

Breck Pappas

Internship Summary

1 September 2011

This past summer, I interned at Playing in Traffic Records, an independent record label located in Austin, TX. Playing in Traffic handles all entertainment related activities for their artists, working as a label and management. This summer was a particularly exciting time to work for PIT Records following their most recent signing of a new band out of Leeds, UK. The artists they represent are typically homegrown Texas musicians, most notably Los Lonely Boys whose 2006 hit, "Heaven," earned the group a GRAMMY Award. Built around the success of Los Lonely Boys, Playing in Traffic Records' mission is to expose the world to authentic Texas music.

As an intern, my responsibilities ranged far and wide, allowing me to experience nearly every aspect of music management. I was mostly involved with online marketing and media, learning how to utilize tools such as facebook and twitter in the most efficient way possible. Having launched a brand new blog for the record label, I was also responsible for writing several blog posts a day to keep followers up-to-date about their favorite bands. Besides writing blog posts, I was often asked to write press releases and biographies for our artists, introducing me to a writing style that I was previously unfamiliar with. On a few occasions, I was asked to present an A&R report to the team at Playing in Traffic about a local band making waves in Austin. Compiling the band's music, videos, and photographs, I introduced their music to my bosses and provided my own opinion about possible marketing strategies to promote the band. I was also very grateful for the opportunity to listen in on conference calls to observe the everyday process that goes into planning music videos and album releases.