

‘Feeling’  
COIN  
Weekly Report 14  
12/3 to 12/9

This past week in ISM, I was able to work on my original work and have one of the best interviews I have had all year. I met with Mr. Ireland who is the president and founder of Ear Fuel Entertainment LLC, and he has had the most experience by far of any professional I have met in the industry. Mr. Ireland has worked for Cumulus Radio, iHeart Media, AEG Live as the marketing director and south regional director of marketing, and American Airlines Center, before starting his own company.

Not only did Mr. Ireland provide me with insight on what it meant to work in booking, artist relations, and management in addition to promotions; he also gave me advice on my education, helping me decide if I should choose Belmont University or local schools such as Texas State and UNT, once admitted. After asking him where he went to school and I asked why he chose UT Arlington, he said he wanted to stay where his network was, which was a very important thing to pay attention to especially with all the progress I have made for my future career. I have already met so many people in this industry that could help me get an internship or career, that if I moved to Nashville and go to Belmont, I would basically be starting over from scratch from a networking standpoint.

Overall, my meeting with Mr. Ireland was very beneficial to my studies in ISM this year and in my future outside of high school. I know I will definitely be keeping in touch with Mr. Ireland, as he is someone I connected with right away. I hope I can continue to have him involved in my studies, and hopefully getting him to be my mentor for this ISM year.