

# SENIOR PORTFOLIO

Caleb Miller

 **SCARECROW RECORDS**  
(901)573-4149 SCARETHECROW.CO 5024 EXECUTIVE CENTER DRIVE MEMPHIS TN 38117

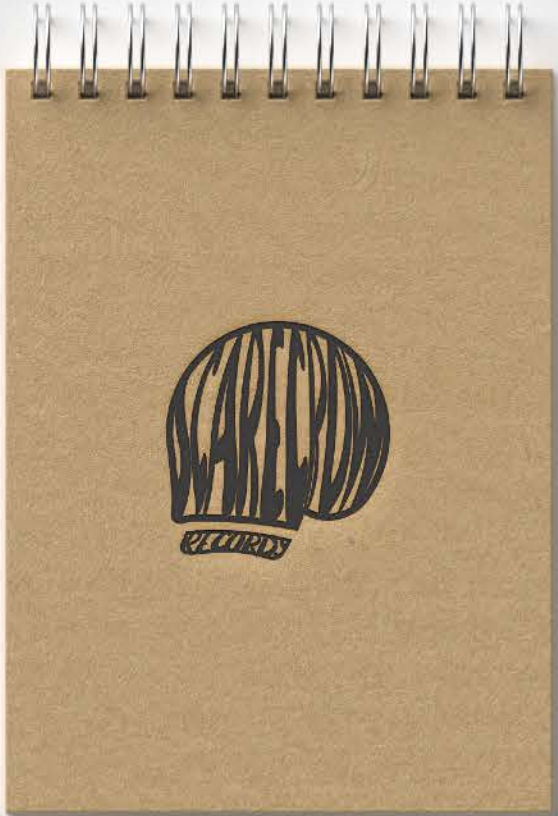
Gary,

**X** What's the best font to use for a business letter? When writing formal letters, of course, it's important to make sure the content of your letter is clear and easy to understand. However, you should also think carefully about the font and font size. The font is the style of the text you use in your letter or email message. It's important to make sure the font you choose for your professional correspondence, both printed and emailed, is clear and easy to read. Otherwise, your reader might not take the time to read your letter.

**X** This is particularly important when writing job application letters, such as cover letters. If an employer cannot easily read your letter because the font is too small or too difficult to read, they may not bother to look at your resume. It's important to select a font that is easy to read. You should select a font that is large enough so that the reader doesn't have to squint to read your letter, but not so big that your letter doesn't fit well on a single page.

Using a simple font will ensure that your message is clear. Basic fonts like Arial, Cambria, Calibri, Verdana, Courier New, and Times New Roman work well. Avoid novelty fonts like Comic Sans, or fonts in script or handwriting-style. Once you have selected your font style, select a 10- or 12-point font size. The size will depend on how much content you have; it's best if you can format your letter so it fits on one page.

sincerely,  
**Caleb Miller**





**SCARECROW RECORDS**

(901)573-4349 SCARETHECROW.CO 5024 EXECUTIVE CENTER DRIVE  
MEMPHIS TN 38117



Gary,

SCARECROW RECORDS  
5024 EXECUTIVE CENTER DRIVE  
MEMPHIS TN 38117 USA



sincerely,

*Caleb Miller*



# GROW YOUR BAND SOUND SUPPORT

We know you! and we want everyone to as well. We would like to offer a partnership between you and Scarecrow Records. Here at Scarecrow Records, we treat all of our artists with equal respect and give them all the same amount of care and attention. So, give it some thought and we hope that you will join us and decide to scare the crow and grow with us!



GIVE US A CALL  
WE'RE ALL EARS  
(901)555-4349

Type Safety .....  
Bleed Line .....  
Crop Line \_\_\_\_\_

# haunting the hunt

## "trick or treat" EP

### track list

untitled 1  
halloween  
song for sally  
interlude  
untitled 2  
houses  
grand  
hidden track 002



haunting the hunt is an American post-hardcore band from Grand Rapids, Michigan, formed in 2004. The current lineup is vocalist Jordan Dreyer, drummer Brad Vander Lugt, guitarist Chad Morgan-Sterenberg, guitarist Corey Stroffolino and bass guitarist Adam Vass.



