

“Jamming on the Job”

Episode 14: Marketing Director

[PBS KIDS music]

PBS KIDS Announcer: From your friends at PBS KIDS.

[a tour bus zooming down the open road]

Andrés: Vamos amigos, it's time to go.

Christina: Get ready BoomBox, we have a show.

[Music: Jamming on the Job theme song]

Christina, Andrés, and BoomBox: (singing)

Jamming on the Job

Ja, Jamming

Jamming on the Job

Wooh Ooh

I'm Christina,

Y yo soy Andrés

And we play music

All over the states

We jam and learn

With people who

Work in jobs

They love to do!

If we get stuck

Or something goes wrong

An expert helps us
And we write a song!

[BoomBox beats]
Hey...Go BoomBox...¡Vamos!

Jamming on the Job
Ja, Jamming
Jamming on the Job
Wooh Ooh

[sounds of bus driving down the highway]

Christina: ¡Hola, Jam Fam!

Andrés: ¡Hola!

Christina: Andrés, BoomBox and I have just now arrived in the city of Buffalo, New York!

BoomBox: BUFFALO! BUFFALO! BU-BU-BUFFALO!

[phone ding]

Phone Navigation Voice: En treinta metros, gire a la derecha.

Christina: Make a right turn up ahead, Andrés.

[turn signal]

Andrés: ¡A la derecha! Mmm!

Christina: We've always wanted to visit Buffalo.

Andrés: My cousin Sammy lives here, and he's always talking about what a friendly town it is. It's even called "The City of Good Neighbors."

Christina: They were certainly neighborly to us! We were invited to perform a free show tonight in a theater downtown.

Christina: But before we head over there, I want to see Buffalo's beautiful waterfront! [phone ding] Andrés, turn left up ahead!

Andrés: ¡A la izquierda!

[turn signal. Phone ding]

Phone Navigation Voice: Has llegado a tu destino.

Christina: Here we are... the Erie Basin Marina!

[bus comes to a stop]

Andrés: Wooh! We made it. Ugh! That was a long drive. It feels great to streeetch out! Aahh.

Christina: Jam Fam, when Andrés, BoomBox and I travel, we take responsibility for different things... like driving, or reading maps.

Andrés: It's very helpful, because then nobody has to do everything by themselves. We're a team, so we make it work together!

BoomBox: MAKE IT WORK TOGETHER, MAKE IT, MAKE IT WORK TOGETHER!

[BoomBox remix]

Christina: Oh, check out this view!

Andrés: ¡Qué bonito! Lake Erie truly is one of the Great Lakes. Lots of unique sounds, too. BoomBox, could you please record them?

BoomBox: RECORDING! [BoomBox remix] SEAGULLS. SPLASH, SPLASH, TOURISTS... SAMPLES RECORDED!

Christina: Excelente BoomBox. (sighs) Well, I should call the theater to find out how many free tickets they've given out. Un momento... [phone ringing, muffled phone voice] ¡Hola! This is Christina with Jamming on the Job! [muffled phone voice] We were curious to know how many people we're expecting in the audience. [muffled phone voice] ¿Qué? Oh no! Un momento, ¿cuántas personas? How many? [muffled phone voice]

Andrés: (sighs) BoomBox! That doesn't sound good.

BoomBox: THAT DOESN'T SOUND GOOD!

Christina: Oh, well... is there anything we can do? [muffled phone voice] Oh. No, no no, I understand, it's not your fault. (sighs) Andrés, BoomBox and I will talk about it and I'll call you back. Thank you!

[muffled phone voice, call disconnects]

Andrés: Ay, ay, ay. ¿Hay un problema?

Christina: ¡Sí, Andrés! (sighs) There was a problem on the website for our concert, and NOBODY saw the announcement. Only five people have picked up tickets for the show tonight!

Andrés: Five?! ¿Cinco?

Christina: Yeah, and four of them were your cousin Sammy and his kids!

Andrés: Oh no! I mean, I love seeing my family, but Jam Fam, we put together a very exciting performance!

Christina: And it would be such a shame if only five people got to enjoy it!

BoomBox: OH NO, OH NO, OH NO... OH NO, OH NO!

Christina: (sighs) What are we going to do?

[Wind blowing, paper rustling, wheels spinning, distant calls of alarm getting closer.]

