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Capstone Annotated Bibliography

Resources

1. Connor, Annaka. "*Careers In Art: Working as an Artist in the New Millennium,*" <https://www.accreditedschoolsonline.org/art-schools/careers/>. This source includes advice on turning an art education into a career in the arts. One of the goals of my capstone is to leave students with foundation to continue their pursuit of a career in the arts, and I selected this source because it includes advice which can contribute to that foundation. This source stands out because the advice is from an industry perspective, which is more valuable than advice another individual can provide.
2. Hill, Brooks. "*Throwing Your Own Concert in Seven Steps,*" *Work In Entertainment*, 16 Nov. 2016, <https://www.workinentertainment.com/blog/throwing-your-own-concert-in-seven-steps/>. This source outlines seven steps for event planning. I selected this source because it is important to be informed on the obstacles which pop-up in event planning before going into it. This source is unique because it provides advice for those who have little experience in event planning, without dissuading the reader from taking a risk. This is an important sentiment to maintain throughout this project, but also for artists, event planners and others to maintain throughout their career.
3. "*The Indie Musicians Guide To Spotify: Part 1 Build Your Foundation,*" Cyber PR Music, <https://www.cyberprmusic.com/indie-musicians-guide-spotify-part-one/>. This

source is a guide for indie artists publishing on Spotify. It is helpful because it provides advice from the ground up; the advice begins with how to get your music on Spotify, and continues to explain self-promotion strategies, and incorporating your music into your website. These strategies are important because they have the potential to impact an artist's trajectory after this event; this is advice that will continue to be relevant.

4. Kisida, Brian and Daniel H. Bowen. *"New evidence of the benefits of arts education,"* Brookings, 12 Feb. 2019, <https://www.brookings.edu/blog/brown-center-chalkboard/2019/02/12/new-evidence-of-the-benefits-of-arts-education/>. This source covers the importance of arts education in primary education, as well as bringing light to the lack of arts education in the U.S. education system. This is important because it addresses directly the issue of Philadelphia students not always having access to a music education. Knowledge of the impacts of an arts education and arts opportunities on students will be important in informing the process and application of my capstone. More specifically, this can serve as a basis for any details which need to be worked out in the final product, and serve as an answer to the driving question of this project.
5. Loeb, Paul. *"How to get music bloggers to reply to your email,"* 26 April, 2017. <http://diymusician.cdbaby.com/music-promotion/get-music-bloggers-reply-email/>. This article outlines some strategies to get music bloggers to respond to requests for reviews and promotions. While it is not directly related to the event, it is important to me that participants leave with a better understanding of how to get exposure and stability in their industry. This article can be used to create a resource that musicians and artists can look

back to in the future, and help them to make networking and marketing decisions more independently. While the source itself is not particularly unique, the article is clear, and provides effective advice from an industry perspective.

6. Mullaney, Tim. *"The big changes colleges are making to help art students snag jobs in America's gig economy,"* CNBC, 20 Nov. 2018, <https://www.cnbc.com/2018/11/16/the-arts-degree-gets-an-overhaul-to-help-us-students-s-nag-jobs.html>. This article discusses how getting a degree in the arts has changed over time, breaking the notion that graduating with an arts degree will make it more difficult to find work and reach goals. This is significant, because it also emphasizes the importance of an arts education. Additionally, it provides examples of arts graduates taking initiative in their careers as entrepreneurs, serving as precedents for arts projects following in their footsteps. It lists Girls Rock Detroit and the Excell Lab. This source is unique because, while it is not intended to do so, it can serve as an exemplar for arts endeavors which have been successful.
7. Spotify. *"Best Practices,"* <https://artists.spotify.com/blog/category/best-practices>. Spotify's For Artists section is a great resource for people trying to get their foot in the door in the music industry. Similar to the previous citation, this resource serves as a jumping off point for success stories and strategies that artists can use to reach their goals.
8. Titlow, John Paul, *"Five Steps to Becoming a Successful Artist on Spotify,"* 8 June, 2017, <https://www.fastcompany.com/40417236/how-to-be-successful-on-spotify>. This article outlines some specific steps to becoming more established on Spotify. While it is similar

to certain articles from Spotify, gaining an outside perspective is as valuable as gaining an inside one; this article's similarities with Spotify's advice reinforces those ideas, while differences allow users to create an informed decision. I will use this source to support advice and research I provide to participating artists in my capstone.

9. USC Thornton School of Music. "*How to Plan Your Career in Music After College*," <https://music.usc.edu/how-to-plan-your-career-in-music-after-college/>. Expecting people who may be uncertain about their career to have a detailed plan after college may be too high a bar to set, but musicians and artists who know what they want to do face a different dilemma. This article outlines the steps to navigating a complex industry for people who are just starting out. This source representing the perspective of a University is useful because it explains planning for the future through the lens of having a degree in the arts. Similar to the last article, I will use this source to guide my own approach to this project in addition to advising artists participating in the capstone.
10. Welch, Kieran. "*So You Want To Put On A Concert*," Rehearsal Magazine, <http://rehearsalmagazine.com/articles/so-you-want-to-put-on-a-concert>. One of the obstacles I am running into is the order in which I should complete the different steps demanded by this process. Do I get a venue before I start promotions? Should I speak to artists before knowing where the event will be? How do I approach locations without a concrete budget? This article outlines those steps, in addition to explaining them, which will be useful in solving that dilemma. I will use this source to guide my overall process, in addition to informing the details of the event-planning process.