



NWS
MUSIC GROUP

**A&R INTERN
HANDBOOK**

ABOUT NWS MUSIC GROUP

NWS MUSIC GROUP IS A NEWER RECORD LABEL FOUNDED IN 2022 BY NICK RAPHAEL AND CHRISTIAN TATTERSFIELD, AND IT IS BRANCHED OFF OF GOOD SOLDIER PUBLISHING. WHAT SETS THEM APART FROM THE TYPICAL RECORD LABEL IS THAT NWS' PRIMARY FOCUS IS ON DISCOVERING NEW AND EXCITING TALENT IN THE MUSIC INDUSTRY AND HELPING THEM DEVELOP AND GROW.

LOCATION

16 TILEYARD RD, LONDON N7 9AH

NWS IS LOCATED IN TILEYARD, THE WORLD'S LARGEST COMMUNITY OF INDEPENDENT ARTISTS AND BUSINESSES. THE AREA IS A CREATIVE HUB FOR OVER 250 LABELS, MUSIC MARKETING COMPANIES AND RECORDING STUDIOS, AND THE SPACE PROMOTES COLLABORATION, EDUCATION AND INNOVATION.



DIRECTIONS

FROM KING'S CROSS STATION M TO TILEYARD VIA BUS- TAKE THE 390 BUS TOWARDS ARCHWAY 6 STOPS TO RANDALL'S ROAD, WHICH WILL LET YOU OFF AT THE SAINSBURY'S ACROSS THE STREET FROM TILEYARD ROAD

FROM KING'S CROSS STATION M TO TILEYARD WALKING- TAKE A LEFT ON PANCRAS ROAD AND WALK THROUGH PANCRAS SQUARE (A SLIGHT RIGHT) WALK ACROSS REGENT'S CANAL STREET AND ALONG STABLE STREET, THROUGH THE PARK. TURN LEFT ON YORK WAY AND THEN RIGHT ON TILEYARD .

FROM TILEYARD TO KING'S CROSS VIA BUS- TAKE 6 STOPS ON THE 390 BUS TOWARD VICTORIA FROM VALE ROYAL TO KING'S CROSS STATION

FROM KING'S CROSS STATION M TO HOLBORN STATION (FARADAY HOUSE)- TAKE 2 STOPS ON THE PICADILLY TOWARDS HEATHROW TO GET OFF AT HOLBORN

LOCATION

PLACES TO GET FOOD FROM CLOSEST TO FURTHEST

VINYL CAFE (BEHIND THE OFFICE WITHIN TILEYARD)- COFFEE, BREAKFAST, SANDWICHES, SALAD BAR, DAILY SPECIALS

SAINSBURY'S (ACROSS TILEYARD ROAD)- GROCERY STORE, MEAL DEALS, SANDWICHES, SNACKS, SALADS.

WAITROSE (KING'S CROSS/COAL DROPS YARD)- GROCERY STORE, MEAL DEALS, SANDWICHES, SNACKS, BAKERY.

WASABI SUSHI AND BENTO (PANCRAS SQUARE)- FAST ASIAN CUISINE

TORTILLA (PANCRAS SQUARE)- FAST CASUAL MEXICAN, TACOS, BOWLS, BURRITOS, SALADS

LEON (PANCRAS SQUARE)- HEALTHY FAST FOOD, BURGERS, SALADS



PANCREAS SQUARE- ABOUT A 10-15 MINUTE WALK FROM THE OFFICE

PEOPLE TO KNOW

The majority of the people working at NWS are working in a&r, most of whom are in their early 20s. the youngest person working at NWS is 17 years old.

CHRISTIAN TATTERSFIELD- CO FOUNDER AND CEO OF NWS. LEADS DISCUSSION DURING ALL-STAFF MEETINGS.

NICK RAPHAEL- CO FOUNDER AND CEO OF NWS. LEADS DISCUSSION DURING ALL- STAFF MEETINGS. MORE LIKELY TO MAKE CONVERSATION WITH YOUNG ONES WORKING

CHARLIE MOSS - A&R ASSOCIATE AND OFFICIAL LINE MANAGER

ASHA OOJAGEER- A&R ASSOCIATE. ASSUMES THE LINE MANAGER ROLE. GO TO HER FOR DAY TO DAY TASKS.

OUR ARTISTS

SEKOU

It's no surprise the impact that Sekou's voice has on those who listen. Between his soulful mahogany tone, raspy passion and instantly affecting, addictive nature of his songwriting, his potential to join the big leagues of British pop stardom is significant, especially at such a young age.