Andrés: Hey, Christina! BoomBox! What's that sound?

Rachel: Oh no! Noo nononononono come back!

Christina: (gasps) ¡Mira! That woman is racing in her wheelchair, trying to catch all those orange pieces of paper flying in the wind!

Rachel: Oh! Excuse me! Excuse me? Um, a little help, please?

[Andrés and Christina help Rachel to catch and collect the pieces of paper.]

Andrés: Woah!

Christina: Oh, got this one!

Rachel: Get over here!

Andrés: ¡Te agarré!

Christina: Oh, there's another one!

Rachel: Oh, could you get that one right there?

Andrés: Hey, get over here! (grunts)

[Andrés and Christina sigh.]

Rachel: Hey, can you help me grab the ones I've trapped under my wheels?

Andrés: Yes of course. [grunting, picking up papers] ¡Aquí están!

Rachel: Oh my goodness... thank you both so much for helping me gather my flyers. (sighs) My name's Rachel, by the way.

Christina: Oh, well we are happy to help! Andrés, Boombox and I know that when you have a problem to solve, it can be easier when you have more people.

Andrés: That's right, Christina! We make it work together!

BoomBox: MAKE IT WORK TOGETHER, MAKE IT, MAKE IT WORK TOGETHER!

Rachel: Wait, wait a second... Andrés? Christina? (gasps) I know who you are! (gasps) And this must be the magical music machine, BoomBox!

BoomBox: THAT'S RIGHT, IT'S BOOMBOX!

Andrés: Yeah! Sí sí, that's us! We're also here with our Jam Fam, the listeners of our podcast!

Rachel: Hi Jam Fam! I've got my ticket for your show tonight!

Christina: Oh... you must be person number five.

Rachel: Number five?

Andrés: Sí, solo cinco personas. And the other four are my family.

Rachel: Wait, what? You're telling me a free concert with a band of fun musicians doesn't have an audience?

Andrés: (sighs) The website was broken, so nobody knew how to get tickets.

Rachel: Oh no! That's a big problem.

Christina: It sure is, Rachel! (sighs) And we have no idea how to tell more people about the show before tonight.

Rachel: Perhaps I can help? [Andrés: Uh?] I know a lot about telling people when there's something interesting they ought to check out. In fact, that's my job... [Andrés: Huh!] I'm a marketing director.

Christina: A marketing director... Huh! Could you tell us what that means?

Rachel: Yeah! When a person or a business comes up with a new idea or makes something cool, they usually want as many people as possible to find out about it. [Christina: Uh-huh!] The way they find out is called "marketing." And as a marketing director, I help these businesses – who I call "clients" – to spread the word. [Andrés: Okay...] These flyers I was chasing are one example of how I do that... see?

[paper rustling]

Christina: Oh, huh. Okay. "Grand Opening: Buffa-Lunch Sandwich Shop. [Andrés: Mmmmm... sandwich] Buy one sandwich and get one free, with coupon." Oh! I get it... when someone sees this flyer, they learn about the special deal at the sandwich shop and they go check it out.

Andrés: ¡Ajá! You're saying we should make flyers to tell Buffalonians about our show! Great idea!

Rachel: No, not exactly, Andrés. [Andrés: Oh...] I don't think that flyers are the right method to market your show, but there are lots of other ways... A big part of my job is figuring out what to say, and how to say it. And I might have some ideas on how we can reach your audience.

Christina: So... you're going to help us?

Rachel: Of course! I'm such a big fan! And plus I owe you one. If you hadn't been here to help me, most of those Buffa-Lunch Sandwich Shop flyers would have blown into the lake!

Christina: Oh, thank you!

Andrés: [laughs] I bet the seagulls would have been interested in those sandwiches, though!

[Christina and Rachel laugh]

Rachel: Mmm! Normally, we would sit down together to draw up a complete marketing plan but, since your concert is happening so soon, [Christina: yeah...] I feel like we should just skip ahead and start spreading the word.

Christina: Let's do it!

Rachel: Then I know just the place to start. Do you have any instruments nearby?

Christina: Sí, sí tenemos instrumentos. They're on our tour bus.

Rachel: Let's grab a couple and follow me. We can keep talking on the way.

Andrés: Will do, Rachel. ¡Vamos, Jam Fam!

