities.
- *How to Get a music Internship. Margaret Kay. http://www.ehow.com/how_7739956_music-internship.html
- *How to Get a Music Industry Internship. Information for applying and searching which is of value. http://www.ehow.com/how_2104446_get-music-industry-internship.html
- *music Business internships..good search location including summer employment. <http://www.bing.com/search?q=music+business+internships&x=102&y=7&form=MSNH14&refig=b63556e0c29b04043af1fab2d75b6bda1&pq=music+business+internships&sc=8-26&sp=-1&qs=n&sk=>
- *Summer Employment opportunities through Warner Music Group. <http://behindthehustle.com/2014/04/warner-music-group-summer-internship/>
- *Music Business Internships 101. Locating a music industry internship. Hustle and How to. <http://musicians.about.com/od/music-business-job-interviews/tp/Music-Business-Internships-101.htm>
- *Industry Jobs. GREAT SITE for location purposes. <http://musicians.about.com/od/otherindustrycareers/u/IndustryJobs.htm> LOOK AT THIS FOR THE PAPER.
- *DREAM CAREERS Global Internship Programs. Assistance in finding a Music Internship. <http://www.summerinternships.com/internships/music/>
- *Six Tips for Impressing at Music Business Internships. Interview techniques that are valuable. <http://musicians.about.com/od/musicindustrybasics/tp/Five-Tips-For-Impressing-At-Music-Business-Internships.htm>
- * Music Business Job Interviews. Disussion of Protocol for Music Business Job Interviews. <http://musicians.about.com/od/music-business-job-interviews/>
- *The College Student's Guide to Music Internships Practical Advice about the value of the Music Internship. <http://musicians.about.com/od/educationandexperience/tp/The-College-Students-Guide-To-Music-Internships.htm>
- *Crafting Your First Résumé by Kelly A. Cherwin, Communications Editor, HigherEdJobs. While indicated at college it is a good basic résumé primer for assistance. <http://www.higheredjobs.com/Articles/articleDisplay.cfm?ID=487>
- *How to Prepare for a Music School Audition. You may have to audition for a specific position and this article provides good information for preparation. <http://musicians.about.com/od/educationandexperience/ht/How-To-Prepare-For-A-Music-School-Audition.htm>
- *Warner Music Application form <https://ch.tbe.taleo.net/CH05/ats/careers/apply.jsp?org=WMG&cws=1&rid=379>
- * Pop Rock Location Warner Music Pop/Rock Site <https://ch.tbe.taleo.net/CH05/ats/careers/requisition.jsp?org=WMG&cws=1&rid=379> Good description of duties for a College Marketing Representative (Pop/Rock) Specialist. Use this in booklet.
- *MBA in Music Business. SNH and Berklee Online. Get a MBA in Music Business. <http://www.snhu.edu/online-degrees/graduate-degrees/MBA-online/music-business.asp>
- *BERKLEE ONLINE. Music Business Courses. Good overview of what you can obtain online for music business course study. <http://online.berklee.edu/music-business>
- *Careers and Music Business Opportunities. Belmont U. The commerce side of the industry. <http://www.musicpowers.com/musicbusiness/index.html>
- *Warner Music Job Description College Marketing Representative (Urban) Good for booklet. <https://ch.tbe.taleo.net/CH05/ats/careers/requisition.jsp?org=WMG&cws=1&rid=4040>

