

# 21 and Unsigned

A Study on How to Launch the Career of a  
Recording Artist

# What is A&R?



**A&R**

# Modern A&R?



**A&R**

# Ask the Experts:



- Kristy Warren – Lyric House Publishing

“Great music is great music. Before an artist even thinks about a career, it is important that he or she has a good musical product if they want any sort of longevity.”

# Ask the Experts:



- Aaron Husband– Mach 1 Entertainment

“Social media is a huge part in finding music and talent. I don’t just have people submit to me - I go out and find the next talent. An artist has to be very active on all social media sites to be found and create a buzz or fan base.”

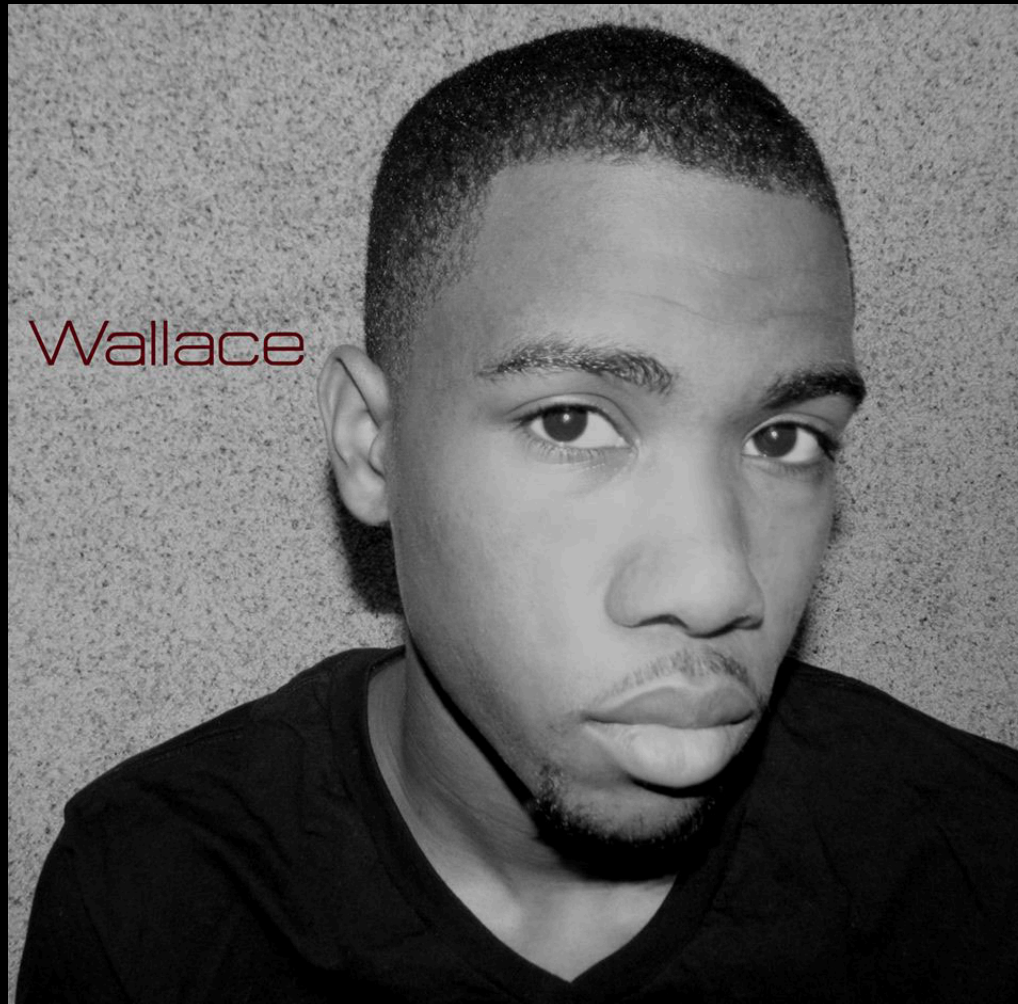
# Ask the Experts:



- Ryan Leslie – Next Selection Entertainment

“To artists – ‘know your rights.’ That’s why I’m independent now. For aspiring A&R’s/managers – just get out there and do it. The best way to get experience in your field is to dive in. We’re all entrepreneurs in this industry.”