[upbeat music, wheels spinning, footsteps]

Rachel: Okay, to start, let me ask you: Who usually comes to your shows? Or who would you say enjoys your shows the most?

Christina: Well, of course we want our shows to be fun for everyone, but the people who usually have the most fun are children and their grownups.

Rachel: Yeah, that's what I thought you'd say... which is why we're heading over to the children's museum!

Andrés: What are we going to do there?

Rachel: I texted my assistant, Chelsea, to grab a stack of free tickets from the theater [Christina: Uh-huh...] and meet us at the museum. You're going to surprise people with a street performance, and we'll give out tickets right then and there!

Christina: Oooh, good idea!

Andrés: Great, let's do it!

[upbeat music, kids shouting and playing]

Rachel: Here we are! Ooh, there's Chelsea. Hold on, I'll be right back.

[wheels spinning]

Andrés: Ah, a street performance – ¡buena idea! Eh...what song do you think we should sing?

Christina: Well, I wonder if we could make up a new song that tells people about the concert!

Andrés: Do you really think we can do that now?

Christina: I do! If we switch off lines and get some help from BoomBox, I think we can. We make it work together!

BoomBox: MAKE IT WORK TOGETHER, MAKE IT, MAKE IT WORK TOGETHER!

[wheels spinning]

Rachel: Andrés! Christina? Okay, here's the plan. [Andrés: Okay.] When you're ready, announce to the crowd who you are, tell them about the concert, and sing whatever you think will get them excited. [Christina: Oh, uh-huh, uh-huh...] Chelsea will be standing nearby, ready to hand out free tickets.

Andrés: Sounds perfect, Rachel!

Rachel: Oh, one more thing! I'd like to record this on my phone so I can post it to social media. [Andrés: Hmm!] That way, even people who aren't here now can learn about it online! Is that okay?

Christina: Sure! And we can post it too!

Rachel: Oh! Great!

[phone ding]

Rachel: Okay. Ready whenever you are.

Andrés: ¡Buenas tardes, Buffalo!

Christina: Hey BoomBox, give us a beat!

[BoomBox remixes "Jamming on the Job" theme song]

Christina and Andrés: (singing and rapping)

I'm Christina

Y yo soy Andrés

And we're playing a show, at your favorite place

It's a free show, happening tonight

So grab a ticket, 'cause the price is right!

It's a concert for the community

Buffalonians in the vicinity

So join us tonight

Help us celebrate

With music and dancing...

It's gonna be great!

[cheering from crowd]

Rachel: And cut! [phone ding] Oh, perfect!

Andrés: And everyone, if you would like a free ticket to the show, go talk with our friend Chelsea right over there!

Rachel: Okay [phone ding] I've just shared that video with my community on social media. They're great at spreading the word online.

Andrés: Great! And it already looks like Chelsea is giving away a lot of tickets! Ha! Your idea might have saved our show tonight, Rachel.

Rachel: I can't take all the credit! That was such a fun song.

Andrés: We always love the chance to write new music. In fact... Christina, are you thinking what I'm thinking?

Christina: You know I am! Rachel, would it be okay if we wrote a song about you and your marketing director job for the concert tonight?

Rachel: (gasps) Really? [Andrés: Mm-hmm!] I can't imagine what that would sound like. I'd love to hear it when I come to the show!

Andrés: Yeah! We've got a job to jam on!

BoomBox: WE'VE GOT A JOB TO JAM ON! WE'VE GOT A JOB, WE'VE GOT A JOB... JAM!

Rachel: Hmm... It looks like we have about half of the tickets left. [Christina: Mm...] We still have some time, and I have someone who owes me a favor. [Andrés: Huh?] Follow me!

[Music, footsteps, wheels spinning, phone ringing]

Rachel: Hello, this is Rachel! [muffled phone voice] Julian, it's so great to hear from you. You got my message? [muffled phone voice] Oh, thanks so much, Julian! Ha, now I owe you one! [muffled phone voice, call disconnecting]

Christina: Ooh, it's so cool to hear how confident you are about your work, Rachel. Have you been a marketing director for a long time?

Rachel: For a while, yes. I even worked on marketing projects as a kid.

Andrés: Huh! What do you mean?

