



African Leadership Academy

Developing the next generation of African leaders

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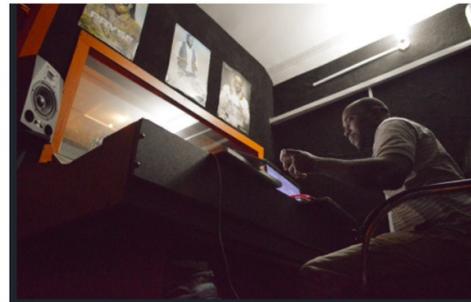
Chocolate City

Lagos, Nigeria



Internship Description: May 2014

I worked at Chocolate City at Lekki Phase 1, Lagos Nigeria which is one of the biggest and most successful music companies in Nigeria, and by extension the continent. I worked for slightly over three weeks due to other school commitments I had outside of Nigeria before and after my internship but in that short time I was able to try out different roles and define my own impact. I worked in Social Media/ Public Relations where I helped create ghost accounts to help create a demand for artist content. I also kept track of the artists' engagement with their social media fan base and brought up any red flags I came across during this surveillance. I used some of these observations as springboards for new creative ideas. I corresponded with the offices in Kenya, Tanzania and South Africa concerning press information for music releases. This included, Victoria Kimani's single "Prokoto" and Ice Prince's music Video "Whiskey". One of the social media projects I was involved in was to create videos to urge fans to vote for Ice Prince Zamani on his MTV Mama Nomination. I also recorded and helped with editing of the Prokoto Dance competition video.



I also did work in the Digital and Physical Music Distribution department and sent out music releases and videos to all outlets both within and outside the country. This sometimes required us to go out to locations within the city to physically hand out CD copies to individuals and distributors. I also distributed exclusive content and footage to some larger outlets like MTV Base. Over the course of the internship I did quite a bit of Graphic Design and Video Editing. I filtered multiple videos and sometimes recorded videos of my own which were then edited into exclusive content and pushed on the web. Some of these were Nomination videos, Dance Promotion Videos, and Behind the Scenes tour videos.



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My most distinct role was managing video and photo content. I was asked to create general content surrounding the artists and the staff at Chocolate City. This mostly included video recordings and digital photographs. I initially planned towards a full length documentary, but this was cut short due to my time limit with the content. This mostly included behind the Scenes shots of the artists at events, or more intimate meetings within the office. Some of these were Nosa's church performance, Jeremiah Gyang's listening session, the Google Staff visit to the office and many more exciting events that I gained exposure to.

In terms of Artist and Repertoire (Talent Management), I served as an assistant to the head talent manager of the company. This position mainly involved direct interaction with the needs of the music artists signed to the record label. My daily tasks involved going through each artists and sorting out any pending logistics that needed to be resolved regarding concerts, shows,



interviews, music videos, photo shoots, music content and many more. I represented the label at a Nosa church performance while also recording footage. I also represented the label at an Ebony Live interview recordings for Ice Prince, and also BBC Interviews with MI Abaga and Pryse. This entailed recording content behind the scene footage and also ensuring the content was in line with the brand the company was invested in. These are just few of the many day to day projects I worked on. My varied perspectives added

another dimension to the weekly brainstorming meetings. I made some bold objections (for example to cancel Victoria Kimani's web series) not all of which were taken seriously. This however provided a fresh outsider's perspective to the company since it is sometimes easy to have an owner's bias towards one own product. I learnt the importance of consciously creating a brand image for products and individuals. This also showed the risk involved especially when one does not have complete control of all the news/media hype that is published in the market. The office had a few representatives from Google come down to train the staff on how best to maximise viewership and drive up online traffic. This was mostly related to Google+ and YouTube but was a really useful skill to gain.

Overall, I got first-hand understanding of how music distribution works. The internship gave me great insight into the reality of the Music Industry, which I previously only understood by speculation. I had a few mentoring meetings from AuduMaikori, founder of Chocolate City and his advice solidified the starting block for a project I hope to work on in the near future. In summary, being on a name to name basis with some of the most influential artists and personalities in the music industry is an unbelievable experience for anyone who hopes to work in Nigeria's music industry and I consider myself very privileged and humbled to have had such an opportunity. I see this internship as a platform to start my career in the music industry that I believe will ultimately be a conduit for the development of my continent.