



DJ Central Intern Syllabus 2017-2018 Moss Vale, NSW

WELCOME TO DJ Central

DJ Central is part of Blue Pie Records and is one of Australia's leading independent labels. The record label is called "Blue Pie Records" and the music production house is called "Blue Pie Productions". We have offices in Australia, USA, UK, Ireland, China, and Canada.

We have wide a range of alliance-partnerships which it calls upon to create distribution, marketing and promotional systems for our artists, labels and content partners. Blue Pie's priority artists include DL Down3r, LadyDice, MC Breed, The East Side Boyz, Dale Bozzio, Peter Noone, Trees Die Standing, Funky P, Black Dawn, Sydonia, Jack Derwin, Burning The Day, Marvel, Burning the Day, The Yehaa Boys, Tony Hatch, Jessy Tomsco, , Serge Ermoll, Bon Scott, and Stinga T to name a few.

We represent over 400 labels world-wide that use our distribution and royalty reporting systems, and rights management services. We manage part or all of the day to day distribution, marketing and promotional services for these leading independents and their catalogues globally. We distribute over 8000 artists, managing their marketing, promotional needs, brand development and license services.



AFRICA



CANADA



CHINA



NETHERLAND



UK



USA



WORK EXPERIENCE INTERSHIPS JOB DESCRIPTION:

Blue Pie has a limited place intern and work experience program it runs throughout the year. Applicants should be available to work for a period of 3 months to 6 months. All programs require 72 days completed attendance. Interns are normally studying or have recently finished studying a media, music business, event organisation, music law, general arts degree or similar to qualify.

We do accept mature age applications from people with a keen interest in music, with the right attitude who are simply looking to gain valuable experience to enter the music, TV and film industry workforce.

During your time with Blue Pie you will experience an array of tasks ranging from everyday office administration duties to the more exciting roles that are associated with working for a record label & publishing house like 'helping with the organisation of gigs' or 'liaising with radio stations' etc. Listed below is a typical cross section of some duties and systems you will learn over the weeks you are here:

- Social Media
- Twitter Updates
- Business to Customer Marketing B2C
- Database Building & Using Data Efficiently
- Content Coding with new media formats (WAV, MP3, AVI files etc)
- Music Distribution
- Content Aggregation
- Music Licensing
- Using Music Licensing Systems – Songcatalog / Music Supervisor etc
- Media Exposure
- Reviewing CDs & News Updates
- Processing New Artists and Labels
- Updating Procedure Manuals
- Radio Promotion & Follow Up
- Using Radio Directx
- Copywriting of Bios and One Sheets
- Management of Office applications
- Tour & Event Planning
- Research Documents
- Music2Deal Music Business Networking
- Internet Radio Programming
- Using Music Social Networking Tools (MySpace, etc)
- A&R
- Client Liaison – Artists & Labels
- Account Managing
- Web Development & Updates
- Financials & Statements
- Music Law / Contracts / Agreement
- Search Engine Optimisation
- Guerilla Marketing
- Writing reviews for iTunes / eMusic
- Chat Room Marketing
- Lodging agreements with APRA using the CMS
- Putting together an Artist or Band's EPK
- Understanding Music Codes
- Creating and managing content on our websites | Adobe and Photoshop training.

In addition to this we can find you projects that fit in with your course or help you develop in areas you are lacking a skill base. What you will also get exposure to is:

- Countless marketing tools that most artists & labels aren't aware of
- A good insight to alternative revenue streams in the music industry etc
- Understanding the digital marketplace.

MOSSVALE HQ



Our Blue Pie Records main office is located in Moss Vale, NSW. The office is located close to all the local amenities which include:

- **Train Station:** Located a 5 minute walk away from the office.
- **Local Super Market:** Located directly next door
- **Plus Fitness 24/7 Gym:** Located below the office
- **Local Cafes:** Many local and highly rated Cafes, Diners and Restaurants
- **Accommodation:** With a town locale, your accommodation in the area will be a of majority shared living spaces in furnished and quiet homes rather than the many hostel and densely cramped rooms of the city. Ranging from \$150 - \$250 a week, comparatively half price than the average stay for the same quality than Sydney

The area is a cozy rural place located in the Southern Highlands, known for its many relaxing and peaceful locales such as:

- **Winery:** Moss Vale is center to many wineries across the Southern Highlands, where you can experience a gourmet trail following many of the neighboring vineyards and wineries. Most notable is the **Mount Ashby Estate**, a boutique vineyard with local cellar door and cafe.
- **Nature:** With a scenic and rural landscape, located south of Moss Vale is the **Morton National Park**, a beautiful piece of where many tourists and locals go to see Australia in its natural state. A must see when visiting the park is **Fitzroy Falls**, an 80 meter tall waterfall with an easily accessible track path along the top of plateaus for a wonderful view
- **Horse Riding:** The Southern Highlands have many horse riding centre's where you can take lessons and learn the art horse riding. Places like the **Sutton Farm Equestrian Centre**, with great open spaces and many passionate groups focused on horse riding, you can have fun knowing your in safe hands.