Rachel: When I was growing up, one of my best friends set up a lemonade stand in front of her house. I decided I could help her by making signs with markers and poster board, and putting them up around the neighborhood.

Andrés: Your friend must have been very grateful!

Rachel: She was! I kept going with marketing because it matched so well with my personality. [Christina: Hmm...] I enjoy talking to lots of different

people and getting to know more about them, and helping spread the word about what they're doing.

Christina: You are doing so much for us today, Rachel, [Andrés: Yeah!] and we are so grateful! It all seems like so much work, though... [Rachel: Mm-hmm.] making flyers and posting videos and... do you and Chelsea do all of this work yourselves?

Rachel: Oh, I'm glad you asked that, Christina...I usually do all this work with members of my team. [Christina: Oh, okay!] As a marketing director, I work with writers, computer graphic designers, social media experts, and marketing assistants like Chelsea. We combine our talents, and make it work together!

BoomBox: MAKE IT WORK TOGETHER, MAKE IT, MAKE IT WORK TOGETHER!

Rachel: Here we are at the radio station. [Christina: Okay!] I called in a favor and guess what? [Andrés: Yes...?] You're about to be live on the air!

Andrés: (gasps) No way!

Christina: Really? Amazing!

Rachel: Okay! Let's head in.

Andrés: Here, let me press the automatic door button for you.

Rachel: Oh, thanks, Andrés!

[button being pushed, door swinging open, wheels spinning, footsteps]

Rachel: (whispering) Okay, in here, come on come on come on! [office noises in background] Have a seat and put the headphones on.

[door closing]

Julian: (speaking into a radio mic) Listeners, welcome back to the Downtown Buffalo Show. I'm your host Julian, and we have some surprise guests in the studio this afternoon. They sing, they dance, they wear colorful pants! It's Christina, Andrés, and BoomBox!

Andrés: (into a radio mic) He he...Test test... Eh...¡Hola, Buffalo!

Christina: (into a radio mic) ¡Hola! (laughing)

[BoomBox remixes their greeting]

Julian: I hear that you're doing a special, free concert for the people of Buffalo tonight. Is that right?

Andrés: It sure is, Julian! This morning we only had five people coming. But I bet we can have at least 500 with some help!

Julian: Well, listeners? What about it? I'll even offer a prize... the 500th person through those doors tonight gets a free Downtown Buffalo t-shirt and a coupon for a dozen Buffalo wings!

Christina: Oh! Thank you!

Julian: I know my fellow Buffalonians, and if there's one thing we like, it's a chance to win a contest! We'll be right back. [button being pressed] (off microphone) And we're out. Rachel told me about your show. It sounds like tons of fun! I'm taking my whole family.

Rachel: (laughs) Thanks so much, Julian. I always know I can count on you!

[door opening and closing, wheels spinning, footsteps]

Andrés: This has all been so great, Rachel! Now we're one hundred percent certain to have a full audience for the show tonight. Yay!

Rachel: Well... maybe. [Andrés: Huh?] That's the tricky part, Andrés. My team and I can tell as many people as possible about your concert, but it's still up to them to decide if they're going to come. Marketing doesn't always go according to plan. [Christina: Oh...] But let me tell you, when it does work out? That is the BEST feeling, just watching your clients be successful!

Andrés: I'm sure we're going to be successful too! I can't wait until you, and the hundreds of people who come tonight, are having a blast at our concert!

Christina: We're going to play so many fun songs... including that new one about being a marketing director!

Rachel: (laughs) Yes, can't wait!

Andrés: We'd better head back downtown and get ready! [Christina: Mm-hmm!] ¡Vamos, BoomBox! ¡Vamos, Jam Fam! Okay, adiós, Rachel.

Christina: ¡Hasta luego! See you tonight!

Rachel: Bye! See you later!

BoomBox: ¡VAMOS, JAM FAM! ¡VAMOS, JAM FAM!

[Music fades. Andrés strums a guitar chord in a big, empty room]

Andrés: (sighs heavily) Bad news, Jam Fam. Malas noticias. It's almost time for the show... and nobody's here. Not even Rachel! Or my cousin Sammy!

Christina: I'm so surprised and... disappointed. We really tried to make it work together.

BoomBox: MAKE IT WORK TOGETHER, MAKE IT, MAKE IT WORK TOGETHER...