BACK

\*\* GLUE FLAP - NO ART HERE \*\*

haunting  
the hunt

"trick or treat" EP



← SIDE LOADING

\*\* GLUE FLAP - NO ART HERE \*\*

FRONT



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SIDE A







# GROW YOUR LIBRARY





# KEEP OUT THE CROWS

SCARETHECROW.CO

# GROW YOUR EARS





New to the world of music production? This book will explain the various steps involved when making music and help you organize the process in your head.



- + **Songwriting**
- + **Arranging**
- X **Tracking**
- X **Editing**
- + **Mixing**
- X **Mastering**

In today's music-making world, the only rule is there are no rules. Record whatever you want and use it as a sample. Automate effects in ways never imagined before. Mix rhythms and genres to create beats and melodies that go further and create new categories of music all their own. However, just because you can do anything in music doesn't mean you should. No matter what type of music you make, you want it to be good music. You want other people to enjoy listening to your tracks, to hear the message clearly and to not be distracted by a bad recording or weak playing. Like a chef with a kitchen full of ingredients, there are myriad ways to put your masterpiece together, and it's very easy to muck it up. The goal of this column is to help you understand the process of making music from beginning to end, so you can create tracks that meet a standard of quality by which we call "good music", regardless of style. With each article, I'll try and give you new ways of thinking about your approach to making music, which you can apply however you want. What's important is that you understand the process and tools at your disposal, so it will be easier to construct a quality track that delivers your message as intended.

## SONGWRITING

What it does it mean to write a song when so much of today's music is wordless? This is a great question for another article. But for our purposes, let's say that songwriting is the process of putting musical ideas together to form a larger structure of coherent melody, harmony and rhythm. It's the process of brainstorming that results in a beginning, middle and end. What makes a good song? This is also highly debatable, but a question I'm more willing to take on. A good song in terms of content will depend on the listener and what they're drawn to. It's totally subjective. However, a good song in terms of craft can be identified more objectively, and will usually have all the elements listed above (i.e. melody, harmony, rhythm, beginning, middle, and end) and will be put together in a way that's pleasantly recognizable while still being creative and true to the message of the music. When it comes to lyrics, I like to think of prosody – how the lyrics and music work together to support each other. It's not enough to have good lyrics from a literary perspective. They also need to sound musical when the singer sings them. A good song will develop as it goes along, taking us on a familiar path littered with surprises along the way to make sure we're listening. The melody (what the singer sings) will fit with the harmony (what the guitars, bass and synths mostly play) in a way that's pleasing to the ear, using repetition to help the listener get used to the chord progression before transitioning to the next section and a different set of chord progressions. A good song will also have a good sense of rhythm and can make your foot tap with the groove, whether or not there's a drummer playing. For many people the songwriting process is tied into the tracking process as they start with a drum loop and build from there, recording new ideas on top of each other until they end up with a finished song. Even though this may be a different method than the singer/songwriter who sits with their guitar and notebook to sketch out a tune, the result should still be evaluated according to the same guidelines: Are the melody and harmony catchy enough to stay in your head after the song is done? Does the track keep your attention with new ideas as it develops? Does it groove? Taking away all other aspects of the production, if you had to play the song bare with only one instrument and a vocal (or just an instrument), is it a good song? If not, the rest won't matter very much. But get this one right from the start and the rest will roll out with ease.



