Julie Giles - juggling a dizzying array of tasks

Julie Giles, Communications Director for Concert Productions International (CPI), acts as a liaison between the company’s artists, media personnel and the country’s largest concert promoter. The work never stops, and, she says, she has never been happier with a job.

Julie has graduated from university with a B.A. in dance, then started her career in the arts, including stints with theatre companies. But a growing sense of frustration with their lackadaisical approach to marketing and promotion led her to realize, “I wanted to be in the arts and more in business.” There followed stints as a promoter with Toronto’s Gino Emery Associates and Ontario Place, and, finally, in the fall of 1989, with CPI.

Giles’ job involves juggling a dizzying array of tasks, a challenge she says she enjoys. “I do a lot of liaison work with the record companies…I work with the various labels to make sure the interviews get done. I do all the on sale announcements. When we announce a show and you see it in the papers, ‘Today, CPI announced …’ that’s all my work…I am also responsible for all the coverage of the show itself…anything that happens on the day of the show. Reviewers, photographers, camera … I coordinate that and make sure everybody’s taken care of. I cover radio, all the major media, radio, television, to magazines and the trades.”

Madonna’s latest hits ruffles a few feathers

Hanky Parky, the latest single from Madonna, has sparked some concern by a few radio stations and parents. Some people object to the content of the song and the way it’s presented. “It was a song we chose.” A song about hard drugs and sexual activities. It’s not the first time the media has raised concerns about the content of the song. The store operation obviously had an effect on Cooks, who went on to suggest, “I saw the Win in the store and to me it was almost a joke and almost almost foolish, the thrust and party that gone on in the last year here between the manufacturers and the retailers with regard to CD longboxes and — and, total integration, it’s so clearly the way of the future.”

Cook concludes with one other point of interest he discovered on his wanderings through France. “There’s not the proliferation of record stores in France, like we have in North America.”

When things are changing and when there’s that kind of growth taking place there’s also a lot of opportunity. And my position is changing, which gives me great opportunities to do different things, to juggle more things and push myself.”

The chance to hone her skills that her position at CPI has given her is the third thing Giles says she is most grateful. “I find as if I’m postponing things into the future and dealing with management. … how to get them to do things they don’t want to do. Now,” she concludes, “that’s a skill.”