Recent Release— Forgiving Myself



Forgiving Myself

Sekou

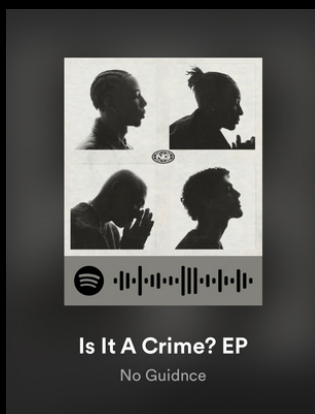


OUR ARTISTS

NO GUIDNCE

The British four-piece boyband who are bringing true R&B vocals back to the world stage. Their formidable online presence has seen them amass a following of over 3 million on Tiktok and 200,000 on Instagram since their formation in 2021. No Guidnce have come out the gates of 2023 swinging — Zeekay, Ebubé, Kaci and Josh emanate the type of confidence that is usually seen in more seasoned performers. No Guidnce are everything that a male R&B group should be in 2023.

Recent Release— Is It A Crime EP



OUR WORK

WHAT IS A&R

A&R stands for Artists and Repertoire and is a crucial department within a record label responsible for talent scouting, artist development, and overseeing the creative direction of artists. The primary role of A&R is to identify promising artists and bands that have the potential to be commercially successful and align with the label's overall vision. Once a potential artist is identified, they may engage in negotiations to sign the artist to the record label, and once signed, it is our job within A&R to help develop their sound and brand.

OUR WORK

A&R TOOLKIT

Headphones- Most of the day to day operations involve listening to music, so it is important to have a solid pair of earbuds or headphones.

Laptop- A&R professionals use analytics software to monitor the progress of an artist or single. It is also necessary for the facilitation of deals and signings.

Spotify (or Apple Music)- Spotify has a lot of tools for music discovery. We spend a good portion of our day going through the viral charts and through Spotify-made playlists to go find unsigned talent.

OUR WORK

SPOTIFY- HOW WE USE IT IN A&R

As mentioned before, there are several ways we use Spotify in our work. If not currently working on a deal with an artist, we spend a lot of time going through the Spotify viral charts for each country to see what songs are trending. It's important to look at charts from each country so we can monitor emerging and evolving trends in different parts of the world. A good way to mark stand out tracks would be to create your own playlist of songs from these charts to keep track of songs.



OUR WORK

TIKTOK- HOW WE USE IT IN A&R

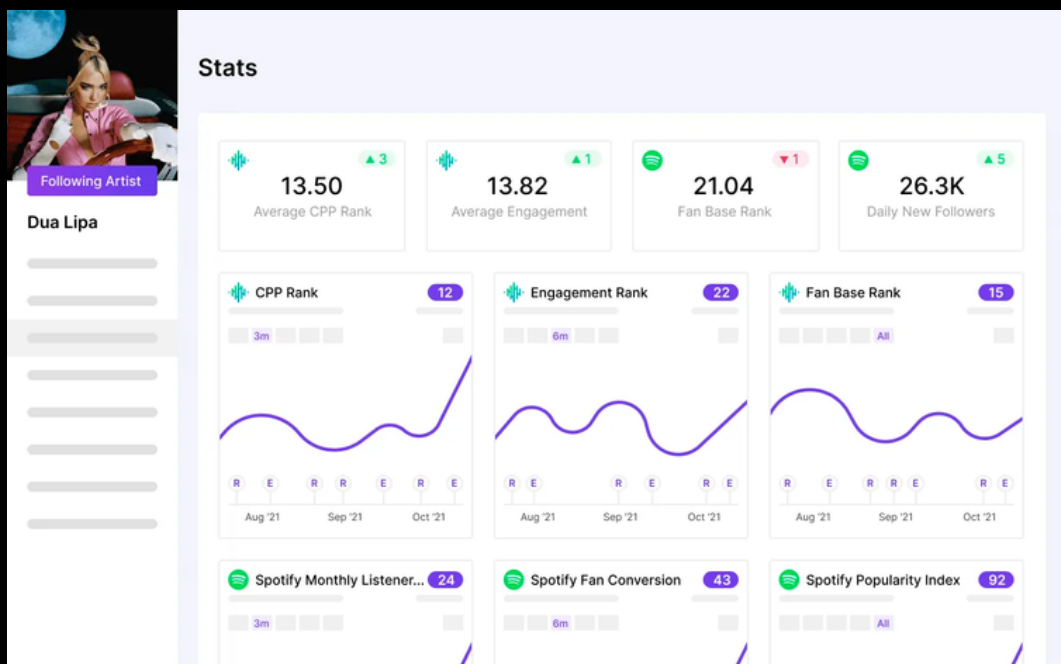
TikTok has changed the music industry tremendously over the past several years. The platform changes the way artists write, produce and market their music. TikTok is a great place to find artists. Songs on the TikTok charts do tremendous numbers. TikTok dance trends highlight popular songs.



OUR WORK

CHARTMETRIC

A music analytics platform that provides comprehensive data and insights for professionals in the music industry. By utilizing the service's real-time data and analysis, A&R professionals can identify emerging trends and genres, helping them stay ahead of the curve and sign artists who are at the forefront of new musical movements.



OUR WORK

WHAT NWS IS LOOKING FOR

Singles/EPs- NWS signs about 5 of these each year. We look for singles from the past couple of months with at least 30k daily streams, and are on an upward trend. These songs should also reflect current/upcoming music trends. If you see a song that is doing these numbers, monitor it for a couple of days before sending out an email.