# The Wallace Project





# The Wallace Project

- R&B Singer from Beaufort, North Carolina
- Cites Ne-Yo, Usher, and John Legend as influences



# The Wallace Project

## Goals:

- ◆ Develop the “Wallace” brand
- ◆ Create music and video content
- ◆ Establish an online presence



# The Wallace Project

## Outcomes:

- ◆ Gain insight to A&R and management
- ◆ Online & Social Media Marketing
- ◆ Begin to establish an industry network



# The Wallace Project



## Getting Started

- “Wallace” Name Search
- Checked the USPTO

**uspto.GOV**

The United States Patent and Trademark Office  
an agency of the Department of Commerce

# The Wallace Project



# The Wallace Project



## The Audience

- 18-34 year old adults
- Urban Music Fans
- Atlanta, New York City, and Los Angeles

# The Wallace Project

Creating Content



Wallace  
  
Never Too Late  
feat. Pappagiorgio



# The Wallace Project



Trevy Kiy

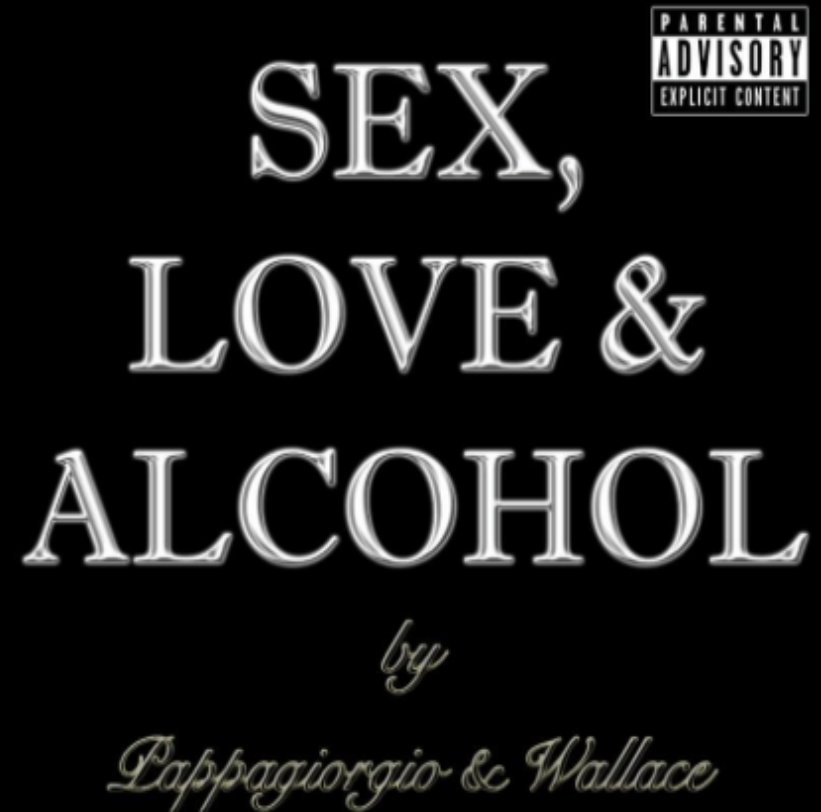
- “Pappagiorgio”
- Rapper from Las Vegas
- Fellow GEMB student



# The Wallace Project

## Sex, Love & Alcohol

- 8-track collaborative album
- Original production; feature R&B and hip hop elements



# The Wallace Project

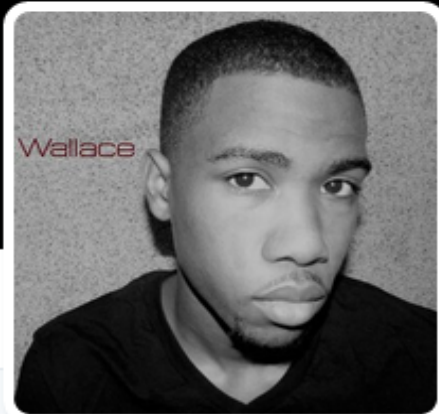


# The Wallace Project



# The Wallace Project

## Online & Social Media Presence




**Wallace**

@Kidd\_Wallace

#RnB Recording Artist | For booking or other inquiries, email

contact.kiddwallace@gmail.com.