- *Résumés and Cover Letters. Multiple sources for assistance. résumé and cover letter development.
- *How to Get a Music Internship by Margaret Kay, eHow Contributor. Great realistic ideas on looking for and locating a music business internship. http://www.ehow.com/how_7739956_music-internship.html
- *How to write a cover letter worth reading. Supers suggestions and examples for answers. <http://www.theworkbuzz.com/get-the-job/infographic-how-to-craft-a-cover-letter-worth-reading/>
- *Margaret Kay, How to Get a Music Internship eHow Contributor, http://www.ehow.com/how_7739956_music-internship.html Great practical advice for locating an music internship.
- *Visual Résumé, Online site to create a visual résumé. <http://resumup.com>
- * Use common sense--What not to do during your internship. Great source of guidelines to consider as you approach the realistic day-to-day involvement of an internship. http://blog.questia.com/2014/05/use-common-sense-what-not-to-do-during-your-internship/?refid=FTNTSMAY14&utm_source=newsletter&utm_medium=email&utm_campaign=May2014footnotes
- *Don't Make These 10 Internship Mistakes. Great Blog from the *U.S. News & World Report's Money blog*. by Alison Green. This information is cited below in Appendix A. <http://money.usnews.com/money/blogs/outside-voices-careers/2012/07/11/dont-make-these-10-internship-mistakes>
- *myPerfect Resume. The Online Resume Builder So Easy to Use. Great source for quick and well-developed Resumes. http://www.myperfectresume.com/lp/mprrwzlp03.aspx?tag=140830104927735&hitlogid=235861516&cobrand=CLEAR&tag=140830104927735&ref=11277&utm_source=ziprecruiter&utm_medium=email&utm_campaign=House%20Ads
- *This is a SUPER site and make sure that you look up this page because it is the best overall source of information for your internship. <https://www.internmatch.com/guides/student>
- *Super page on working with a cover letter...look this up! <http://www.careerbuilder.com/Article/CB-3439-Resumes-Cover-Letters-INFOGRAPHIC-How-to-craft-a-cover-letter-worth-reading/>

Appendix A

- ***NAMM SKILL REQUIREMENTS FOR NAMM INTERNS** from Generation Next Site. Source: http://www.namm.org/files/pdfs/SKILL_REQUIREMENTS_FOR_NAMM_INTERNS.pdf



SKILL REQUIREMENTS FOR NAMM INTERNS

NAMM, as a professional service organization, requires a qualified individual with highly developed interpersonal skills and excellent telephone skills. Key qualities required include interaction with the membership, staff, and administration, as well as the general public, on a daily basis, and a strong desire to represent NAMM in the most professional manner.

Clerical skills
Computer skills

Typing (45 wpm)

- Accuracy/detail oriented
- Knowledge of various office equipment (fax machines, copiers, 10 key, etc.)
- Knowledge of file management
Must be proficient in:
 - Microsoft Word and Excel • Database management
 - E-Mail
 Useful to have:
 - Power Point • Internet
 - Team oriented
 - Customer service skills
 - Time management skills
 - Verbal and written communication skills
 - Organizational skills
 - Ability to focus in distracting circumstances • Flexibility (multiple projects / frequent interruptions)
 - Ability to prioritize multiple projects
 - Professional appearance and attitude

Basic requirements:

Revised 12/04

***NAMM INTERNSHIP APPLICATION.** Source: http://www.namm.org/files/pdfs/INTERNSHIP_APPLICATION_FORM.pdf NAMM Trade Shows in Fall and Spring.

INTERNSHIP APPLICATION .

Applying for: Fall Semester 20 ____ (August through January) Spring Semester 20 ____ (February through July)

STUDENT INFORMATION:

Name:

School Name: School Address: City, State, Zip: School Telephone:

E-mail Address:

Home Address:

City, State, Zip:

Home Telephone: _____ Cell Phone:

Social Security Number: Birthdate:

EMERGENCY CONTACT INFORMATION:

REQUIRED MATERIALS:

1. A cover letter (indicate why you feel you should be considered for this internship) 2. Your most recent résumé
3. Official transcript from the Registrar's office
4. Two letters of recommendation, one from each of the following:

Name: _____ Relationship: Address:

Work Telephone:

Home Telephone: _____ Cell:

••

- 1 - Director of Music/Business Program
- 2 - Professor from the Department or School of Music / Business

RETURN THIS APPLICATION TO:

Dana Hofseth, Director of Human Resources and Administration NAMM – National Association of Music Merchants
5790 Armada Drive, Carlsbad, CA 92008 760.438.8007, Ext. 108 / danah@namm.org

***NAMM INTERNSHIP PROGRAM Guidelines**..An opportunity for an internship that is sponsored through NAMM for their trade shows in both Fall and Spring. http://www.namm.org/files/pdfs/NAMM_INTERNSHIP_PROGRAM_GUIDELINES.pdf

NAMM INTERNSHIP PROGRAM GUIDELINES

The NAMM internship program is designed to offer students a unique alternative to the classroom curriculum of their college or university, during the term described below, so that they

may participate in the Association aspects of the music products industry. The purpose of this internship is to offer students insight into how the Association works with respect to administration, information technology, market development, marketing and communications, meetings & events, membership services, professional development and trade shows.