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## ARRANGING

Of all the stages of music production, arranging is perhaps the least understood and most neglected. When a song has a good beat and melody but gets too repetitive after a while, this is usually a problem of arrangement. It's the arrangement that makes a song interesting. In very simple terms, the arrangement of a song refers to the selection of instruments playing in each section – how they're "arranged" – and how the sections themselves are arranged within the larger timeline of the song. If you've written a great verse and chorus, it's not enough to just play them over and over, one after the other on repeat. There needs to be a buildup of some sort. For example, the 1st verse only has guitar and vocal, the 2nd verse adds the bass and drums, and the 1st chorus adds the synths and vocal harmonies. This is the arrangement of the various instruments within the song. And just because you introduced an instrument doesn't mean it should stay there the whole time. Sometimes you only want a certain instrument playing during the pre-chorus, or you'll bring it in during the second half of the final chorus for climactic impact, or you'll have a part playing only on the left side for the first half of the verse and then in stereo for the second half. The possibilities are endless. What's important is to keep things moving. Even subtle additions can add a lot of interest for the listener, whether they realize it or not.

There's also the question of how many sections to include. I like to judge by feel. You can usually feel when a section has reached its limits, or if you need to change

## continued...

something up to keep people interested. Again, the song should always be moving, even if it's very subtle. Instruments should come in and out, building in energy, introducing twists and turns along the way. You can also talk about arrangement in the level of the harmony and what kind of chord voicings you're using. Whenever I think about the arrangement, I first try and pick out the one or two elements that are most important to the song and what I want the listener to focus on. Then I listen to the track and ask, "What else could I do here to vary it up? Does it need anything else? Sometimes the right answer is to leave it alone. Knowing when to do this is what makes a great producer.



## TRACKING

Now we bring the gear in. Since the recording process can refer to many things, we'll stick to calling this stage "tracking", and the goal is to capture a performance of the song. A song exists in the ether. It's just a collection of musical thoughts. What makes it tangible is a recording of that song at a certain point in time. Playing a song live would make it communicable, but it wouldn't be tangible as the song would disappear when it's over. It's the recording that captures the song in a format that can be listened to continuously at will. Tracking is the process of recording the various instruments that are used to perform a song. Usually, a song is recorded one track at a time. Every time you record a new track, you hear all the other ones you've recorded as well. This is the process of multi-track recording. Why is it important to think of tracking as a separate process than songwriting? Because songwriting is a different kind of focus than performing. When you're writing, you want your mind to be free to make all kinds of new associations and connections, so you experiment without any editing. However, when performing a song - for posterity, nonetheless - you need to use your mind to concentrate in a very different way. You need to be focused on playing in time and with the right feeling. Although you have many editing options for fixing mistakes and helping a performance, there is a limit to what you can do while still having it sound natural, and nothing beats having a superior performance to begin with. If you try and combine the writing and performing into one process, then typically both suffer. To maximize the impact of your song, it's best to focus on each one separately. When you push record, give the performance of your life and think about nothing else. Every time.



## EDITING

The possibilities of digital editing have made capturing a great performance easier than ever. But it's best to use these tools as a fallback, not a go-to. And when it comes time to do some editing, you should treat this as a separate stage for a couple of reasons. First, you don't want to be editing while you're writing or recording. Focus on those stages separately and give them your full attention so you don't lose the vibe each time you stop to correct something. Leave the editing to a later stage. Second, you don't want to overdo it with editing or your song will begin to sound too "chopped up" and without feeling. By thinking about editing in a secondary way, you'll make more of an effort to give a solid performance and capture what you need live, rather than spending twice as long (or more) trying to edit something believable together. When it does come time to edit, treat this as a "do no harm" area. If it sounds good, then it doesn't need editing. Use this stage to move around parts that aren't in time, adjust pitches that aren't quite there, or polish tracks by fading the beginnings and ends of each part so it comes in and out smoothly. The goal of this stage is to get the performance sounding as good as possible, nothing more.



