

October 14, 1987

ACC Commercial Music Support Group

HI!

Just wanted to get off a quick note to bring you up to date. Last Thursday Ernie and I met with Ray Alvarez and Bud Harris with ACC. It was decided that a survey of the Austin music community would help establish some priorities. The goal would be to identify the courses most needed and the times and days they should be taught. The ACC Outreach Center then would plan a meeting to attract attention to ACC's plans utilizing successful music industry persons.

Ernie volunteered to make a proposal to the Music Industry Council that their Public Forum on October 22nd be used to distribute information and a questionnaire. The MIC agreed to give ACC the opening ten minutes of their forum to explain what we are doing.

Attached is the portion of the questionnaire I developed for distribution. ACC will add their part that will request information on days and times of days that will be most practical for students.

Ernie also suggested that ACC actively participate in the City of Austin Art's Wee and especially the day dedicated to Music.

I also met with the ACC Business Management Advisory Committee today and brought them up-to-date. Again they voiced their total support of our work. Dean Marcus feels it is still too early to appoint a task group, but will probably do so when the questionnaires are all in. I recommended this support group be the core of that effort.

Again, I appreciate everyone's support and will continue to keep you informed. If you are able, please attend the forum on October 22nd. It is to begin at 5:30 PM in the Electric Building, 301 West Avenue. Let's do lunch!

If you have any comments on this portion of the questionnaire, please let me know before noon next Monday.

Thanks!

Martin

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.

Outline for Video & Audio Lab

SUGGESTED CURRICULUM OUTLINE

COMMERCIAL MUSIC PROGRAM

GOAL: To produce an educated, experienced person, who is knowledgeable of the fields 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.

1st Semester:

- Introduction to the Business of Music
- Recording Technology I*
- Basic English
- Basic Music Theory

Credit hours

- 3
- 3
- 3
- 3

*- Intro to M. Biz
- grandpa -*

Spanish - Music

2nd Semester

- Recording Technology II
- History of the Music Industry
- Commercial Music Literature
- Communication/Negotiation

- 3
- 3
- 3
- 3

- 1. Seminar - non-credit program
- 2. Meet w/ Edna -
- 3. Louis Blach - Neil Bachel
- 4. Some stress need for management

3rd Semester

- Accounting in the Music Industry
- Advanced Management (Studio, Artist & Business)
- Stagecrafts, Lighting, Production Management
- Recording Technology III

- 3
- 3
- 3
- 3

5.

4th Semester

- Legal Aspects of the Music/Recording Industry
- Advanced Music Recording Workshop
(with Internship at local studio)
- Computers & the Music Industry

- 3
- 3
- 3

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

Summer 1988

Business Fundamentals for the Music Professional-Ernie
Gammage-instructor, 35 participants

Fall 1988-1989 Academic Yr.

Audio Technology An Introduction

Instructor- Andy Murphy

Filled- 21 participants

Studios leasing space at reduced cost:

Lone Star Studios

Concordia Lutheran College

Business Fundamentals for the Music Professional-Ernie
Ernie Gammage

Spring 1989

Business Fundamentals

How to Make a Record

Artist Management

Audio Technology, An Introduction

Video Technology, An Introduction

As of June 1987, the music industry in Austin had the
following statistics:

-75 live venues

-27 record companies

-27 promotion, booking & management firms

-9 music publishers

-30 video production firms

-9 music production firms

-450 groups or individuals who perform around Austin

Concordia Lutheran College

3400 Interstate 35 North
Austin, Texas 78705-2799
(512) 452-7661

9/7/88

Martin Theophilus
Phantom Productions
701 North Brazos Ste. 500
P.O. Box 4870
Austin, Tx. 78765

Dear Martin:

Thanks for bringing you whole crew by last Thursday. It was great meeting you and the others. I enjoy dreaming and scheming with creative people.

For the immediate future, I'm not sure how I can help you unless you are interested in using the studio space for your classes. In the future I see an advanced audio production class offered here that would meet our mutual needs. I plan to send out feelers around our department to see how it might fly.

Enclosed is a confidential rate structure which might help you plan. I am willing to offer a package price for extensive, long term projects. You may also use this to estimate a price for a PSA. It is hard to compete against the local commercial stations who often produce PSA's for free. Regardless, using this structure I have found that productions have been running from \$400 to \$600 per finished minute. It could be that a short PSA could be within this range. You know as well as I know that it depends on the treatment you choose for the message.

