

Henry Kiser  
Dualtone Music Group, Summer 2010  
Nashville, TN

I arrived in Nashville this summer to intern with Dualtone Music Group, a small record label on the east side of town. The label, run by six staff members, is more of an entertainment company: they manage artists, maintain merchandise for others, and of course, sign artists to record contracts. I truly could not have found a better business to learn about the music world in Nashville. The versatility of Dualtone allowed me to experience so many different aspects of managing a record label during a time when music business seems like a risky road to take. They find ways to make money through creativity and remaining loyal to their artists and seeking out quality music.

Although I definitely had to carry out menial tasks on a daily basis during my internship, the variety of work given to me expanded over time, allowing me to do more hands-on work. My fellow interns and I did a little of everything--promotional mail-outs of hundreds of copies of a new album, concert promotions (including hanging posters around town), and even stopping at the gas station to pick up beer for a band celebrating one of their songs that had debuted and charted on iTunes. After finishing my internship, I stayed on part-time to help out around the office, which allowed me to gain even more from the experience. At the end of my time there, I helped to enter meta-data of most of Dualtone's catalog for online digital distributors, which was a good mark of Dualtone's adaptability--they are constantly working to expand their reach as a business. I decided to stay in Nashville following the end of my work at Dualtone, and I appreciate the introduction the staff gave me to the music industry here.