## MIXING

For many, this is where the real fun starts. You've written your song, recorded the parts, and now it's time to sit back, relax, and turn this track into a masterpiece. Knowing how to mix well is an art form that takes years of learning and practice. But that doesn't stop anybody from doing it, and you should feel free to dive right in and start exploring the possibilities. Mixing is the process of combining all the instruments you've recorded into a stereo 2-track mix (left-right or surround if that's your thing). A good mix will let you hear all the instruments clearly and with detail. It will have depth and motion. It will sound good and support the intention of the music. Mixing is a world unto its own and many people choose to focus on just this aspect of the music making process. I like to think of it as being the conductor of an orchestra where you get to decide exactly how everything is going to sound: which instruments will be louder than others, where they will be on the stereo spectrum, which will sound up front and which will sound far back, what effects will be used and when. The amount of decisions that are made during the mixing process numbers in the thousands, and the final mix has an enormous impact on the way your song will be interpreted. A good mix will help people appreciate your song for the genius that it is. Mixing is a subject that requires much more space than we have here, but a good start would be the video series where you can learn how to start mixing with plugins. If you're a total newbie and aren't yet familiar with the various effects used in mixing, check out [Sound Basics](#) - a video series to get you started. We'll get more into mixing in future articles, but even the first step of adjusting the volume of all your tracks so they blend well is part of the mixing process. Start there and the more you learn about how to mix properly, the more control you'll have over how your final track will sound.

## MASTERING

Mastering has traditionally been treated as its own stage. But for many bedroom producers, it's simply become the last part of the mixing stage. For most of you reading this it's probably the latter, but it's still helpful to know how it came about. When recording an album, artists sometimes use various studios, producers and engineers for different songs. The result is that each song will have its own sound, sonically. Mastering is the process of making all those songs sound coherent and part of the same album. A good mastering engineer has impeccable ears and equipment, and will correct any minor deficiencies in the mix that the mixing engineer might have missed due to the sound of his/her room. He'll also raise the level of all the tracks so they're "hot" (loud) and even in volume. By putting each song through the same mastering gear and adjusting to the same level, it makes them sound more like they are coming from the same album. Since many bedroom musicians and producers record tracks individually without any intention to combine them into a longer album, the role of the mastering engineer is reduced as there is no need to make a collection of songs sound coherent. The function is then boiled down to making the final mix sound accurate – meaning it will translate the sound as intended on different playback systems – and to bring up the level as hot as the artist wants it. There are many software tools that allow you to master your own tracks. So unless there's a



budget for a separate mastering engineer, many people choose to let their mixing engineer take care of this last part, or do it themselves if they're mixing their own music. As with anything, a professional is always going to do the job best. But you can "fake it" with a good chain of plugins and the right presets.









# BANDS OF THE CORN



[www.scarethecrow.co/bands](http://www.scarethecrow.co/bands)

*Apollo 713*

*benjamins*

*Crystal Carl*

*cpu headset*

*dogbone*

*Edward Cullen and the Worth of the World*

*funnel*

*Harvard Scholars*

*haunting the hunt*

*Kevin Prison*

*nobody*

*PACKMYMEMORIES*

*Portable Juicebox*

*shhh.*

*The Searching Pulse*

*voting teens*

## TOUR ANNOUNCEMENT SOON

📷 [scarethecrowrecords](https://www.instagram.com/scarethecrowrecords)



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# HARVARD SUMMER TOUR SCHOLARS

JUNE 20 NASHVILLE, TN  
JUNE 23 MEMPHIS, TN  
JUNE 24 MEMPHIS, TN  
JUNE 25 MEMPHIS, TN  
JUNE 27 NASHVILLE, TN

AUG 12 SALT LAKE CITY, UT  
AUG 28 DENVER, CO

JULY 4 HOT SPRINGS, AR  
JULY 6 HOT SPRINGS, AR  
JULY 14 LITTLE ROCK, AR

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A crow is shown in profile, facing left, in a cornfield. The entire image has a semi-transparent purple overlay. The crow's beak is dark and pointed. The corn plants are visible in the background.