Thanks also for sending your resume'. I should clarify that I am looking for a video/audio/computer engineer. This job description includes far more than engineering recordings. The vast majority of the work would center around the repair and maintenance of our equipment. From your resume' I gather you have something else in mind.

Let me know how we can serve you.

Sincerely,


Philip Hohle

encl.

COMMERCIAL MUSIC INDUSTRY PROGRAM

SEPTEMBER 28, 1988

BUSINESS AND TECHNOLOGY CENTER
9:00 a.m.

- I. Welcome and Registration

- II. Past History- M. Theophilus
 - 1. Original Timeline
 - 2. ACC Commercial Music Degree Resource Employment Opportunities

- III. Current Status- C. Reed
 - 1. ACC Curriculum
 - 2. Syllabi

- IV. Proposals
 - 1. ACC proposal- M. Theophilus/ E. Gammage
 - 2. U.T. Arts Management Proposal- J. Hood

- V. ACC Commercial Music Industry Degree Requirements- B. Marcom

- VI. Comments/Suggestions



Commercial

Music

Industry

Programs



**Austin Community College
Spring 1989**

Austin Community College
P.O. Box 140526
Austin, Texas 78714

Non-Profit Org.
U.S. Postage
PAID
Permit 2757
Austin, Texas

BOARD OF TRUSTEES

Dr. Bruce M. Murray, Chairman
Della May Moore, Vice Chairman
Roosevelt Leaks, Secretary
Jan Albers
Pete Foster
Bill Hall
Linda Hanson Gray
Mack Ray Hernandez
Murray Shaw

Dan Angel, President

ACC is an equal opportunity institution.

Registration Form

Austin Community College/Business and Technology Center offers a commercial music industry program for those who want to gain experience and professional education in the music and recording industry. Musicians, managers, promoters, producers, agents, engineers, lawyers and entertainment writers will all benefit from courses that range in topics from the technical to the business and legal aspects of the music industry.

Business Fundamentals for the Music Professional

Business issues unique to the music industry for developing a professional career. Topics include publishing and song writing, the record industry, business management techniques and legal aspects. (Optional fee of approximately \$24.00 for a textbook.) Instructor: Ernie Gammage
CEU 2-736,001 Jan 16-Feb 8 MW 7:00-9:00 p.m. \$24.00

Video Production, An Introduction

An overview of the video production process, applications of current video technologies, and how to turn ideas into video programs. Topics include computers and video, lab time, budgeting, cable, editing, emerging technologies, audio, music video with a field trip to a local video production center. Instructor: Larry Miller
SEM 2-464,001 Feb 13-Mar 8 MW 6:00-8:00 p.m. \$50.00

Audio Technology for the Music Professional

Overview of the technology currently being utilized in the recording industry. Classroom presentation and on-site, "hands-on" lab time in area recording studios provide initial exposure to the industry's production capabilities. Presentations will include several multi-track studios and some MIDI interface information. (Optional fee of approximately \$35.00 for a textbook.) Instructors: Andy Murphy, Phil Hohle
CEU 2-737,001 Feb 7-Mar 2 TTh 7:00-9:00 p.m. \$24.00 +
\$30.00 Site fee

How to Make a Record

This course takes you step-by-step through the process of producing, manufacturing and marketing a record product. Class limit 12. (No class week of spring break.) Instructor: Andy Murphy
SEM 3-462,001 Mar 7-Apr 6 TTh 7:00-9:00 p.m. \$50.00 +
\$10.00 Site fee

Successful Artist Management

The essentials of entertainment industry personnel management. Includes establishing the artist/manager relationship, planning work, career maintenance, and control issues. Guest speakers include top professionals. Instructor: Ernie Gammage
SEM 3-463,001 Apr 17-May 10 MW 7:00-9:00 p.m. \$40.00

Name _____

Address _____

City/State/Zip _____

SS# _____ Phone _____

Course(s) _____

NOTE: Site fee to be paid first night of class.

Mail check and completed registration form to:

Austin Community College
Business and Technology Center
P.O. Box 140526
Austin, Texas 78714

Registration Form

Austin Community College/Business and Technology Center offers a commercial music industry program for those who want to gain experience and professional education in the music and recording industry. Musicians, managers, promoters, producers, agents, engineers, lawyers and entertainment writers will all benefit from courses that range in topics from the technical to the business and legal aspects of the music industry.

