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The Plug: When Entertainment Connects

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Introduction

Have you ever wanted to be in the Entertainment business but did not know how to go about it? Did you know that the average artist only makes a small percentage of record sales and does most of their business on the road, which means that their team has a steady income just from working with the artist. If you did not know about the vast amount of opportunities in the Entertainment business I would like to educate you with that information using : The Plug.

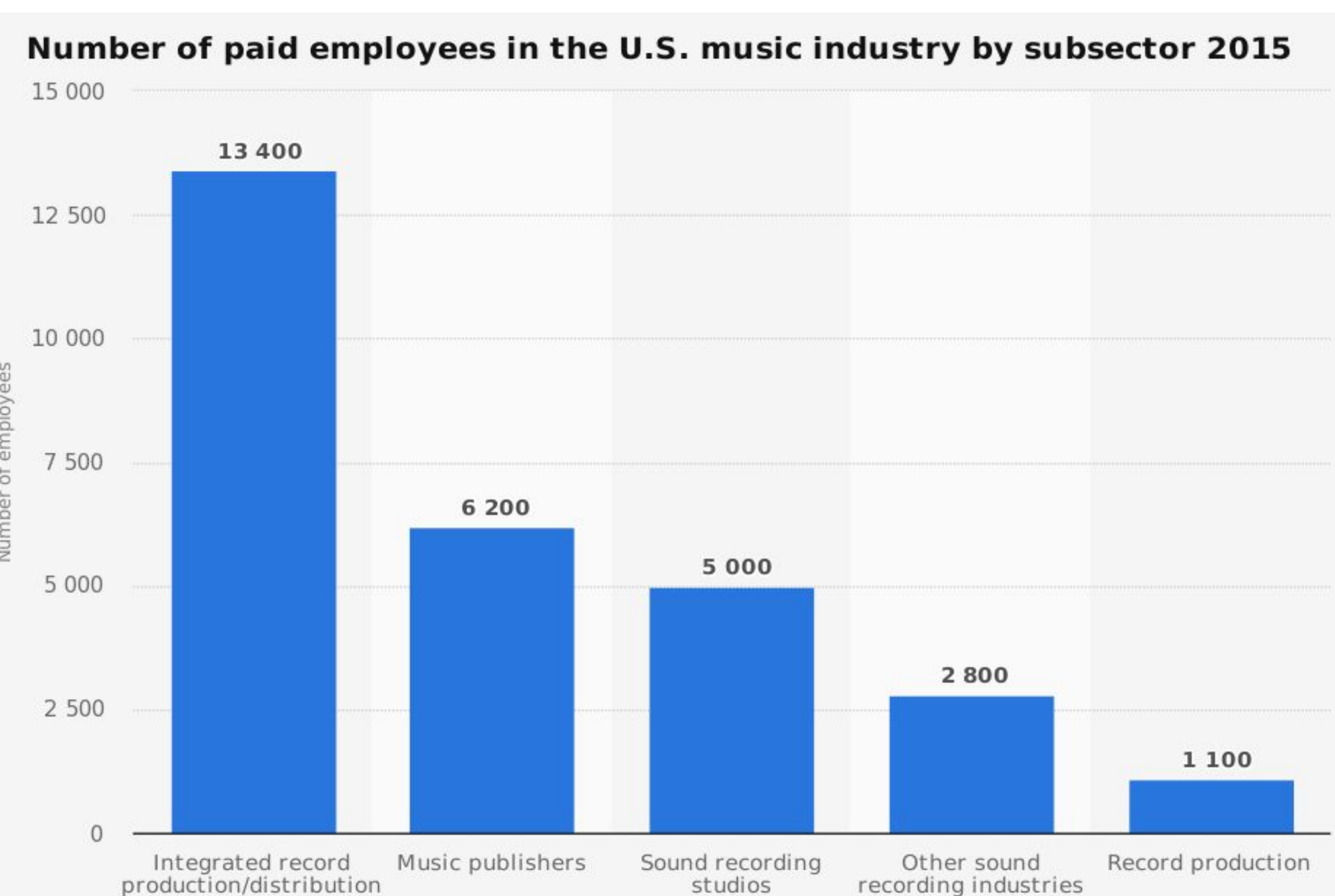
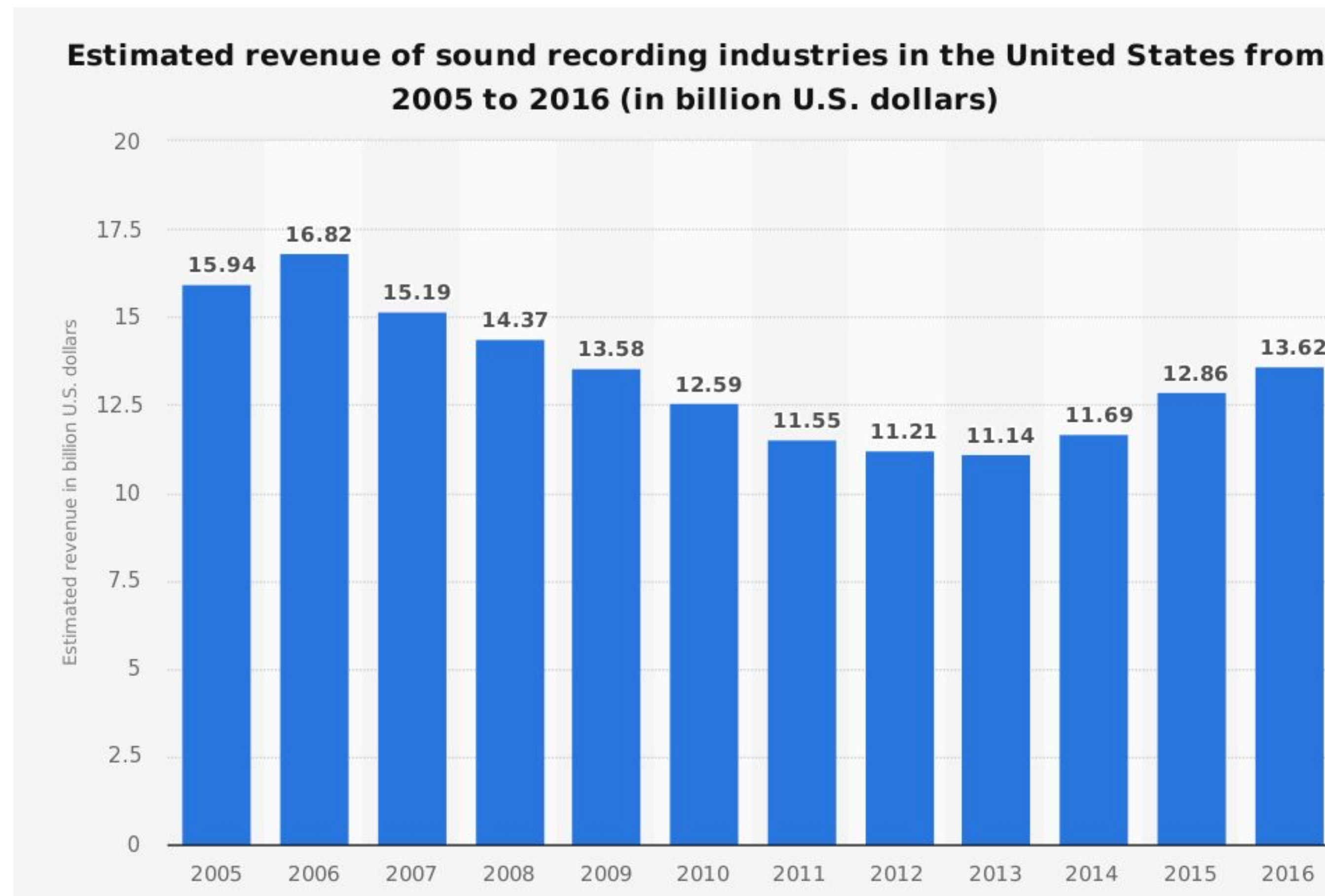
Abstract