**GROW YOUR EARS**

**SCARE THE CROW**

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# GROW YOUR EARS



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# Scarecrow Records

## Amplifying emo from the midwest

Record labels carry the torch which is lit by some of the most talented, gifted, and unique musicians of our generation. Scarecrow Records is an established Record Label based in the midwest. Since its founding in 2020, Scarecrow Records has stayed one step ahead of music trends, offering artists and producers a trustworthy platform to launch and develop their musical careers. Explore the site to learn more about Scarecrow Records.



Let's Chat!

⚡ We'll reply as soon as we can





haunting the hunt  
interlude (Demo)  
interlude (Demo)

▶ ◀ ▶▶ 00:00 / 03:35



# Releases

**At the forefront of the midwest culture and trends, Scarecrow Records is committed to providing its fans with all the hottest new albums and singles by its successful recording artists. Scroll to discover the latest releases from the musicians at Scarecrow Records, and get in touch to find out more.**



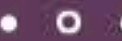
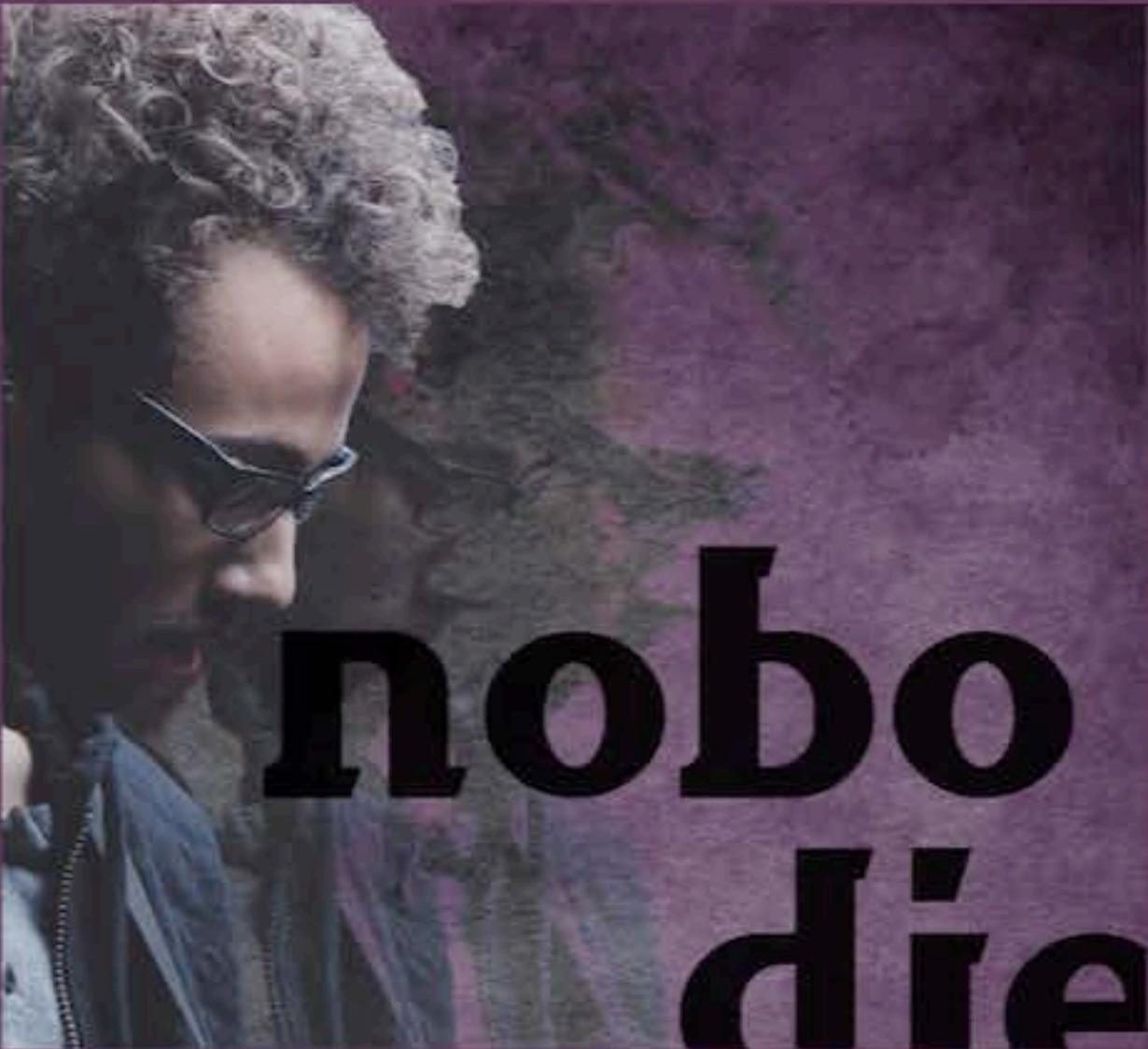
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# nobody, self-titled