Business Fundamentals for the Music Professional

Business issues unique to the music industry for developing a professional career. Topics include publishing and song writing, the record industry, business management techniques and legal aspects. (Optional fee of approximately \$24.00 for a textbook.) Instructor: Ernie Gammage
CEU 2-736,001 Jan 16-Feb 8 MW 7:00-9:00 p.m. \$24.00

Video Production, An Introduction

An overview of the video production process, applications of current video technologies, and how to turn ideas into video programs. Topics include computers and video, lab time, budgeting, cable, editing, emerging technologies, audio, music video with a field trip to a local video production center. Instructor: Larry Miller
SEM 2-464,001 Feb 13-Mar 8 MW 6:00-8:00 p.m. \$50.00

Audio Technology for the Music Professional

Overview of the technology currently being utilized in the recording industry. Classroom presentation and on-site, "hands-on" lab time in area recording studios provide initial exposure to the industry's production capabilities. Presentations will include several multi-track studios and some MIDI interface information. (Optional fee of approximately \$35.00 for a textbook.) Instructors: Andy Murphy, Phil Hohle
CEU 2-737,001 Feb 7-Mar 2 TTh 7:00-9:00 p.m. \$24.00 +
\$30.00 Site fee

How to Make a Record

This course takes you step-by-step through the process of producing, manufacturing and marketing a record product. Class limit 12. (No class week of spring break.) Instructor: Andy Murphy
SEM 3-462,001 Mar 7-Apr 6 TTh 7:00-9:00 p.m. \$50.00 +
\$10.00 Site fee

Successful Artist Management

The essentials of entertainment industry personnel management. Includes establishing the artist/manager relationship, planning work, career maintenance, and control issues. Guest speakers include top professionals. Instructor: Ernie Gammage
SEM 3-463,001 Apr 17-May 10 MW 7:00-9:00 p.m. \$40.00

Name _____

Address _____

City/State/Zip _____

SS# _____ Phone _____

Course(s) _____

NOTE: Site fee to be paid first night of class.

Mail check and completed registration form to:

Austin Community College
Business and Technology Center
P.O. Box 140526
Austin, Texas 78714



AUSTIN COMMUNITY COLLEGE

P.O. Box 2285 Austin, Texas 78768



COMMERCIAL MUSIC INDUSTRY PROGRAM

The Business and Technology Center is now offering a Commercial Music Industry Program supporting local artists with issues unique to their industry needs. Many outside businesses and volunteers have donated services to make these seminars successful.

BUSINESS FUNDAMENTALS FOR THE MUSIC PROFESSIONAL

Business issues unique to the music industry for developing a professional career. Topics include publishing and song writing, the record industry, business management techniques and legal aspects. Note: Optional fee of approximately \$24.00 for a textbook.

CEU 2-736,001 Jan 16-Feb 8 M / 7:00-9:00 p.m. \$ 24.00

VIDEO PRODUCTION, AN INTRODUCTION

An overview of the video production process, applications of current video technologies, and how to turn ideas into video programs. Topics include computers and video, lab time, budgeting, cable, editing, emerging technologies, audio, music video with a field trip to a local video production center.

SEM 2-464,001 Feb 13-Mar 8 MW 6:00-8:00 p.m. \$ 50.00

AUDIO TECHNOLOGY

Overview of the technology currently being utilized in the recording industry. Classroom presentation and on-site, "hands-on" lab time in area recording studios provide initial exposure to the industry's production capabilities. Presentations will include several multi-track studios and some MIDI interface information. (Optional fee of approximately \$35.00 for a textbook)

CEU 2-737,001 Feb 7-Mar 2 TTh 7:00-9:00 p.m. \$ 24.00+Site
\$30.00 Fee

HOW TO MAKE A RECORD

This course takes you step-by-step through the process of producing, manufacturing and marketing a recorded product. Class limit 12. (No class week of spring break)

SEM 3-462,001 Mar 7-Apr 6 TTh 7:00-9:00 p.m. \$ 50.00+Site
\$ 10.00 Fee

SUCCESSFUL ARTIST MANAGEMENT

The essentials of entertainment industry personnel management. Includes establishing the artist/manager relationship, planning work, career maintenance, and control issues. Guest speakers include top professionals.

