

August 8, 1987

Martin Theophilus  
P.O. Box 4870  
Austin, TX 78765

Dear ACC Commercial Degree Support Group,

Attached are the various documents I have developed in support and recommendation of this program at ACC. There is some duplication of information, but I wanted to send this out prior to our Thursday meeting.

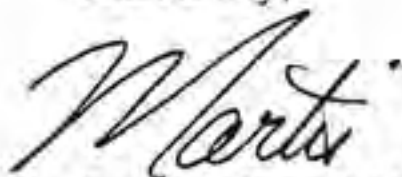
I have also included copies of correspondence that I believe to be significant to the justification of the program.

I intend to share this same information with Dean Marcom at ACC who is one of the supporters who could be most helpful to us.

Additionally I have included some information on my own background. A portion of my energy and enthusiasm in this endeavor is to help make the Austin music industry a viable commodity and thus enable a life-time dream to become reality. It was my understanding in our first meeting that this goal does not vary much in our group.

Thank you for your time and energy in this pursuit!

Sincerely,



Martin Theophilus

DISTRIBUTION:

Chris Theophilus  
Ernie Gammage  
Gilbert Martinez  
Ted Miller  
John Robert Hood

## SUGGESTED CURRICULUM OUTLINE

### COMMERCIAL MUSIC PROGRAM

GOAL: To produce an educated, experienced person, who is knowledgeable of the field of music recording technology and the business aspects of the music industry.

NOTE: - Courses would vary with each student's degree plan.  
- In a two year program, it does not seem possible that a student will be able to mix music performance with technology or business. For that reason, it seems most appropriate to have specialties of Business, Technology or Performance.

	Credit hours
1st Semester:	
Introduction to the Business of Music	3
Recording Technology I	3
Basic English	3
Basic Music Theory	3
2nd Semester	
Recording Technology II	3
History of the Music Industry	3
Commercial Music Literature	3
Communication/Negotiation	3
3rd Semester	
Accounting in the Music Industry	3
Advanced Management (Studio, Artist & Business)	3
Stagecrafts, Lighting, Production Management	3
Recording Technology III	3
4th Semester	
Legal Aspects of the Music/Recording Industry	3
Advanced Music Recording Workshop	3
(with Internship at local studio)	3
Computers & the Music Industry	3

This is intended as a beginning document to create the best possible program for the Austin area.

**AUSTIN COMMUNITY COLLEGE**  
**ACC COMMERCIAL MUSIC DEGREE**

**R E S O U R C E S**

1. AUSTIN CHAPTER - AUDIO ENGINEERING SOCIETY
2. AUSTIN CHAMBER OF COMMERCE
3. AUSTIN CITY LIMITS - TERRY LIKONA, PRODUCER
4. INTERNATIONAL TELEVISION ASSOCIATION
5. AUSTIN MUSIC INDUSTRY COUNCIL
6. TEXAS MUSIC ASSOCIATION
7. AUSTIN MUSIC UMBRELLA
8. AUSTIN RECORDING STUDIOS
  - a. Austin Recording Studio
  - b. Lone Star Recording
  - c. Cedar Creek
  - d. Parrot Tracks
  - e. Music Lane Recording
  - f. Tim Stanton Audio
  - g. Reelsound Recording
9. FINANCIAL INSTITUTIONS
  - a. Texas Commerce Bank
  - b. Franklin Savings
10. MUSIC ATTORNEYS
  - a. Shannon Vale
  - b. Mike Tollison
  - c. Thomas P. Washburn

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# AUSTIN COMMUNITY COLLEGE

## ACC COMMERCIAL MUSIC DEGREE

R E S O U R C E S  
(as of 08/08/87)

### A COLLEGE RESOURCES: (some actual examples w/list of responders)

1. ALVIN COMMUNITY COLLEGE  
Ms. Cathy Forsythe  
3110 Mustang Rd.  
Alvin, TX 77511

2. BELMONT COLLEGE  
Nashville, TN  
School of Music

PROGRAM CONSIDERED: MAJOR IN COMMERCIAL MUSIC

Composition & Arranging Emphasis  
Music Business Emphasis  
Performance Emphasis

TOTAL HOURS REQUIRED 132

3. McLENNAN COMMUNITY COLLEGE  
David Hibbard, Director  
1400 College Drive  
Waco, TX 76708

PROGRAM CONSIDERED: COMMERCIAL MUSIC

Commercial Music Business  
Survey of Recording  
Recording Studio Technology  
Practicum in Audio Technology

TOTAL HOURS REQUIRED 98

4. NORTH LAKE COLLEGE  
Mr. Grady Grizzle, Ph.D., Division Chairman  
Mathematics/Technology Division  
5001 N. MacArthur Blvd  
Irving, TX 75038-3899

5. SOUTH PLAINS COLLEGE  
Frank Hunt  
1401 College Ave.  
Levelland, TX 79336

6. CEDAR VALLEY - Lancaster  
Russ Benjiman
7. OKLAHOMA STATE UNIVERSITY - Stillwater, OK  
Gerald D. Frank - 405-624-6133
8. LEBANON VALLEY COLLEGE - Annville, Pennsylvania  
John J. Uhl - 717-867-6100
9. SAN FRANCISCO STATE UNIVERSITY - California  
Mary Pieratt - 415-469-1372
10. TARRANT COUNTY JUNIOR COLLEGE - Hurst, Texas  
Jane Harper - 817-291-7860