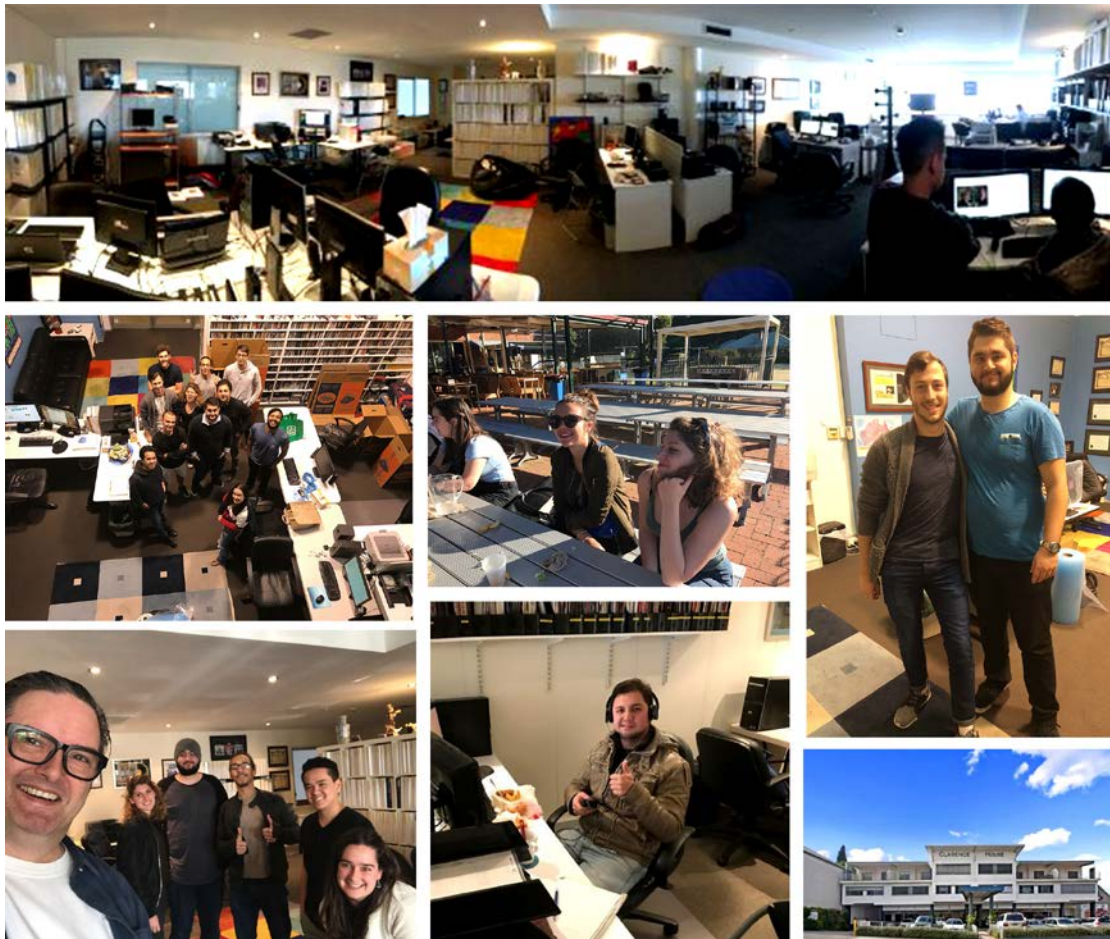


WHAT WE OFFER

Here at Blue Pie Records, we work with artists, record labels, film companies, TV Shows and production houses all over the globe. This means that you are able to learn how to work with a company on an international level with all our products. With our range of artists, producers, TV shows and movies; you will be able to get hands on experience in the entertainment industry as both you and the company develop together.

