



# HOLLYWOOD & VINE INTERN PROGRAM 2018

## THE OVERVIEW

- Capitol Music Group is a best-in-class family of record labels under the parent umbrella of the Universal Music Group. Our core group includes the Capitol, Virgin, Astralwerks, Blue Note, Harvest, and Motown labels. We are home to an unparalleled collection of artists, from the legendary (the Beatles, the Rolling Stones, and Frank Sinatra) to the contemporary (Katy Perry, Sam Smith, Migos, Troye Sivan, and Halsey). We pride ourselves on the open, vibrant, artist-friendly vision that directs our daily workday.
- The “Hollywood & Vine” intern program is designed to deepen both your exposure and your experience within the current music industry. It will also identify and develop those who we hope join us here in the future. Please note the program is specifically designed for graduating seniors; however, we will consider returning students who meet all other qualifications.

## THE DETAILS

- The program will begin on June 11th and conclude on August 10th with a company-wide presentation.
- All selected participants will work from the historic Capitol Records Tower in Hollywood, CA.
- Each participant will be grouped with like-minded interns to work under a mentor, within a department.
- Each group of interns will fully develop and complete a robust project from inception to completion during the internship.
- Each participant will be paid through the program at a rate of \$13.25/hour.

## THE REQUIREMENTS

All prospective candidates must exhibit a comprehensive mix of skill sets, including:

- Extreme passion and interest in the current music business and climate across many artists and genres.
- Strong written and verbal communication skills.
- Strong analytical and critical thinking/long range planning.
- In-depth understanding of all major social media and digital content providers.
- Knowledge of leading trends and concepts in promotion/publicity/marketing, with an emphasis in the online space.
- Familiarity with digital/online audio and video content development and program/computer skills (where applicable).
- Fundamental graphic design concepts and computer/program skills (where applicable).
- **Please note that all transportation, airfare, and housing arrangements are the responsibility of the intern.**

# THE ELIGIBLE DEPARTMENTS

## A & R

The A&R (Artist & Repertoire) department is the lifeblood of the label and is responsible for finding artists and nurturing their careers musically. In addition to “traditional” A&R, this department also utilizes data mining and analytics and to unearth the next underground artist or viral record that can become a hit.

## MARKETING

Tasked with building and growing awareness for our artists around the world, the Global Marketing team works across all platforms (both digital / traditional) to strategically and successfully launch and grow each artist project.

## PROMOTION

Serving as our liaisons to the myriad of online, satellite and terrestrial radio stations, the Promotion team is charged with getting our music played anywhere and everywhere we believe fans can be found. The department utilizes a mix of new school information and old school dialogue to fine tune the message around each song to every individual station’s needs.

## MOTOWN

One of the most famous brands in music history, Motown Records has a proud history as the home of Marvin Gaye, The Jackson 5, The Supremes and Stevie Wonder among many other legendary R&B artists. Today, Motown is The New Definition of Soul with a roster of young, cutting-edge artists such as Lil Yachty, Migos, NE-YO and more who are talented enough to meet this same standard in the new urban landscape.

## INNOVATION

Our Digital Strategy & Innovation team is a group tasked with re-imagining the future of a record label. We evaluate and execute the development of new products, services, and partnerships aimed at growing and diversifying Capitol’s revenue base, streamlining operations & communications, while building brand equity.

## BRAND PARTNERSHIPS & SYNC

seventeenfifty, our in-house advertising firm comprised of Sync and Licensing, Brand Partnerships and Events, is marketing beyond traditional industry channels. This team is responsible for a dynamic array of partnerships within the sports, film and lifestyle industries, just to name a few.

## VIDEO

Our best-in-class video team has been behind some of the most-watched music videos of recent years, including “Dark Horse” by Katy Perry, “MotorSport” by Migos, “Watch Me (Whip/Nae Nae)” by Silento and more. This department is looking for candidates who are comfortable behind the camera, brainstorming treatments, and using video editing software (Premiere, Final Cut Pro, etc).

## SALES & STREAMING

Our Sales & Streaming teams work in tandem with the Marketing team to help build full-scale plans to promote and position our artists in every possible location. As streaming takes over how music is consumed, focusing on new medium is vital by using analytics to predict hits & relaying strategy to marketing and promotion teams.

# THE APPLICATION PROCESS

Please submit the following contact information as well as the requested essay topics below as a PDF attachment to **CMG\_Interns@umusic.com**.

Please also include your resume as a separate PDF attachment. No Word documents will be accepted.

All applications will be considered based on your educational experience plus the cohesiveness, creativity and enthusiasm of your responses.

**SUBMISSION DEADLINE Friday, March 30th, 2018**

# THE APPLICATION

NAME \_\_\_\_\_

COLLEGE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

TECHNICAL SKILLS \_\_\_\_\_

PREFERRED DEPARTMENT(S) \_\_\_\_\_

DO YOU HAVE ANY PRIOR OBLIGATIONS THAT WOULD PREVENT YOU FROM FULFILLING THE FULL 8 WEEKS? \_\_\_\_\_

# ESSAY QUESTIONS

PLEASE ANSWER IN A SEPARATE PDF DOCUMENT.

1. What is the biggest opportunity you see for the music industry over the next 2-3 years? What are some potential ways a label could capitalize on that opportunity?  
(Maximum length: 250 words)
2. Describe a project you have already completed within your major that you feel has "real world" application to the music industry and why.  
(Maximum length: 250 words)
3. What was your first music purchase experience? What was your most recent music purchase, transaction or experience? Who/what do you think have dictated how different those two events have become?  
(Maximum length: 250 words)
4. How do you consume music and which platform/medium do you use to engage with artists?  
(Maximum length: 250 words)
5. Please share any other insight or details you feel make you an ideal candidate for our 2018 Intern program.  
(Maximum length: 100 words)

THANK YOU FOR YOUR INTEREST.