#TeamWallace #NC #MusicisLife

 [kiddwallace.bandcamp.com](http://kiddwallace.bandcamp.com)

- Built a website ([www.kiddwallace.com](http://www.kiddwallace.com))
- Created an artist Twitter, Facebook & YouTube



# The Wallace Project

Live Performances



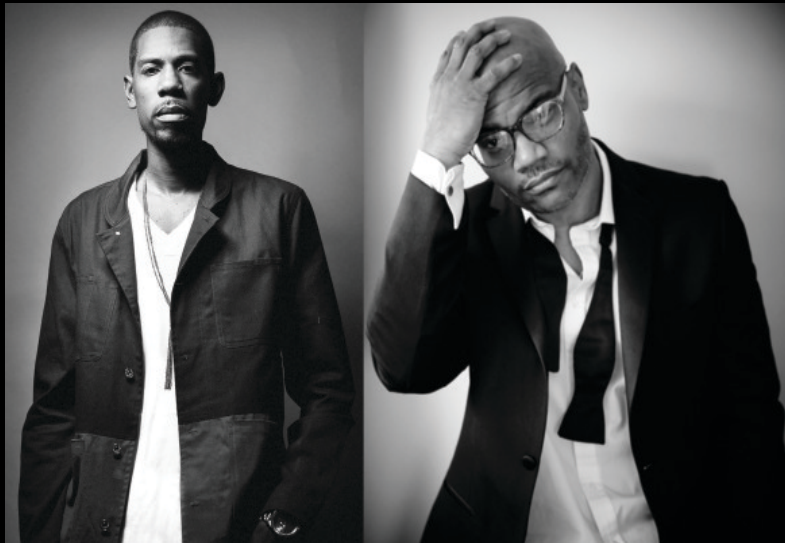
# The Wallace Project

## Live Performances



Cartoonize.net

# Results




# Results

**Wallace,**  
See your week in review.


These Tweets helped you make connections, got people excited, and started your friends talking.


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 1,133 Total Views  
75 New Followers  
19 Favorites

No Service 9:15 AM

**Aldous Flow**  
@ITsALDousFlow

 Never too late  
4/19/14, 12:01 AM

 Loved it you got a great voice man would def like to work with you  
4/19/14, 12:02 AM

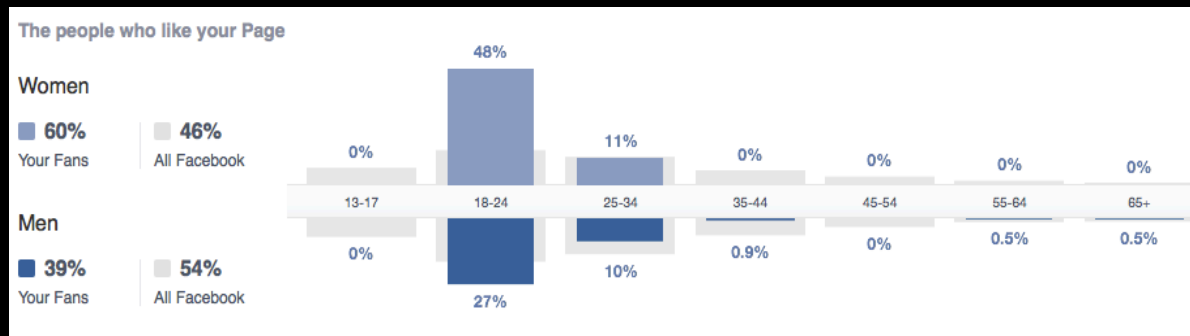
 **Wallace** @Kidd\_Wallace · Jun 6

Had a blast performing with @HipHopAndBeer at Club Mya! Thanks to those who came out! #hiphop #RnB #SLA @HitBrewery

← 3 ★ 4



# Results



# Conclusion



@Kidd\_Wallace



/WallaceOfficialTV



The Official Wallace YouTube Channel

/user/WallaceOfficialTV



# Questions?



# Hootsuite

Send to... 0 Compose message...

SammyPisano x Kidd\_Wallace x +

+ Add Stream + Add Social Network

**Scheduled Tweets** (Kidd\_Wallace)

There are no messages scheduled for this network at this time.

