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Outline of Issues

Michelle

- Getting Michelle to play the outdoor event
- Hearing back from the record label to get more tour support for Michelle
- Managing the pressure of becoming a star for Michelle
- Michelle being nominated as Artist of the Year
- Finding a new public relations firm to promote Michelle's tour even though it is late in the period, however if not, at least after the tour.
 - The artist publicity campaign must be planned and activated immediately in order to coincide with the efforts of the record company to promote tour.
- Michelle's personal issue with her bass player and not getting along
- Briefing Michelle's back up band for the tour itinerary
- Adding the 4 new markets in the Midwest to Michelle's tour
 - The promoter wants to block book the dates, Mark needs to review the written form of the offer and see if it will outsell the live performance fee.
 - In those new markets, setting up radio airplay in those cities for Michelle's latest record

Derian

- Assigning Derian Williams as a client
- Transforming him from Gospel to Pop and R&B without losing a fan base

Jeff

- Jeff wants to establish a publishing company
 - Having an attorney look into what is necessary to get the company up and running
- Trying not to hurt the producer's feelings about the remixes but getting him to remix the song.
- Jeff might be getting sued for slander
- Blocking out time for Jeff while he is on the bus in Texas and New Mexico to talk about updates and the publishing company

To: Mark, Artist Manager

From: Sharifah Alsagoff, Nick Bradshaw, Will McAuliffe, Ian McLeod, Kate O'Shea

Date: 10/27/10

Subject: Recommendations for Your Clients

After reviewing the current issues surrounding your clientele, we believe there is one main issue that needs to be addressed with each of your clients.

It is in Michelle's best interest to go forward with the outdoor concert and by doing so she will increase her exposure and fan base, as well as develop relationships with other artists on the tour, which in turn will benefit her by reaching into new markets and being introduced to new opportunities. It is important to show Michelle how this will benefit her not only career-wise, but financially as well. To prevent this issue from arising in the future we feel that you should revise your contract so that in the event of another outdoor opportunity, you will not run into these same issues.

We advise you to schedule a lunch with Derian in order to confirm that a professional relationship is something you are both interested in and to prove to one another that this is a workable relationship. This is more casual than a dinner, allowing both of you to feel much more comfortable, however provides a face to face experience with one another to discuss his clear cut goals, history, and aspirations. Once you've established a comfortable relationship, have each party's legal counsel meet and draw up a contract between Derian and yourself. When negotiating your contract, make sure it is not a boiler-plate contract, and personalize it by talking out your opinions and views and asking questions if needed. This should be a legal blue print for success and not a time bomb set to explode. Remember, the contract is made to preserve the relationship. After the contract is finalized, we recommend you establish an artist development team that will help lead Derian in the right direction of the genres he would like to explore. This can be done by reaching out to your professional network to ensure the transition from Gospel to Pop and R&B will be smooth and successful. These contacts should be for his Artist Development team, as well as people who can help improve his creative process and sound in these new genres.

After analyzing Jeff's career at this point, we feel it is in the best interests of everyone to postpone a plan for a publishing company to a more stable time in Jeff's career. At this point, he is more focused on being an artist, rather than being a business entrepreneur. A project like this requires a lot of time, attention, and energy; therefore we feel that Jeff should continue in his role as an artist.

With these recommendations we believe you'll be putting all of your artists on the right track for long-term success, which means a fruitful career for you.

