Little Louder Music
Summer Internship 2015

Little Louder Music is a publishing company located on Music Row in Nashville, TN. Arturo Buenahora started the company in July of 2013 after he spent 10 years working at Sony/ATV as the Sr. Director of Creative Services and Production. While Arturo worked at Sony, he signed and developed artists such as Dierks Bentley, Miranda Lambert, Taylor Swift and Eric Church. Since then he has worked on projects such as Dierks Bentley’s most recent album, *Riser*. Little Louder currently has eight writers under contract including names such as Eric Church, Ryan Tyndell, Jeff Hyde, Luke Dick, Erin Enderlin and Charlie Worsham. Little Louder Music would be considered a smaller publishing company than most but has a seasoned writing staff as well as some talented up and coming writers such as Oscar Charles, who recently signed after graduating Belmont University in Nashville.

During my time at Little Louder Music I updated the music catalog, went to song pitch meetings, and spent time with the writers on staff, which took the majority of my time during the internship. The first day I was handed a Music Row “tip sheet”, which is a packet that has all the country artists that are preparing an album and what types of songs they are looking for. This sheet is made by the major labels and is obtained by having solid relationships with those record labels. Because I write country music and plan to write for a living, the tip sheet was beneficial to me as a writer, as well as for my understanding of which songs Little
Louder chose to pitch to labels. I was also fortunate enough to attend three different pitch sessions, with either Arturo or Whitney Parker, who pitches songs for Little Louder as well as manages the songwriters. During these sessions, I could begin to see why different songs are either chosen or rejected during the process. I also attended a pitch session where songs were pitched for an upcoming Dierks Bentley album that Arturo is working on. It was very beneficial to see how the process looked from both sides of the table. The task that took up the majority of my time at Little Louder was to help organize their music catalog. Songs are written and added to the catalog daily, and my job was to go through the entire catalog and label the songs as guitar vocal or full demo depending on the audio file the writers submitted. During my summer internship, I saw songs such as “Razor Blade” which was written by Ryan Tyndell, Jeff Hyde, and Rodney Clawson make its way onto the new Luke Bryan Album, *Kill the Lights*. I ended up listening to over 400 songs and was even asked my opinion on some in order to prep for a pitch session.

The way that Arturo and Whitney ran my internship was better than anything I could have imagined. Instead of assigning me busy work like grabbing coffee or peoples lunches, they assigned me tasks that helped both the company and myself. Once I went through the entire music catalog, I had a good amount of free time at the office and I appreciated being a fly on the wall. I was able to sit in on meetings and pitch sessions and be introduced to anyone coming through the office. Their goal for me as an intern was for me to learn as much as I possibly could, and
the work environment they created allowed me to do so. I met music industry professionals for lunch and was also able to spend time with several different writers. This made every day at work different and always kept things interesting. I loved going to work.

Between going through the music catalog, studying tip sheets, and attending meetings, I learned a lot about the music industry and myself. Because of this summer internship, I now know that I want to work in the music industry. Music has always been my greatest passion, but I have always avoided learning about the business side of the industry until my internship with Little Louder. I had no idea that I would have the same passion about the journey of other people’s songs and seeing the publishing company work behind the scenes. When I first joined NSAI (Nashville Songwriters Association International) a year ago I realized how much I loved songwriting. I began to listen to music in the car and immediately wonder, who wrote that? This internship gave me the opportunity to meet and spend time with the people I respect the most in music, the songwriters. The most important thing that I learned during my internship was how small the Nashville music community really is. I have grown up in Nashville my entire life and always seen the music industry as a giant intimidating environment. The most important asset a person can have in Nashville is the ability to develop and maintain relationships with others in the industry. Every time I entered a different office with someone from Little Louder they were friends with everyone. This reminded me of the
Sewanee community in the way that relationships are so important and personal.

Little Louder Music has done more for me than I could ever do for them and I am extremely grateful for my time spent here and all the lessons learned.