**new r&b artist | new rmb ...** (Keyword (Kidd\_Wallace))

- wheniwasinvogue** 6:27am via Twitter for Android  
So much new R&B artist want to be Aaliyah. I just don't have time.
- khunsetto** 6:08am via Twitter Web Client  
i miss neyo
- RichVisualz** 4:49am via Instagram  
New Video Alert! AKILAH JAE!!! New R&B artist on the rise! \*\*\*Link in Bio\*\*\* [instagram.com/p/p-QTEAK4NR/](https://www.instagram.com/p/p-QTEAK4NR/)
- WayneHunnit** 3:25am via Twitter for iPhone  
Eric Bellinger x Adrian Marcel...my two fav new R&B artist [#go](#)
- sittinglovely\_** Jul 02, 9:41pm via Twitter for iPhone  
[@AugAlsina\\_](#) [@elbellodiablo](#) [@AugustAlsina](#) a 'new r&b artist' so there was nothing wrong with him asking who he was. & as a fan people could
- urbandictionary** Jul 02, 12:09am via urbanbot  
[@SuzyLasnier](#) Trey Songz: A hot new R&B artist, compared to R.Kelly and Ush... [trey-songz.urbanup.com/1377691](https://www.trey-songz.urbanup.com/1377691) [pic.twitter.com/TAI22fteLd](https://pic.twitter.com/TAI22fteLd)  
Retweeted by [SuzyLasnier](#)
- iamSteveRox** Jul 02, 4:49am via Twitter for iPhone  
Steve Rox - Body Language (prod. By Drummers Cartel) by SteveRoxMusic [soundcloud.com/steveroxmusic/](https://soundcloud.com/steveroxmusic/)... new RnB music [@\\_annaibha](#)

**MusicisLife | RnB music ...** (Keyword (Kidd\_Wallace))

- MissJ3nJen** 3:15pm via Twitter Web Client  
[@BenjaminEnfield](#) Thank you for the follow, & thank you for keeping [#hiphop](#) & [#RnB](#) alive! Keep up the great work :) [#BringBackTheOldSchool](#)
- SoulVibe1** 3:15pm via Securenet Systems Radio Playlist Update  
Nice and Slow - Usher [rdo.to/SOULVIBE](https://rdo.to/SOULVIBE) [#soul](#) [#rnb](#) [#jazz](#) [#smooth](#)
- FAC251** 3:15pm via Facebook  
F//CK Thursday returns tonight to provide you with 3 floors of INDIE, RNB, HIPHOP, DANCE, CHART, HOUSE & EDM. All... [fb.me/2nJwpZNWp](https://fb.me/2nJwpZNWp)
- djkidfreezy** 2:43pm via Twitter for iPhone  
Tonight catch me live from Top-Floor [@rosieschester](#) with the DOPEST HipHop,RnB,Twerk&Dancehall [#Chester](#) [#INFUSION](#) [pic.twitter.com/ON7TUPdb81](https://pic.twitter.com/ON7TUPdb81)  
Retweeted by [rosieschester](#) and 1 others
- singerstefan95** 3:14pm via Twitter for iPad  
RnB in the uk needs a revival !!!
- BeatstaBlog** 3:13pm via TweetAdder v4  
Get featured on [Beatsta.com](https://Beatsta.com) [#Talent](#) [#HipHop](#) [#Rap](#) [#RNB](#) [#POP](#) [#Rock](#)
- RnB\_Kt** 3:13pm via Twitter Web Client  
[@kitty\\_shine](#) lol  
[Show Conversation](#)

