

Maria Alejandra Albarracin
Mr. 305 Records

1. What was Maria Alejandra Albarracin's first introduction to working with publicists?

- a) Her role at Mr. 305 Records
- b) An internship at Academica
- c) Writing for Telemundo's digital media
- d) Her work at a local music agency

Answer: _____

2. While interning at Telemundo, Maria created a project called:

- a) Rising Stars Spotlight
- b) New Artist Drop
- c) Future Talent Showcase
- d) Independent Music Weekly

Answer: _____

3. What was one of Maria's responsibilities at Telemundo?

- a) Ranking new songs released weekly
- b) Managing concert tours
- c) Handling artist contracts
- d) Organizing music award shows

Answer: _____

4. What was Maria's biggest career challenge?

- a) Managing multiple artists at once
- b) Speaking up and getting credit for her work
- c) Adapting to different genres of music
- d) Learning a new language for international promotions

Answer: _____

5. What is one nonprofit organization Maria is involved with to support women in the music industry?

- a) Women in Media
- b) Women in Music
- c) Music for All
- d) Girls in Entertainment

Answer: _____

6. How does Maria determine if a song is worth pitching to the media?

- a) She consults record label executives
- b) She focuses on songs with the highest streaming numbers
- c) She listens to the lyrics and ties them to a compelling narrative
- d) She chooses songs randomly to give equal opportunities

Answer: _____

7. Maria considers the biggest difference in music publicity over the years to be:

- a) The decline of radio promotion
- b) The role of social media in music marketing
- c) The rise of television interviews for artists
- d) The decrease in the number of independent artists

Answer: _____

****Written Response Questions****

8. Maria emphasized the importance of speaking up in the music industry. Why do you think this is important in any career field? Provide examples from the interview and your own perspective.

9. Maria discussed how she created her own opportunities, such as launching the New Artist Drop. What lessons can students learn from her experience about taking initiative?

10. If you were a publicist for an artist, how would you create a compelling narrative to promote their music? Use ideas from Maria's strategy and apply them to an artist of your choice.
