



Duration:	<b>9 weeks</b>
Course:	<b>Music &amp; Media</b>
Instructor:	<b>Jane Harbury</b>

**Course Objective:** This 9-week course is designed to help students navigate an ever evolving media scenario – paying attention to basic publicity for traditional and new media platforms

**Bio:** Jane Harbury Publicity (JHP) was founded in 1988, by Jane Harbury. Her career began as a publicist after tackling multiple roles in the entertainment business starting in the late '60s - from managing the Riverboat, a Yorkville coffee house, to working as personal assistant to record producer Brian Ahern, and booking the leading Toronto recording studio of the day.

From 1988 until 2000, Ms. Harbury ran her own company - small, versatile and effective. For the 1990 and 1991 seasons, Ms. Harbury was responsible for all publicity activities for the Ontario Place Forum, at the time one of Toronto's most "visible" and important venues. The company was retained to handle national publicity for the Juno Awards in 1993 and subsequently for the 1995 and 1996 Junos. She returned again for the 1999 and 2000 awards. JHP was publicist for the first five years of North By North East, from 1995.

JHP has undertaken ongoing publicity work for Andy Kim, Lhasa de Sela, Marc Jordan, Amy Sky, Dan Hill, David Wilcox, Chris Whiteley, The Reggae Cowboys, to name just a few. JHP remains publicist for the esteemed boutique label, Alma Records. The company was involved, from its inception in the early '90s, with the Bluebird North Series (Renamed Songbird North) a series of songwriter showcases with all proceeds going to the Songwriters Association of Canada that still runs today.

Week	Topic
1	What does a Publicist do. When is it too early for a Publicist. Why artists benefit from hiring one. The single most important factor for a Publicist/Artist relationship is that anyone working for an artist MUST believe in the music and have a clear understanding of what the client (Artist) wants / expects. I expect to see all students in class each week. If there is a reason a student is unable to attend – then I expect an email well ahead
2	The need for good creative writing – I bring examples of One-sheets, bios & media releases and explain the various functions of each. Class will be expected to have read these for Week 3. Ask questions – so never be afraid to ask if I'm not clear or have missed an important subject
3	We will discuss students' understanding of what they received in week 2 - they will be asked to detail what they have read. We'll discuss timelines for a Publicity campaign. Class will receive their first assignment based on this exercise
4	Last week's assignment will be handed in today. We will discuss the various forms of media in today's world and students will be expected to ask questions/challenge/take notes regarding how we service various forms of media and why it is important. Digital delivery is now much more the 'norm' but there are still broadcasters requesting physical copies
5	They must learn the art of contacting media for best results. To do this they must create a database and approach music media knowing they have created a good media release with all the Who/What/When/Where and Why clearly spelled out. They must not waste a media person's precious time with wasted words. "Less Is More" is a good rule. For each Artist (client) it is necessary to create a specific/targeted database
6	I have planned for a guest speaker to come in to speak of delivering music and media "kits" digitally to Music Services and how to navigate most effectively. This will be an important day for you – and you will all be expected to be engaged and ask questions of our guest
7	a) We will use this week's class for an interactive student to student "interview/interviewee situation. b) Students will receive an on-the-spot test to hand in at end of class.
8	On this day, we will go over what a Publicity Campaign really looks like. How long is a campaign. Charges for this service? What does an artist have a right to expect from a Publicist. You must keep a good/accurate log of activity via an Excel document where all efforts/ responses/activity are logged. Also on this day - you will receive your final assignment that is due at start of class on week #9 as a printed document
9	This is your chance to pick my brain one more time - and it is also CAKE time.