

The Freelance Musician
57454 / 57754

Fall 2019 Syllabus

Time & Location: Tuesdays 12 – 1:20. Alumni Concert Hall
First day of class: August 27
No class: November 5 (Gig Relief)
Last day of class: December 3

Faculty: Monique Mead, Asst. Teaching Professor
Director of Music Entrepreneurship
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Office Hours: Thursdays 1:30-3:30 Great Hall, or MM 118 by appointment

Course Description

Most musicians have careers that include freelance work: gigging, teaching, festivals, etc. This course will help you find and create paid work and establish yourself as a reliable professional.

Course objectives

- Articulate what you contribute to the world and why it matters.
- Create a basic portfolio (bio, photos, video, email list, contract, invoice...)
- Establish an organized approach to project management.
- Communicate professionally with a client, including contract negotiation.
- Optimize the setup of your performance space.
- Maximize the reach and return on every “gig.”
- Be creative and flexible in your programming.
- Capture your work with quality video/audio production.
- Practice poise in public speaking and performance.
- Learn networking and interpersonal skills.

Course structure

You will receive a “real gig” and will be responsible for communicating with the client and managing all of the details. The client will request a bio, photo, invoice, and other basic items that you will have created in the first weeks of class.

Class time will be used to refine your portfolio documents, explore revenue streams for freelancers, discuss the progress of your gig, practice professional behavior. Guest speakers will join us at times. As a six-unit course with 80 minutes of class time you should expect to spend at least 3 hours per week on assignments, plus time to travel and perform your gig(s).

Assessment

Item	% of Grade	Due
Attendance & Participation	30%	Weekly
Portfolio	30%	Weekly, as announced
Reading and Assignments	30%	Weekly, as announced
Client Communication and Performance	10%	By November 20

*Evaluation sheet for this item is included at the end of the syllabus.
There are no final exams or papers due for this class.

Assessment Details

ATTENDANCE & PARTICIPATION 30%

Your presence as an active, engaged class member is essential, as this is an experience-based class. Each week you will earn one point for on time attendance, ½ point for tardiness, and one point for active participation. This includes classroom discussions on readings, skills drills, and guest introductions.

In the interest of practicing professionalism, plan to show up a few minutes early so that we can begin class on time. If you need to miss a class for any reason, send a brief e-mail informing me of your absence by the beginning of class. You may miss up to two classes without affecting your grade.

PORTFOLIO 30%

You'll be adding documents to your professional portfolio nearly every week. By the end of the semester, it should include:

1. Your WHY statement
2. Short/long bio
3. Email signature
4. Thank you note
5. Business card or publicity card
6. Concert flyer and program
7. Contract
8. Invoice
9. Endorsements
10. Fan list

Your Portfolio resides on the "Freelance Musician" Google Drive. You will be responsible for uploading your documents by the due dates. Documents completed on time will receive up to 4 points. Late submissions lose one point per week.

CLIENT COMMUNICATION AND PERFORMANCE 10%

At the beginning of the semester you will choose a performance opportunity from the "Gig List". You may perform solo or ask other students to join you, but you alone will manage the emails with the client, negotiate the details, and follow up. We will practice all of these steps in class so that you feel comfortable communicating via email and in person.

You will be evaluated by the client on your communication, stage presence, and performance, as outlined in the Evaluation Form at the end of this syllabus.

Since you are performing for class credit, you will not receive a fee for this performance. However, you may graciously accept a travel stipend or any gratuities from the client. To compensate for the out-of-class time for your gig travel and performance, we will not hold class on October 1.

Since your email chain serves as the basis for your grade for client communication, please always copy me and save the chain for grading at the end of the semester. Excellent communication receives a total of 15 points.

READING AND ASSIGNMENTS 10%

Assignments will include reflections based on readings, guest speaker introductions, and gig-related work including client research, follow up, and video documentation.

FINAL GRADE

Your final grade will appear as a letter grade according to the following scale:
90-100% = A; 80-89%= B; 70-79% = C; 70-79% = D; under 60% = R (failing grade)

GETTING HELP

Coaching and Consultation: I expect you to meet with me at least twice during the semester to review your portfolio and discuss your coursework. Sign up for office hours during class or send me an email. Office hours are by appointment in MM 118.