Artists- NWS will usually sign one artist a year. Because of the lengthy signing process to eventually putting out music, we tend to sign younger artists so that we can get their music out during their late teens early 20s.

OUR WORK

SIGNING ARTISTS

When you have a good feeling about a song, the next step you should take is reaching out to them or their team through email or Instagram DM (make sure you have NWS linked in your bio so the artist knows you're legit). The message should be short and concise, and doesn't need to be too formal. If the artist responds (a lot of times they don't) talk to Charlie, and he will help you set up a time to call with the artist and negotiate a deal. The negotiation process is lengthy, and will involve multiple calls and discussions during the all-staff meeting to see if it would make sense to go forward with a deal. If everything aligns, you have a deal! If it doesn't, don't be discouraged. A&R is like sifting through sand for treasure—patience and timing is key.

OUR WORK

STAFF MEETINGS

Staff meetings occur at least once a week, starting anytime between 11-1. Everyone sits in the couches section in front of the TV, and anyone who is in that day is welcome to join the meeting. The best part of these meetings is that they vary in length and content. Some days are a 30-minute touch base on potential signings, and others are hour long discussions about artist promotions, listening to demos and deciding what social media strategies to use for their work. Most of the talking is done by Nick and Christian, but these meetings are a great opportunity to sit in on the inner-workings of the music industry. Nick and Christian are incredible at what they do and it is a wonderful opportunity to learn about the industry from their conversations.

THINGS TO KNOW

WHAT TO EXPECT DURING THE DAY

The artists may come in- Sekou and No Guidance make appearances in the office at least once a week to make content for socials, meet with their teams or receive PR packages. Don't be scared, they are all so sweet!

External groups may come in- Stylists, creative teams, producers and other groups come in all the time to work with us and our artists

Schedule flexibility- The office is usually open from 10-5, but people come and go as they please. Most A&R people come in around 10/11 and leave between 2 and 4. It really depends on what is going on that day.

THINGS TO KNOW

WHAT TO DO IF WORK IS SLOW

TALK TO ANYONE- There are so many people who come in and out of the office. Most people who don't come in da-to-day are involved with artists in ways that aren't a&r. You can learn a lot about different aspects of the msuic industry, and make connections outside of NWS.

TALK TO CHARLIE- Charlie will most likely give you larger scale project to work on over a few weeks, such as conducting research on a specific artist or coming up with promotional plans.

TALK TO ASHA- Asha has a lot on her plate. In addition to A&R, she manages Sekou and does a lot of administrative stuff. She will most likely give you short tasks like ordering music equipment or making PR packages.

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**WORDS FROM
PAST INTERNS**

To: Future Intern
From: Manu (A Spring 2023 Intern)

Hello, possible future intern!

I'm Manu, a former A&R intern at NWS Music Group in London. I am excited to share my experiences with you and give you an idea of what to expect during your possible upcoming placement.

NWS Music Group is a newer record label founded by Nick Raphael and Christian Tattersfield, and it is branched off of Good Soldier Publishing. NWS focuses on discovering new and exciting talent in the music industry and helps them develop and grow. The current roster includes talented, up-and-coming artists Sekou (who is now one of my own favorite artists) and No Guidnce, who we believe have a bright future ahead of them. The office is located in the Tileyard, which is a vibrant hub for music industry companies and professionals (Shhhh... Mark Ronson's studio is located here). It was so cool to work here around the offices of several other music companies. The team at NWS was small, but all passionate about music and committed to discovering new talent. Everyone was so friendly and going into the office was never a drag for me. This is something that I now can see is so important to a workplace and proved how much better work can be when in a positive environment that you feel comfortable in. During my internship, I was primarily responsible for discovering new artists that NWS could possibly sign and reaching out to them. This involved scouring social media platforms and sets of data on programs like Chartmetric or even just on Spotify. I also attended daily A&R meetings, where we discussed potential signings and developed strategies for promoting our artists. Nick and Christian themselves led these meetings, and this was something so valuable to my experience. They are both such accomplished people in the industry, so it was important to me to make sure to pay attention to them and see how they operate. It wasn't hard to do this as they were naturally so interesting and cool to me. Those meetings were probably my favorite part because of how collaborative they got. I really enjoyed the casual and friendly atmosphere in the office and felt that my contributions were valued by the team. Working at NWS Music Group was a fantastic experience for me. Overall, I learned a lot about the music industry and made some great connections. Building relationships at your internship is so important!!! For example, I built a great relationship with the people at NWS and they are helping me get an internship somewhere in the US for this upcoming summer.

A bit about myself - I am a music enthusiast who has always been interested in discovering new and emerging talent. My major is the Recording and Entertainment Industries (Bandier), so this was a great internship placement for my resume. During my internship at NWS Music Group, I was able to apply my passion for music and my organizational skills to make a meaningful contribution to the team. I also enjoyed getting to know my colleagues and sharing our love of music. When applying to your internships, definitely go with what speaks to you, not