

CANADA'S MUSIC AUTHORITY

exclaim!

OBSESSIVE LISTENING, COMPULSIVE READING



MUSIC SCHOOL PROFILE

OVERVIEW

Music School is a musician-oriented information resource that draws on the editorial perspective and expertise at Exclaim! It will feature practical how-to guides, cool gear, advice from industry professionals and tips from successful musicians, producers and independent label owners.

HOW TO

Each month, the "How To" article will provide a straightforward and hands-on look at a specific task facing any aspiring musician. They will be information and activity-oriented, written by Exclaim! contributors who have expertise in that area. Some examples of upcoming How To pieces include: how to get press; how to get on community radio, how to set up a home studio, how to book a tour, how to apply for grants and how to find an agent or manager.



MEET & GREET

Each month, we introduce a working member of the industry with an eye to revealing not who they are, but to illuminate the ins and outs of their job. This will be an information-oriented section designed not to highlight an individual, but their role, including: magazine editors, radio hosts, club bookers, video programmers, arts organisation administrators and many more.

LABEL PROFILE

Profiling a different small label each month, focussing on the challenges of start-up, advice from experienced indie label folks, financial implications, marketing initiatives and helping to debunk various myths of label success.

WHAT I PLAY / WHERE I PLAY / HOW I RIDE

Three different perspectives — instruments, studios and travelling conveyance — will be featured on a rotating basis, highlighting the unique ways that musicians adapt and customise their instruments, their working space and their vehicles.