March 17th, 2022



## Apollo 713

[Upcoming Shows](#) / [Local Dates](#)



[Track Artist](#)

12 Nov

The Venue San Francisco, CA

[Notify Me](#)

This is your upcoming show description. Use this space to get your fans excited and eager to attend by providing more details like where it's located, when it begins and ends, what the ticket prices are, and any other special instructions.



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## Apollo 713

[Upcoming Shows](#) / [Local Dates](#)

[f](#) [t](#) [Track Artist](#)

**18** Nov **The Venue** Austin, TX

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**20** Nov **The Venue** New York City, NY

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**22** Nov **The Venue** Washington, DC

[Notify Me](#)

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**25** Nov **The Venue** Boston, MA

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Let's Chat!

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# Contact

5024 executive center drive, memphis tn,  
38117

[records@scarethecrow.co](mailto:records@scarethecrow.co)

123-456-7890

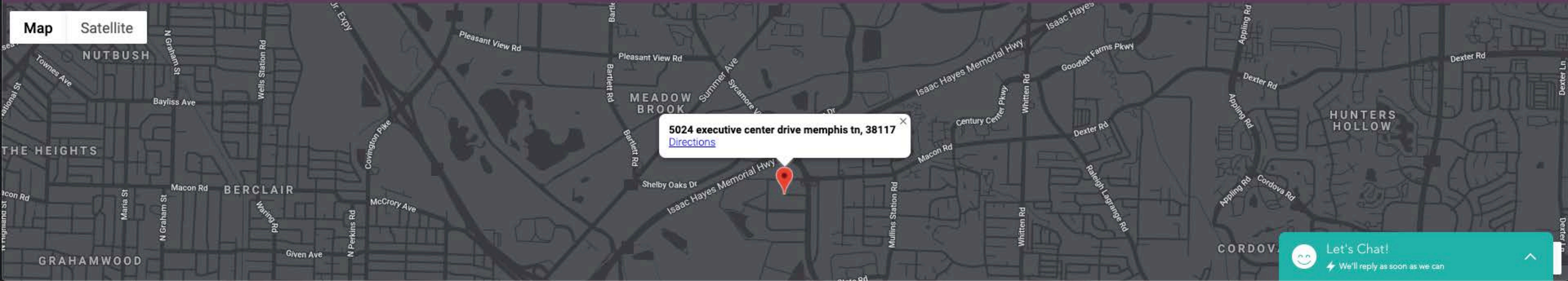
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Subject

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# Artists

**Bringing the Studio to Life**



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## haunting the hunt

**brand new – brand new**

**This is one of the newest releases courtesy of Scarecrow Records, and if you liked this artist's last work, we can guarantee you'll love this album. Reserve your very own copy ahead of time, and if you want to learn more about the recording process with this incredible artist, feel free to get in touch.**



Let's Chat!