The plug is about alumni/ faculty/ scholar empowerment, it is a way for students that want to get into the entertainment business to get their first piece of opportunity. There is a significant amount of people that want to go into the record business but do not know how to go about it, and that is why this website was made; to put the power in the hands of the consumers. The artists at the top of the game earn more than half of their recorded music income while the average artist at the bottom doesn't even earn enough to make a living, and this is because of a lack of information. The Plug is where entertainment connects in order to place students, faculty and alumni in positions of power by uploading links to various available jobs in high level companies that they may or may not be aware of.

Discussion

What exactly do entertainers need?

After a discussion with my peers we came to the realization that people in Entertainment need education and information. Most people rely on talent and hard work but like they say "It's not what you know, it's who you know" What if artists had education , information and talent; with that information the world could be changed in an amazing way. Thats what the Plug is about: inspiring education while giving information on opportunities in entertainment.



Selected References

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Zoom out to 100% to preview what this will look like on your printed poster.

Method

The method in which I began my research started with a few questions that I asked my peers in a survey:

1. What is your major
2. What kind of job do you want?
3. Do you speak to your advisor?

I asked these 3 questions as a way for students to evaluate where they are in their academic journey, while figuring out where they want to be after its all said and done. Each student is in the Entertainment Technology Major, and they all would like jobs with big corporations whether it be jobs in sound, lighting, scenery or project management.

Results

Since this is a year long project I wanted to take it nice and slow and acquire as many resources as I could. I acquired job lead information from my alma mater: SAE Institute. Every month I will receive an email that will tell me of all the available jobs in Entertainment around New York City.

The mission statement of this research project is to empower the Entertainers, I single handedly created a demo website with links to: Disney Jobs, Frost lighting, PRG, Media Match, Variety Job and Jobs AV.