TERM

Internships are scheduled to coincide with NAMM's trade shows (generally from February 1 to July 31 and from August 1 to January 31). This gives participating interns an opportunity to participate in one trade show from beginning to end. The internship includes attending the show and completing a specific assignment at that event.

ROOM and BOARD

Interns are responsible for all personal living and transportation expenses. NAMM holds a lease (with a security deposit) on a furnished apartment for use during their internship. Interns are responsible for the monthly rental amount and any damages or repairs. NAMM will pay for transportation (and housing and expenses if applicable) to and from trade shows and other off-site NAMM events that interns are asked to participate in.

RELOCATION ALLOWANCE

NAMM will provide a round trip airline ticket from the intern's point of departure to San Diego, California at the best available rate. In order for NAMM to cover the expense of airline travel, the round trip ticket must be approved by NAMM prior to purchase. If the intern is driving, NAMM will pay an amount not to exceed the cost of the best available round trip airfare toward the cost of mileage.

STIPEND

NAMM will pay a stipend of \$1,730.00 per month directly to the school, or an entity designated by and affiliated with the school, for the duration of the internship (if an intern works a partial month, that month's stipend will be pro-rated). The intern is not an employee of NAMM, and NAMM will have no obligation to pay employment taxes or provide other employee benefits. NAMM will pay the full internship stipend in two installments (one-half to be paid at the beginning of the internship; the other half to be paid at the mid-point of the internship). The school is responsible for disbursement of the stipend directly to the intern; NAMM will have no obligation to make disbursement directly to the intern.

PROJECTS

The intern will work with assigned directors/departments and will assume the duties of the department assistant. The job responsibilities will be those generally assumed by the professional staff, but intern duties will not be a replacement for the NAMM professional staff. The intern will work on a full time basis during the internship, unless otherwise specified.

NAMM INTERNSHIP PROGRAM GUIDELINES

EVALUATION

The Intern's school program advisors should send NAMM the evaluation forms they want filled out for the student/intern, and advise NAMM of the dates these evaluations are due. Copies of these evaluations will be sent directly to the school program advisor.

ACCIDENT / HEALTH INSURANCE

Since NAMM will be considered an extension of the school, NAMM assumes the usual campus insurance carried by students will remain in force; interns will not be covered by NAMM's group policy.

WORK EXPERIENCE

The NAMM internship program director will work with the school program advisor at the college/university to be sure the program outline meets school/student/NAMM needs.

TERMINATION OF INTERNSHIP

NAMM's internship program is an extension of the school. Therefore, there is no employment contract, either written or implied, between NAMM and the intern or between NAMM and the school. NAMM reserves the right, in its sole discretion, to terminate the internship and release the intern at any time, for any reason, without prior notification. If the internship is terminated, NAMM's stipend will be pro-rated to include the last day of the internship. If NAMM has prepaid the stipend past the last day of the internship, the school will refund any overpayment of funds.

DATES OF INTERNSHIP

The dates of this specific internship are

The undersigned acknowledges that these Guidelines shall be followed during the term of the internship program.

School program advisor signature Date College / University

Intern signature Date

Rev. 12/11

***Warner Music Group Job Description**

Position Objective: Pop/Rock College Reps are paid part time employees who implement grassroots and online marketing campaigns. They work with area businesses, tastemakers, DJs & promoters, peer networks, on campus student body organizations and media to create avenues of exposure for key WMG pop/rock artists and projects. They offer an important "word from the street" perspective in their designated college campus communities and provide valuable consumer feedback and insight to our organization. Watch our video to learn more! <http://youtu.be/OAKrg2PqSfs>

Position Responsibilities:

- Impacts sales by exposing WEA/ADA artists locally via lifestyle, online, retail and on-campus marketing campaigns. Generates demand for releases through targeted marketing and provides feedback on project performance.
- Cultivates and leverages relationships with key tastemakers (college radio, DJs, parties, campus groups, greek life, media) in order to ignite and further word-of-mouth exposure for our artists.
- Assists with physical and digital account management by providing WEA & ADA Sales leads, and participating in weekly street blitzes. Communicates with WEA & ADA Field and Management regularly.
- Creates artist exposure opportunities at lifestyle and retail through visibility, in-store play, and consumer promotions/contests. Utilizes and distributes label and WEA & ADA generated promotional materials.
- Identifies and capitalizes on online opportunities and maintains a local WEA & ADA Twitter and Facebook page to promote WMG artists with provided digital tools.
- Understands and communicates trends in the relationship between local consumers and physical/online retailers. Provides specific consumer marketplace feedback. Acts as a youth demographic "focus group" for new/growth digital and physical businesses (e.g. vinyl, digital album cards, video, and merch).
- Sets up and facilitates area artist events (e.g. in-stores, college radio/press interviews, local appearances). Is aware of on campus and local events and communicates ideas for artist tie-ins.
- Completes bi-monthly reports on activities and attends bi-monthly college rep conference calls.
- Educates peers on legal alternatives to piracy, including increasing awareness on ad-supported, social networking, subscription service and direct-to-consumer models.
- Creates a market handbook that includes key campus organizations, administration contacts, local media contacts, DJ contacts, club and retailer contacts.