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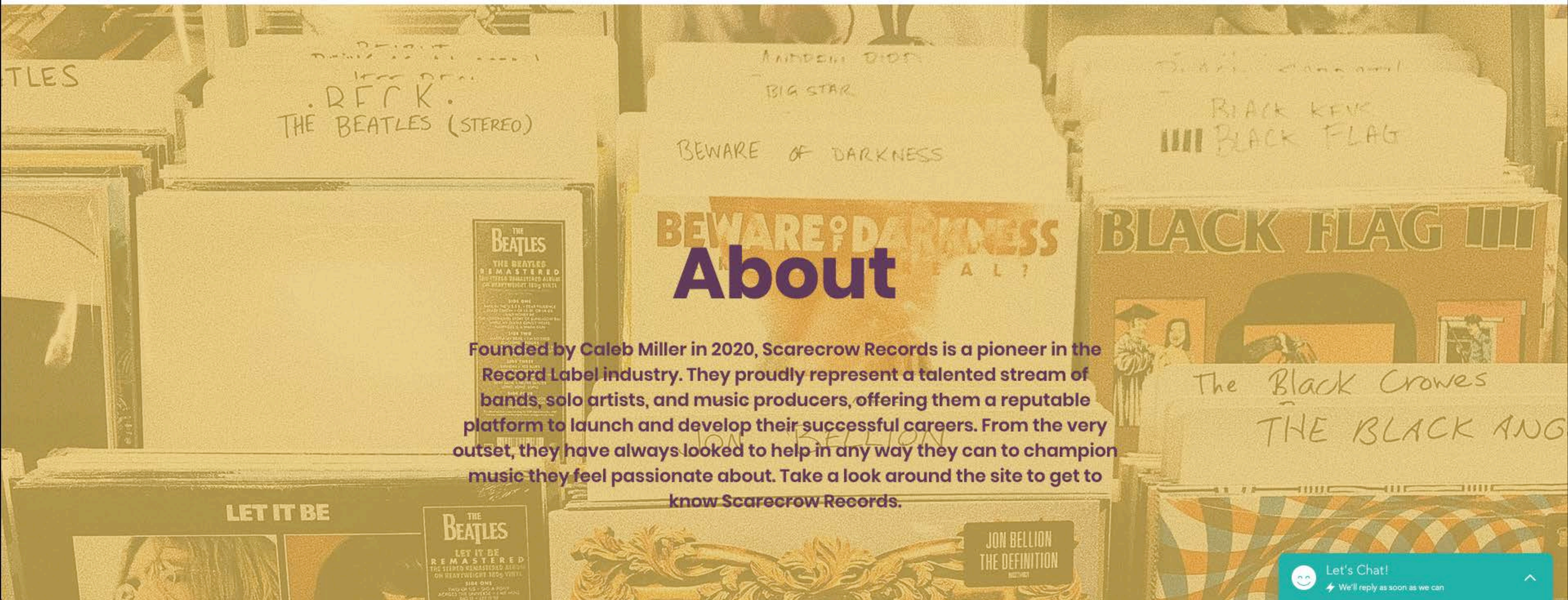
# voting teens

## keep voting!

**This is one of the newest releases courtesy of Scarecrow Records, and if you liked this artist's last work, we can guarantee you'll love this album. Reserve your very own copy ahead of time, and if you want to learn more about the recording process with this incredible artist, feel free to get in touch.**

**For more information about Scarecrow Records and their artists, reach out today.**





# About

Founded by Caleb Miller in 2020, Scarecrow Records is a pioneer in the Record Label industry. They proudly represent a talented stream of bands, solo artists, and music producers, offering them a reputable platform to launch and develop their successful careers. From the very outset, they have always looked to help in any way they can to champion music they feel passionate about. Take a look around the site to get to know Scarecrow Records.