**Add a stream**

Networks Apps

Kidd\_Wallace  
Twitter

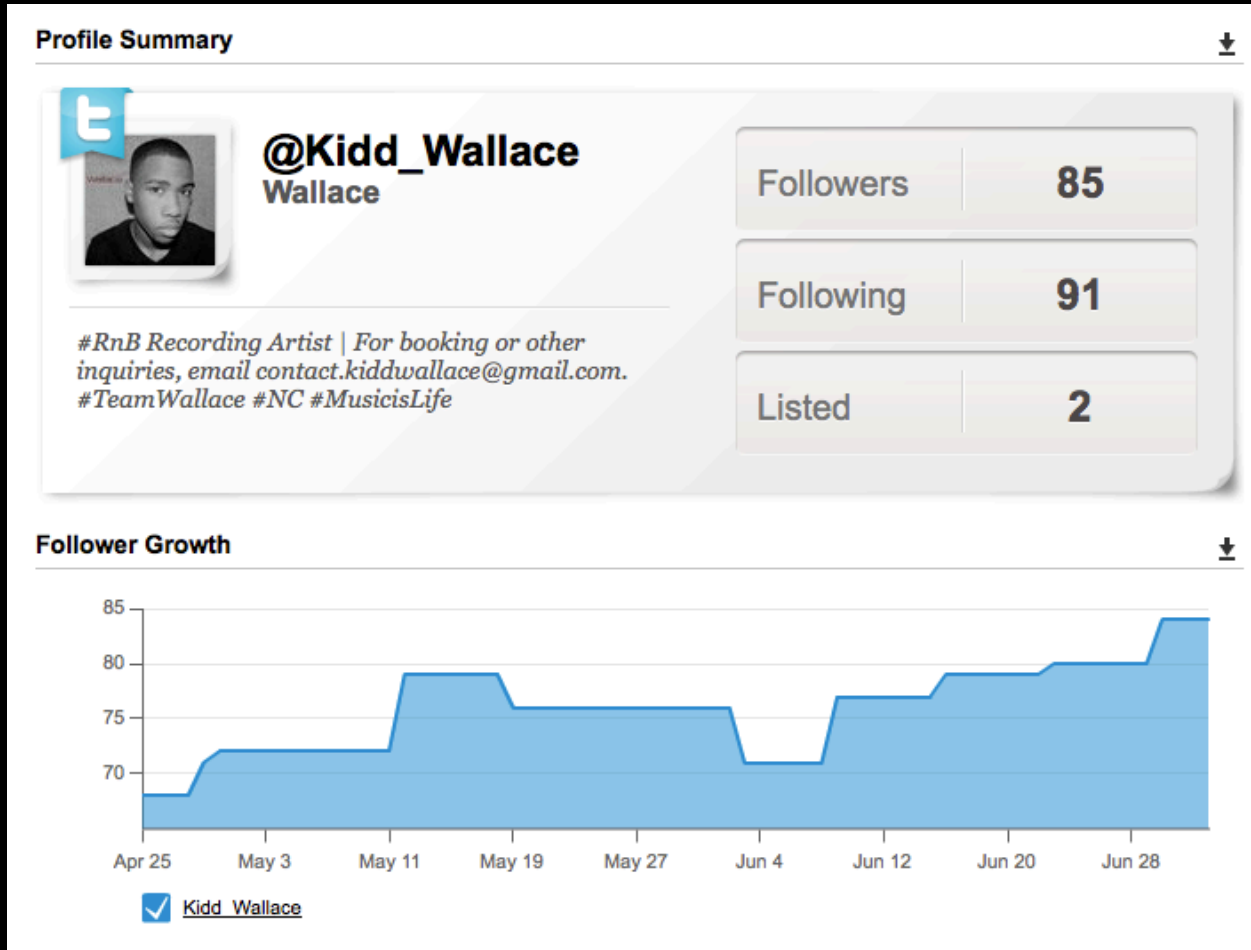
Home Mentions Retw

Followers DM Inbox Lis

Favorites DM Outbox Ser

Search Scheduled

# Hootsuite



# Critical Response

*"I appreciate the straight forwardness and probably how a lot of people thinks and feel I'm sure. It's a fun album. Who doesn't want sex, love, and alcohol?"*

*"Wow. Shower...when I heard it I was like REALLY? This can't be Sammy."*

*"I like the album but it's really weird to hear you cursing and saying explicit things! It's great and all in fun just a bit shocking."*

*"Sammy – great work man. I remember all the times we talked about your music and I am extremely happy for you and proud of you! Never stop living out your dream!"*

*"This has got like an R. Kelly and Snoop vibe. Y'all sound great."*

*"This is a whole lot different than that boy I knew in gospel choir!"*

*"Who produced Jail Bod? That song is a smash!"*

*"You have all the talent and potential in the world! Great production – your lyrics and mixing have come a long ways! Keep focusing, working hard, and the sky is the limit."*