

"Who's Your Daddy?"
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For Disc Jockey News

The title of this article could also be called "What's Your Job?" or "Who's Your Boss?", but mine is funnier. In any case, in this article, I am going to discuss two things in particular, 1) Who you really work for and 2) What your role is as a professional DJ.

Almost once a week someone will come up to me and go "Dude, I envy you, you get to work one day a week and you work for yourself". This person couldn't be more wrong. I am in the office every weekday and then doing shows on the weekend. What's even more incorrect is the "You work for yourself" statement. Now, if you are in agreement with the guy that says this to you, you probably need to go ahead and look for another line of work.

You may own your own DJ business, but your "boss" is the person paying you to come out and perform at their event. But they aren't the only one! Your other "bosses" could be the catering manager or the venue point of contact or the wedding planner. In other words, there are usually several people directing an event like a wedding and they are all your boss. This leads me then to the question, what's your role?

Recently, I got into an argument (no, not at the event) with a friend of mine that is a wedding planner about who should be doing what during the event. Now, I will admit that this is a touchy subject, especially when you are working with a professional wedding planner. I use that term professional to genuinely mean that. I am not talking about when a bride has hired her aunt's second cousin's sister to direct the wedding because she recently got married and "knows all about weddings". You don't have to listen to that person. But when they have hired a reputable planner that you have worked with, or know has a good reputation, it is their job to handle the reception, and ultimately, you.

So remember the argument with the wedding planner I told you about earlier? Here is how it started. On the week of the wedding, I always reach out to the bride and go over the schedule and the phonetics of the names in the bridal party introductions, etc. I was told on this particular event by the planner to direct all questions to her. So I did. I let her be the one to write down all of the names phonetically, and that was mistake number 1. At the actual event, I grabbed this list that she had written out for the introductions, and started to walk outside to line up the bridal party, but was stopped by her assistant who said, "They are all lined up and ready to come in, go ahead." Against my better judgment, I walked back to my table. And that was mistake number 2. I did the announcements and of course messed up the ringbearer and flowergirl's last name because I didn't do what I ALWAYS do, which is go out and say people's names directly to their faces when I line them up. Not to mention, sometimes that is the only chance I get to really interact and congratulate the bride

and groom. I was so angry with myself for not doing the job that I always do. Lesson learned.

My point is that you have to walk the line at an event with multiple bosses. You want to be a team player, but don't stray from what has made you a professional. If you like to line up the bridal party and so does the wedding planner, then it looks like the group is going to sit through it twice. If you usually call the bride on the week of the wedding, do it! In the end, when everything goes perfectly, she will appreciate you for it. Good luck!

Joe Bunn and Mike Walter are bringing The PhDJ Workshop back to Raleigh, NC on November 4th & 5th, 2014. Visit www.phdjworkshop.com for more information.