#### B. POTENTIAL TEXTBOOKS;

1. MUSIC BUSINESS HANDBOOK & Career Guide  
David Baskerville, Ph.D.  
4th Edition  
The Sherwood Company  
P.O. Box 21645  
Denver, CO 80221
2. TELEVISION PRODUCTION HANDBOOK  
Herbert Zettl  
Wadsworth Publishing Company  
San Francisco State University  
Belmont, California 94002
3. Modern Recording Techniques  
Robert Runstein/David Huber
4. The Master Handbook of Acoustics  
F. Alton Everest
5. This Business of Music  
Shemel & Krasilovsky
6. Successful Artist Management  
Frascogna & Hetherington

C. AUSTIN RESOURCE INDIVIDUALS (persons who have been contacted and support)

1. Sandra B. Hudson 512-476-6611  
Texas Commerce Bank  
Assistant Vice President  
Professional Banking  
700 Lavaca  
P. O. Box 550  
Austin, TX 78789
2. Shannon Vale  
President, Austin Lawyers & Accountants  
for the Arts  
Music Attorney - Darden Smith, Asleep at the Wheel
3. Dick Weissman - NARAS 1-800-423-2017  
National Educator Coordinator  
for the  
National Academy of Recording Arts & Sciences  
303 N. Glencaks Blvd, Suite 140 MEZ  
Burbank, California 91502-1178
4. Dr. L.E. McCullough 512-476-1324  
Music Umbrella of Austin, INC.  
P.O. Box 1438  
Austin, TX 78767
5. Steve Hudson 512-474-4823  
Asst for Legislative & Regulatory Affairs  
Johnson & Swanson  
1000 Norwood Tower  
114 West 7th St  
Austin, TX 78701  
  
An Analysis of the  
Central Texas Recording Studio Industry
6. Terry Licon  
Austin City Limits  
KLRU-TV  
Austin
7. Ernie Gammage (Christine Albert) 512-478-9383  
Austin Music Industry Council  
Austin Chamber of Commerce  
Texas Music Association  
P.O. Box 1967  
Austin, Texas 78767
8. Marianne Waters, Treasurer  
Austin Music Industry Council  
11310 Spicewood Club Dr #20  
Austin, TX 78750

9. Sandy Edwards (Joel Fontenot) 512-477-5000  
Franklin Savings Association  
P.O.Box 1723  
Austin, TX 78767
10. Gary R. Schmidt, President 767-6565  
International Television Association  
River City Productions  
8229 Shoal Creek Blvd  
Austin, TX 78758
11. Tracy Gehman, President Elect 474-1419  
c/o AISD Media Production Services  
6100 Guadalupe  
Austin, TX 78782
12. Alan Buller, Pres Elect '88 444-1419  
Pres Access TV  
Brown Schools
13. G. R. "Bob" Thurmond, President 453-4173  
Audio Engineering Society, Inc.  
4709 Shoalwood  
Austin, TX 78756
14. Mike Workman, Lobbyist 476-4488  
UT MUSIC BUSINESS INSTRUCTOR  
1703 Woodlawn  
Austin, TX 78703
15. Larry Miller 512-495-7680  
Media Specialist, Telecommunications 512-892-3269  
ACC  
PD Box 2285  
Austin, TX 78768
16. Debby Ashby  
Music Promotion & Austin Club resource
17. Ray & Steve Hennig 512-444-9750  
Heart of Texas Music  
1002 South Lamar
18. Thomas P. Washburn, Attorney  
DeLeon, Boggins & Richards  
701 Brazos St., Suite 480 - Austin Centre  
Austin, TX 78701  
512-478-5308
19. National Association of Schools of Music  
Reston, Virginia 22090



20. Clare Salisbury, (potential student)  
14701 Metric Blvd., #1523  
Austin, TX 78758
21. Tim Stanton Audio  
1501 West Fifth Street, Suite 103  
Austin, TX 78703  
512-477-5618
22. Stewart Davis, Administrator  
Media Services Division  
Texas Department of Human Services  
P.O. Box 2960  
Austin, TX 78769
23. Ted Miller, C.S.P. (President - TX Bluegrass Asso)  
Director - Administrative and Fiscal Services  
Texas Department of Highways and Public Transportation  
File D-19, D.C. Greer Bldg.  
Austin, TX 78701  
512-466-7425
24. John Robert Hood, Director of Productions  
Performing Arts Center  
University of Texas - College of Fine Arts  
P.O. Box 7818  
Austin, TX 78713  
512-471-6253
25. Ray Alvarez, Coordinator, Public Sector Programs  
Business & Technology Center  
Austin Community College  
5350 Burnet Road  
Austin, Texas 78756  
512-452-8403
26. Gene Schneider, Department Head  
Business Management  
Austin Community College  
P.O. Box 2285  
Austin, Tx 78768  
512-495-7177
27. John T. Davis, Writer  
Austin American Statesman  
512-445-3500

28. Gilbert Martinez, Vice Chairman,  
Board of Directors  
Austin Community College  
President, Sendero Construction, Inc.  
P.O. Box 1991  
Austin, TX 78767  
512-441-1779

29. Max Nofziger, Austin City Council  
P.O. Box 1088  
Austin, Tx 78767  
512-499-2260

30. Tom Husak, Music Dept  
Austin Community College  
512-495-7328/288-2291

31. Charles Nafus, Humanities Dept  
Austin Community College  
Rutherford Campus  
512-495-1690(91) / 476-5741