Required Competencies:

- Prior but recent music and/or marketing experience.
- Well-connected on campus and around town.
- Must live within 25 miles of the market for which you're applying.
- Able to commit to a schedule of 18 hours/week for at least two semesters.
- Deep understanding of where/how their peers consume music and an understanding of promoting urban-leaning artists/projects.
- Passion for music, the music industry, and marketing.
- Ability to work well independently, without a local supervisor.
- Excellent written and verbal communication skills.
- Excellent time management and organizational skills.
- Creative thinker.
- Excellent interpersonal skills; not afraid to talk to strangers about music and regularly makes new connections.
- Proficient in Microsoft Office including Excel, PowerPoint, and Outlook.

Required Tools:

- Must have access to a car, camera and computer.

Education Required:

- Must be a currently enrolled student in good academic standing with at least two semesters left before graduation.

OPEN MARKETS:

- Albuquerque, NM
- Ann Arbor, MI
- Atlanta, GA
- Austin, TX
- Baltimore, MD
- Birmingham, AL
- Boston, MA
- Chapel Hill, NC
- Charleston, SC
- Charleston-Huntington, WV
- Charlotte, NC
- Chicago, IL
- Cleveland, OH
- Denver, CO
- Des Moines, IA
- Detroit, MI
- Indianapolis, IN
- Kansas City, MO
- Knoxville, TN
- Las Vegas, NV
- Los Angeles, CA
- Louisville, KY
- Madison, WI

- Milwaukee, WI
- New Brunswick, NJ
- New York, NY
- Norfolk, VA
- Oklahoma City, OK
- Omaha, NE
- Philadelphia, PA
- Phoenix, AZ
- Portland, ME
- Portland, OR
- Providence, RI
- Richmond, VA

Do's and Don'ts of Your Internship

Alison Green blogged this and it is quoted from the July 11, 2012, article for U.S. News & World Report's Money blog "[Don't Make These 10 Internships Mistakes.](#)"

"First, the don'ts:

1. Don't scoff at menial tasks.
2. Don't dress inappropriately.
3. Don't ignore the office culture.
4. Don't be too casual.
5. Don't segregate yourself with the other interns.

Then the do's:

1. Do ask for feedback.
2. Do thank people who help you.
3. Do pay attention, even when you aren't involved.
4. Do more listening than talking.
5. Do keep in touch once your internship ends.

While some of these things may sound small or not a big deal, they all go a long way to showing you can not only do the work, but also fit in with the company and its way of doing things. Act like a professional, and with a little luck, you will soon be one!”

About Dr. Fred Kersten

Dr. Fred Kersten is currently an Online Graduate Facilitator for Boston University. He works with graduate music education majors around the world who are completing their masters and doctorate degrees in music education.

Fred holds five degrees in music and music education. He received the B.S. and M Mus degrees from Crane School of Music in Potsdam, New York. His M.S. in Elementary Education and Certificate of Advanced Study in School Administration are from SUNY, New Paltz in New York. The Doctorate (D Ed) in music education/administration was awarded by The Pennsylvania State University.

A veteran of public school music teaching in Choral, General and Instrumental areas, Fred has taught music from Nursery, and Kindergarten through Graduate Levels. His doctoral dissertation focused on Music for the Visually Impaired and was developed from his many years of teaching music to students with exceptionalities.

Interest in the recorder as a performing instrument led to study at Indiana University and he authored a book on Teaching Recorder that has been published by NAFME. His performance repertoire includes Bach, Handel, Telemann, and the vast repertoire of classical recorder literature.

His current interests are focused on music technology and his study of classical pipe organ which was his dual major as an undergraduate in addition to clarinet and recorder.