As an intern, you will get the chance to work on many projects and learn you way into the industry. Do you have a passion? Are you searching still? We help train you in your ideal job and give you as many opportunities to get involved in our projects like:

- Marketing | Sales Projects.
- Content Coding.
- Marketing Analysis.
- Social Media.
- Digital Media Management & Distribution.
- Video Production & Editing.
- Graphic Design.
- Creating cool music compilations for digital distribution.



BENEFITS:

- Be one-step ahead of your fellow students with the workplace experience they are lacking
- Office located in Moss Vale and just a short walk 5 minute walk away from the train station.
- Recognised experience in the entertainment industry
- A wide and varied work base with a diversity of tasks, this means you will get to learn more on the job
- Our work environment is pretty relaxed and music plays a dominant role in what we do!
- We occasionally have gigs in which we'd be happy for you to attend and have CD's a plenty at your disposal
- Possible future employment with Blue Pie
- Great entry-level position / hands-on experience within the music industry

Extra Detail

- Office hours are from 9am to 5pm Monday to Friday
- Office kitchen located inside the building with key access to the toilets

APPLICATION DETAILS:

- Short CV - 2 pages
- Short Cover Letter

INTERN POSITIONS and ROLES 2017-2018

BLUE PIE RECORDS | DJ CENTRAL TV | PLANET BLUE PICTURES:

BP - Social Networking Assistant (4 Roles):

- **3 days a week**
- Internet savvy
- Social networking sites: YouTube, Facebook, Twitter, Facebook, Instagram, SnapChat

BP - Blogger and Reviewer (2 Roles)

- **3 days a week**
- Reviewing Blue Pie's new releases
- Writing skills + creative mind
- Maintain the flow and quality of reviews
- Blogging the daily happenings of Blue Pie

BP - Distribution Assistant: (4 Roles)

- **3 days a week**
- A critical ear and superior taste in music
- A&R
- Searching, listening and finding music SoundCloud, Spotify, Reverb Nation and Sonic Bids.
- Working with SoundCloud and developing play lists.

BP - Graphics Assistant (3 Roles)

- **3 days a week**
- Creative mind
- Graphic design
- Daily tasks: editing and producing graphic projects
- Some admin duties for Design Team.
- Working with all leading software and training on ADOBE for web and graphics.
- Web | Media Collaterals for artists and labels.

BP - Admin Assistant (1 Role)

- **3 days a week**
- Post/printing/scanning/answering phone calls
- Website management
- We are looking for an intern who is interested in having some experience in administration at Blue Pie Records.

BP – Artist Website Assistant (2 Roles):

- **3 days a week**
- Internet savvy
- Each intern will be in charge or 2-3 artist websites
- Updating their news and gigs announcements
- Editing and fixing up the website
- Managing artist's social networking sites: MySpace, Facebook, Twitter, YouTube

BP – Video Editing Assistant (2 Roles)

- **3 days a week**
- Video Editing Experience
- Ability to edit to set standards
- Editing and managing our video content for our different series.
- Familiar with Video formatting

*Work days can be discussed upon availability upon interview and accessibility

OUR INTERN REVIEWS

"DJ Central gave me the tools and knowledge to get to where I wanted in my career. Damien and the staff at DJ Central live and breathe the music and entertainment industries. This passion is contagious which creates a fantastic work environment with fun, vibrant colleagues to engage with on a daily basis."

Josh Lakmaker

DJ Central Media and Promo Team 2017

Intern | Consultant | June 2017

I really appreciate the entire companies love for music and all that the staff do. The welcome was incredible and I was made to feel right at home. The music the company and artists make is incredible. The internship allowed me to vastly improve my English skills. I worked on some of the many artists new records from Snoop Dogg and Ice Cube to Down3r and LadyDice

Adam Domergue

INSEEC BS.

France | Intern June 2017

Doing an internship in here was undoubtedly a rewarding. The friendly environment is a major asset allowing people to feel comfortable to ask for help and to help others. It's really a team work. The ambience here is the best and you are sure to feel always welcome. The tasks given during my internship as Social Media Manager, were always diversified and well chosen that meant my days were always full. I have learned so much and developed a real insight of music industry.

Thank you for this rewarding internship

Angelica Boué

www.myinternshipabroad.com

This internship at Blue Pie has been an amazing experience, I will never forget it. I was able to make the most of my stay in Australia and build great business friendships. Thanks to the dedicated team that Damien has in the office I now have new skills in social media, marketing and promotion. The time at Blue Pie developed my Business English and allowed me to work on many of the music industries biggest names from providing marketing and social media management to strategies on developing new markets in France.