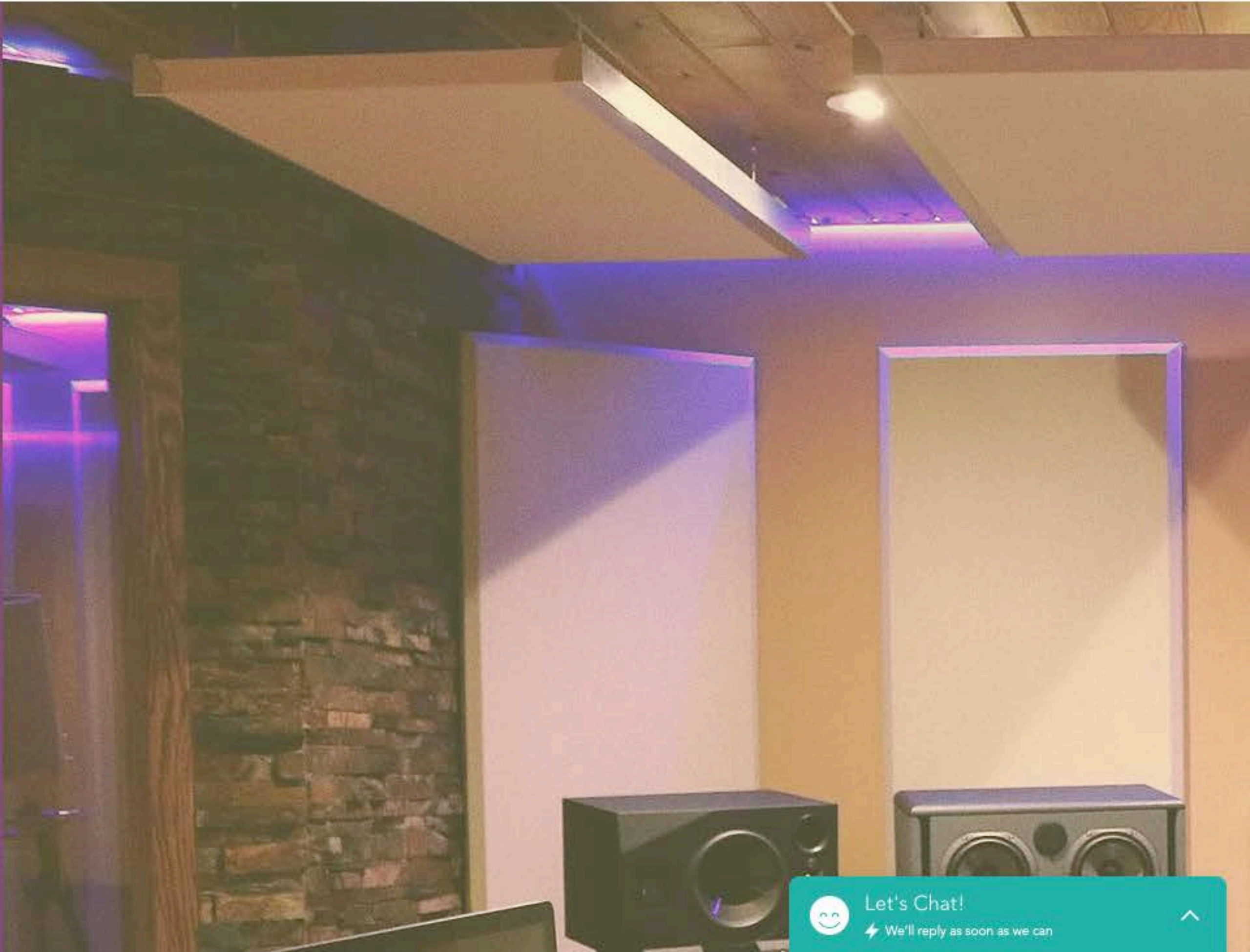
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# Come Work With Us

## Join the Team

Scarecrow Records is always looking for new bright and open minded people to help find and support up and coming musicians. So go ahead, shoot your shot!



**Let's Chat!**  
⚡ We'll reply as soon as we can

THANK YOU ALL