

BLAXICAN RECORDS

2318-L GENERAL PERSHING STREET NEW ORLEANS, LA 70115

Blaxican Records, LLC is an independently operated record label registered with the Secretary of State's office in Louisiana. A partner of Pound4Pound Productions, LLC, Blaxican Records works in artist promotion and marketing, management, music production, visual media production, songwriting and composition, and music publishing.

The label's first full-length, studio-produced album – “Southern Fried Soul” by Mia Borders – was recorded in Nashville, TN and produced by William J. Smith for the Tyler Music Group and Mia Borders for Pound4Pound Productions. The second full-length album is currently in pre-production.

Our primary goal is to develop a label that caters to the artist's needs and treats them as partners. We hope to encourage creativity, productivity, and help up-and-coming artists make the necessary connections in the industry, while at the same time maintaining their independence and proprietorship.

Blaxican Records is looking for volunteers to help in the following areas:

- Marketing
 - Social networking management
 - Twitter, Facebook, MySpace, iLike, iSound, PureVolume, etc.
 - Official website management
 - BlaxicanRecords.com, MiaBorders.com (elementary HTML knowledge is preferred, but not mandatory)
 - Email blasts
 - Physical fliers/posters
 - Vocal promotion (the “Street Team” – see below)
- Merchandise
 - Assisting in the design of merchandise
 - T-Shirts, Hats, Posters, etc.
 - Promotion of merchandise
 - Sales of merchandise (will **earn 6.5% commission** for cash sales personally made)
- Graphic Design
 - Design of promotional fliers
 - Design of merchandise
 - Website design
 - Email blast design
- Management
 - Partial artist management opportunities
 - Assistance with booking
 - Assistance with merchandise distribution to retailers
 - Legal
 - Reviewing contracts and legal documents for formatting/typographical errors

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The Street Team:

Blaxican Records' Street Team will be managed by any volunteer who wishes to take on the responsibility. That manager will be expected to find additional people to post fliers, give out handbills, pass out sample CDs, forward email blasts, and generally spread the word about Blaxican Records. While general supervision from the label will be enforced, the Street Team will be the brainchild of s/he who asks for the position.

Blaxican Records is looking for energetic, determined, and confident volunteers who wish to learn more about the managerial, legal, technological, and creative aspects of the music industry. Volunteers will be asked to work a flexible schedule of approximately ten to fifteen hours a week. There is no long-distance travel required and all volunteers will be based out of New Orleans. Frequent email communication is mandatory (volunteers will be given access to a company email address), as well as telephone communication (calls and texts), several times a week. Costs incurred by the volunteer at the request of the label, such as gas, postage, copy fees, etc. will be fully reimbursed with a receipt of the transaction.

Volunteers can work during the school year with the option to extend the time period should it be agreeable to both parties. The volunteers will be invited to all label-associated performances free of charge, as well as any trips made to the recording studio, photo shoots, music video shoots, etc. This is a non-paid volunteer opportunity; however, there are many opportunities for volunteers to receive excellent hands-on experience within the music industry.

If you are interested in volunteering, or for more information, please contact Mia Borders at m.borders@blaxicanrecords.com.