Salomé Finchelstein

France | Intern June 2017

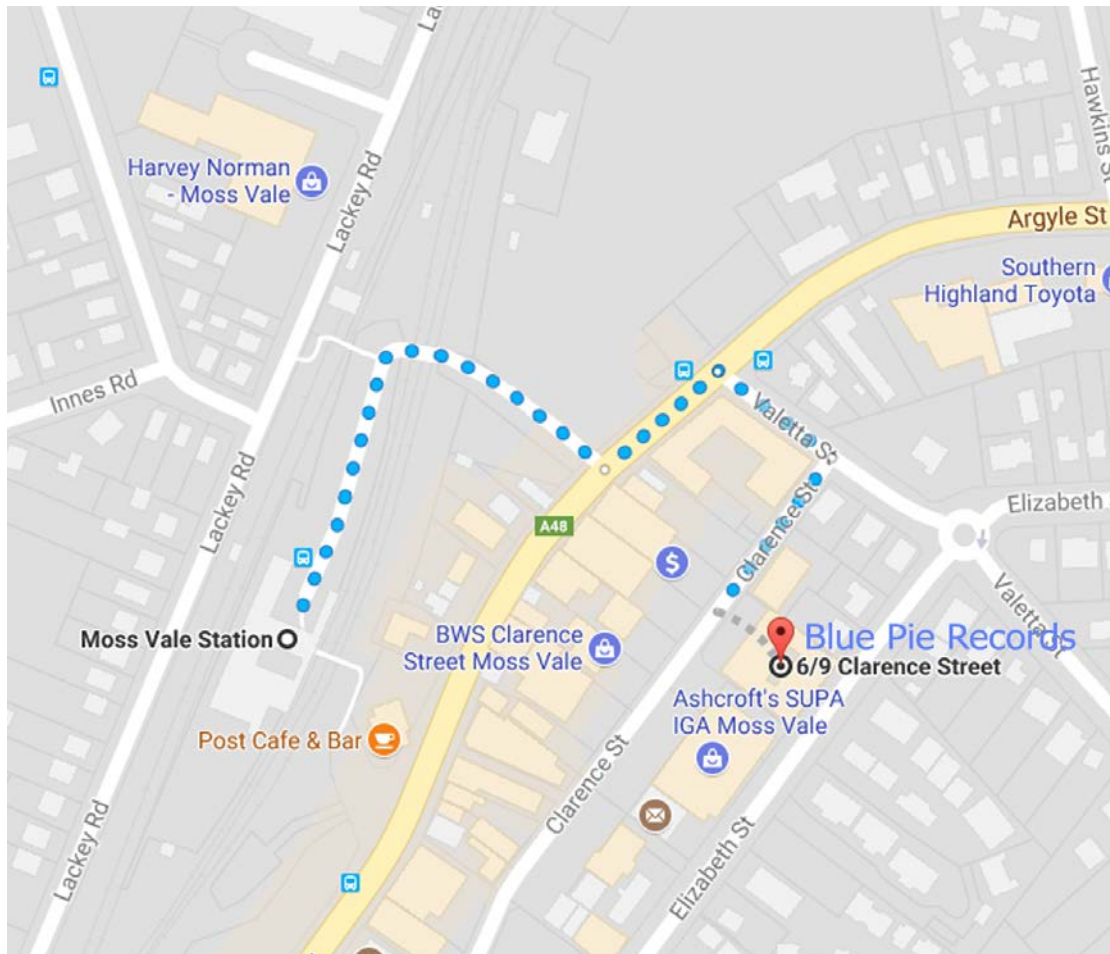
ESSCA www.essca.eu

Blue Pie Records was my first step towards my music marketing career. The experience I gained from my three month internship was extremely valuable, and provided me with a foot in the door of the industry. Working with a small, close-knit team was very rewarding as we were able to work both together and autonomously. I am very grateful to the Blue Pie team and highly recommend this label to any music lovers who want to enter the music industry and see what happens behind the scenes.

Kinds regards,

Hannah Worrall | Intern 2015

COME JOIN THE TEAM



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Check out our websites:

- www.bluepierecords.com
- www.djcentral.tv
- www.metalcentraltv.com
- www.hiphopcentraltv.com
- www.planetbluepictures.com