Andrés: I guess not this time, BoomBox. (sighs)

[knocking at the door]

Christina: Hello! Come in!

[automatic door opens]

Rachel: (distantly) Christina? Andrés? BoomBox? It's Rachel!

Andrés: (glum) Hola, Rachel. Thanks for coming... but as you can see, nobody's here. The marketing didn't seem to work.

Rachel: Oh, but it did, Andrés! It worked wonderfully!

Andrés: ¿Qué?

Christina: ¿Cómo así? What do you mean?

Rachel: Everyone was just lined up outside, waiting to get in! And here they come now!

[doors opening, people entering, cheering, talking excitedly. Andrés gasps]

Christina: Wow! Look, we did it! (laughs) Look at this herd of Buffalonians!

Andres: Oh, mm, ¡mira Christina! There's Sammy my cousin. ¡Hola primo!

Cousin Sammy: ¡Hola, Andrés! ¡Esoooo! Woohoo!

Christina: Thank you all so much for coming!

Andrés: We're so happy to see all of you here! And we'd like to start our show tonight with a song for the person who helped bring you all here!

Christina: Rachel, please join us onstage! [applause] Uh, the ramp's over on that side.

Andrés: Come over Rachel, sube.

Rachel: On my way!

Andrés: Everyone, please clap your hands for Rachel, the marketing director!

[applause]

Rachel: Hello, Buffalo! Thank you to everyone who helped get the word out about coming to the concert! I'm so glad that we could make it work together!

Christina: We are too, Rachel! And this song is for you!

Andrés: Let's sing together!

[applause]

Christina, Andrés, and Boombox: (singing)

We've got a show! Have you heard?

The marketing director's job is to go and spread the word

We will announce the show to families

But we need some marketing strategies

I think we need a marketing director so

We can upload and share a video
Get the word out through the radio
We make it work together
Let folks know

[kids in audience shouting “Hey!” to the beat]

You know the marketing director doesn’t work alone
She has a network of people who can help promote
Our campaign was a success, yeah I know, I know!
A lot of families came out, cause they found out about the show

From a marketing director to
Get the word out, let the crowd come through
Helped us get our campaign off the ground
We make it work together
We’re so proud!

[kids in audience shouting “Hey!” to the beat]

If you need marketing help, ‘cause no one’s coming in
And you’re worried that your crowd is looking kinda thin (oh no!)
Some creative communication and networking
Will bring the customers in – Now let the show begin!

Get you a marketing director so
You can upload and share a video
Get the word out through the radio
We make it work together
Let folks know

Yeah a marketing director to
Get the word out, let the crowd come through
Help you get your campaign off the ground
We make it work together

We're so proud!

[kids in audience shouting "Hey!" to the beat]

[Crowd cheering. Transitional music]

Christina: We are so lucky we ran into Rachel today. This concert would not have been a success without her. Hey, Jam Fam, is there someone in your life who's helped you be successful at something? [Pause for audience response.] Wherever we're headed next, Andrés, and Boombox, let's talk to someone who can help us tell more people about our show!

Andrés: Excelente idea, Christina. We'll gather a team to help spread the word... and we'll make it work together!

Christina: Yeah! And BoomBox, now is probably a good time to spread the word about today's episode and all the people who helped make it happen.

Andrés: We'll catch you next time on "Jamming on the Job!"

Christina, Andrés, and BoomBox: (singing)

Jamming on the Job

Ja, Jamming

Jamming on the Job

Wooh Ooh

BoomBox / Pierce Freelon: (singing and rapping)

Jamming on the Job (yeah yeah)

is hosted by Christina Sanabria and Andres Salguero (who else)

My name is Pierce Freelon

I play Boom, Bo-Boom-Boom Box now listen here

This episode was written by Bilal Dardai

Rachel the marketing director played by Maria Pendolino

Mix Terence Bernardo, sound Aaron Keane

Produced by Isaac Klein and Daniel Rinaldi

With executive producer David Huppert on the team
And if you want to help with marketing
Spread the word 'bout Jamming on the Job on PBS Kids or
Wherever you do your podcast listening

Christina: Jamming on the Job is made possible by a Ready To Learn grant...

Andrés: ...from the U.S. Department of Education through the Corporation for Public Broadcasting.

Christina and Andrés: ¡Hasta pronto!

[music ends]

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