SEM 3-463,001 Apr 17-May 10 MW 7:00-9:00 p.m. \$40.00

Spring 1989 COURSE SCHEDULE



AD HOC PLANNING COMMITTEE
 PROPOSED MUSIC TECHNOLOGY PROGRAMS

Tuesday, April 11, 1989 10 a.m., DAO, Room 531

AGENDA

1. Welcome
2. Introductions
3. Purpose of Meeting *Approval for funding by coordinative Board*
4. Overview of Prior Activities
 Martin Theophilus
 Ernie Gammage
 Cynthia Reed
5. Charge to Committee
6. Timeline
7. Potential Subcommittees
 Martin Curriculum
 Ernie Survey and Investigation of Industry
 Cindy Potential Facilities
 Budget
8. Setting of Next Meeting

Burt
 - curriculum -
 - areas of concentration -

Spring 1990 - July Oct. 1989
 Need - employment demand
 Vocational / technical
 collection w/ spec employ

Objectives -
 - job opportunities
 - student demand
 - resources -
 how college will
 carry off -
 equipment
 - curriculum
 development -
 - facility -
 * cost -

Curriculum
 • Lou
 • Charles
 • Mike
 • John

Timeline -

Internal -

- 1 - Appoint planning committee
- 2 - Proposal through internal structure: curriculum committee
- 3 - Where curriculum would be placed - *meets other Tuesday every*
- 4 - *Academic Council* President - *meets once a month*
5. Approval by Board of Trustees - October Meeting
 1st Monday of Month

AD HOC PLANNING COMMITTEE
PROPOSED MUSIC TECHNOLOGY PROGRAMS

Tuesday, April 11, 1989 10 a.m., DAO, Room 531

AGENDA

1. Welcome
2. Introductions
3. Purpose of Meeting
4. Overview of Prior Activities
Martin Theophilus
Ernie Gammage
Cynthia Reed
5. Charge to Committee
6. Timeline
7. Potential Subcommittees
Curriculum
Survey and Investigation of Industry
Potential Facilities
8. Setting of Next Meeting

A) Approved by Coord. Comm for funding
approved by Oct '89 for Spring '90

- 1) Employment needs
- 2) Student needs
- 3) Resources of Acc - facilities, eqpt,
- 4) Curriculum
- 5) Teaching Resources

B) President's app.
C) Board's app.

To Academic council by Aug.

2 yrs ACC programs would include

60 - 72 sem. hrs

including 15 hrs general ed. courses

1 yr. cert. level is avail. none ACC courses

Oct 1 - Due

Sept 1 - Acc Bd

Aug 15 - Acc Cabinet & Academic Council

July 1 - Curricula Comm.

June 15 - All materials ready to ACC

Will be shown in schedule for ACC

Committee

Chair Markie

Curricula

Lou
Cuniasos

Charles
Nafus

Mike Tolson - Andy

Survey - Chair - Ernie

Next Mtg
Thursday 20th 3:00 - 5:00

Facilities - Chair - Andy

DAVID JONES 441-0428

min max
60 - 72 - 4 semester - = 2 yr d, e
15 per semester

15 general education & max of 30

Rules -

1. Southern Cross requires 15 - specified list
2. 30 hour - Coordinating Board - 1/2 must be in the technical -

Arts & Sciences - specific counterpart & 4 years

One year certificate program -

Richard Arment
by July 1st

JUNE - 1st	Review ready
JULY 1st	Curriculum Committee
AUG 15th	ACC Cabinet & Academic Council
Sept 1st	ACC Board
Oct 1 -	Due -

Budget

- current already in process -

my briefcase ?

Business & Technology Center

5930 Middle Fiskville Road

Austin, Texas 78752

(512) 483-7542

April 25, 1989

Mr. Martin Theophilus
P.O. Box 4870
Austin, Texas 78765

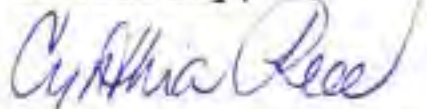
Dear Committee Member:

Our next meeting for the ad-hoc planning committee for the Commercial Music Industry program at Austin Community College will be:

Tuesday, May 2
3:00 - 5:00 p.m.
Room 531
5930 Middle Fiskville Road
(Next to Airport Hilton hotel)

We will finalize the survey for potential employers and students. We look forward to your participation.

Sincerely,



Cynthia Reed, Coordinator
Conferences and Public Programs
483-7726

do

Austin Community College