TEXTBOOKS

"The Inner Voice," Renée Fleming. **AND**

"Beyond Talent: Creating a Successful Career in Music," Angela Beeching

OR "The Savvy Musician," David Cutler.

POLICIES

Cell Phones, Laptops, and Related Technology: In an effort to practice professionalism, laptops should be open only when needed for class activities. Please silence your cell phone and resist the urge to text during class.

LAST BUT NOT LEAST

Your wellbeing as a person is very important to me. Please, take care of yourself. Do your best to maintain a healthy lifestyle this semester by eating well, exercising, avoiding drugs and alcohol, getting enough sleep and taking some time to relax. This will help you achieve your goals and cope with stress.

All of us benefit from support during times of struggle. You are not alone. There are many helpful resources available on campus and an important part of the college experience is learning how to ask for help. Asking for support sooner rather than later is often helpful. If you or anyone you know experiences any academic stress, difficult life events, or feelings like anxiety or depression, we strongly encourage you to seek support. Counseling and Psychological Services (CaPS) is here to help: call 412-268-2922 and visit their website at <http://www.cmu.edu/counseling/>. Consider reaching out to a friend, faculty or family member you trust for help getting connected to support that can help.

Date 2019	Class Topic & Skill Drill	Assignments Due by midnight on Friday
August 27	Course Introduction <i>Introduce Yourself</i>	Purchase Books Exercise: People in Business
September 3	Start with Why <i>Introduce Others</i>	Watch Simon Sinek Ted Talk “The Golden Circle” Why Discovery Exercise
September 10	Why Discovery <i>Autographs, Photos</i>	Why Statement Draft 3 Lists for Bio Choose 2 YouTube videos
September 17	Video Recording/Editing (Ivan Plazacic) Musician Bio & Résumé (Anne Marie DeGeorge)	Bio long/short
September 24	Gigs: Nailing the Nitty Gritty <i>Names—remember?</i>	Email Signature Endorsements
October 1	Graphic Design (Melissa Neely)	Flyer Design, Program Design
October 8	Money Talk Receiving/Giving Payment and Business Card	Invoice Business Card Contract
October 15 Midterm Grades	Networking: It’s Who You Know <i>Table Etiquette, Hosts and Toasts</i>	Professional Contact List Thank You Note
October 22	Gig Workshop	
October 29	Freelance entrepreneur: Don’t wait, create!	
November 5	Gig Relief Week, No Class	
November 12	Experience Design Logistics, Programming	Read Fleming: Chapters 1-3
November 19	Body Language/Public Speaking	Read Fleming: Chapters 4-6
November 26	Adding Value <i>Express Gratitude</i>	Read Fleming: Chapters 7-10
December 3	Asking for Money	Read Fleming: Chapters 11-end
December 10 Final Grades	HAVE A GREAT WINTER BREAK!	Gig Evaluation and Documentation Due

Event Evaluation

Musician's Name: _____

Date of Event: _____ Venue: _____

Name of Client: _____ Title: _____

Client email: _____ Phone: _____

To client: Please evaluate the performer on the following points, commenting below for clarification.

E=excellent

S=satisfactory

N= needs attention

Interpersonal skills

- | | | | |
|--|---|---|---|
| 1. The musician communicated clearly and courteously in setting up and scheduling the event, | E | S | N |
| 2. was prompt in returning phone calls and email, | E | S | N |
| 3. arrived at least 20 minutes prior to performance, | E | S | N |
| 4. was friendly and courteous with staff, | E | S | N |
| 5. provided contact information for future reference. | | | |

Programming

- | | | | |
|---|---|---|---|
| 6. Musical selections were appealing. | E | S | N |
| 7. Speaking points were relevant to audience. | E | S | N |
| 8. Pacing kept interest of audience. | E | S | N |
| 9. Program did not exceed allotted time. | E | S | N |

Stage Presence

- | | | | |
|--|---|---|---|
| 10. Presence commanded attention. | E | S | N |
| 11. Speech was clear and articulate. | E | S | N |
| 12. Attire and grooming was attractive. | E | S | N |
| 13. Performance was engaging. | E | S | N |
| 14. The unexpected was handled gracefully. | E | S | N |

Comments:

Signature of Client

Date