

COMMERCIAL MUSIC PROGRAM PROPOSAL AUSTIN MUSIC INDUSTRY SURVEY

You are being asked to complete the following survey so that ACC may 1) evaluate the level of interest in the Austin music community in commercial music courses, 2) identify the specific courses that would be most useful to you and 3) obtain the preferred times and days of the week that the courses would be convenient for you.

SECTION I.

ⓐ = Responses with name and address - 79% of 48 surveys had name + address

A. Indicate your level of interest in attending a course in commercial music.

most interested	<u>33%</u>	neutral	<u>4%</u>	<u>0%</u>	not interested
<u>62%</u>	1 (23) 7 = 30	2 (11) 5 = 16	3 (2) = 2	4	5

(please circle number that most describes your level of interest)

B. If you ARE interested, indicate the category that interests you most.

(circle one)

84% 1. The business of music - this would include the following courses listed below; a through f (29) 12 = 41

16% 2. Technology of the music industry which would include the following courses listed below; g through k (8) = 8

SECTION II.

The following list includes courses that have been suggested for ACC's commercial music program. Please rank courses "a" through "k" in order of preference by placing a "1" by the course you would MOST like to see provided and ending with "11" as your LEAST preferred course. Please rank every course.

Business aspects of the Music Industry - Courses would include some of the basic business management aspects that apply to all types of businesses, then cover specifics of the music business including:

RANKING

12
1 = 21 33% of 15
2 = 7 17%
3 = 8 22%
4 = 1
1 = 10 15% of 15
2 = 7 17%
3 = 3 9%
75
1 = 6
2 = 7 4%
3 = 4 12%

- a. Legal aspects (contracts, copyright, publishing, licensing, taxation, and the roles of agents, promoters, managers, entertainment lawyers and other key players)
- b. Artist Management (elements of a successful manager/artist relationship, record company negotiations, and the manager's role in touring, live performance, and public relations)
- c. Studio/Club/Concert Management (personnel, accounts, sales, advertising, promotion and working with others in the industry)

CONTINUED ON FOLLOWING PAGE

Page 2, Austin Music Industry Survey

(ranking continued)

- 1 = 9 14%
2 = 2 3%
3 = 1 1%
_____ d. The Music/Recording Industry (songwriting, styles of music; popular, classical, country, jazz, soul, blues, etc. and their marketing requirements, promoting your talent, approaching record companies)
- 1 = 8 14%
2 = 8 14%
3 = 9 14%
_____ e. Music Business Management (planning, negotiation skills, marketing, advertising, sales, working as a team)
- 1 = 2 3%
2 = 5 7%
3 = 3 5%
_____ f. Accounting (royalties, percentages peculiar to the music industry, projecting expenses, dealing with banks, looking for funding, developing resources in the industry)

BUSINESS
7% 89%

Technology of the Music Industry - courses would include some of the basics that would provide an overview of the technology available, then provide specifics in the following:

- 1 = 3 5%
2 = 1 1%
3 = 0 0%
_____ g. Beginning Music Recording (current theory and practice of multitrack recording including; acoustics, studio sound sources, basic signal flow concepts, signal storage, and fundamentals of recorders and mixing board designs)
- 1 = 10 15%
2 = 7 10%
3 = 2 3%
_____ h. Intermediate Music Recording (builds on Basic course and would include; microphone usage, mixing board operation, multichannel recording console theory, equalization, reverbration systems, signal routing, compressors and limiters, outboard processing gear and mixing theories)
- 1 = 2 3%
2 = 1 1%
3 = 3 4%
_____ i. Multitrack Recording (Would require an advanced level of expertise and/or completion of the previous two courses listed here and would include; actual internship in an Austin recording studio with hands-on experience utilizing local studios.)
- 1 = 0 0%
2 = 3 4%
3 = 2 3%
_____ j. Video Music Recording Technology - beginning course would build on the Beginning Music course and add the concepts of video recording including; (video technology, equipment setup, camera techniques, lighting and audio production in video)
- 1 = 1 1.5%
2 = 0 0%
3 = 2 3%
_____ k. Advanced Audio/Video Production (production techniques, lighting, music videos, recording in controlled and remote settings)

TECH
11% 11%

We sincerely appreciate your assistance!

If you are interested in receiving specific followup information regarding classes at Austin Community College please complete the following page (SECTION 111) that asks for information regarding the "best" course times and days for you and your name and address.

Please check times which would be convenient for you to attend classes:

A. Weekdays

----- 8 a.m. - 12 p.m. (4) 1 = 5 9%

----- 1 p.m. - 5 p.m. (5) = 9%

----- 6 p.m. - 9 p.m. (34) 10 = 44 = 82%

Other -----

*MON-THURS
6-9 PM*

B. Weekends

----- Friday evening (9) 1 = 10 20%

----- Saturday morning (18) 1 = 19 38%

----- Saturday afternoon (10) 1 = 11 22%

----- Sunday morning (9) = 9 18%

Other 7:30-10:30 1 = 1 2%

C. If you were to take such a course, would you prefer the class to be scheduled:

----- Once a week (16) 1 = 17 35%

----- Twice a week (TU-TH) (18) 8 = 26 53%

----- Three times a week (M-W-F) (3) 2 = 5 10%

----- Five times a week (M-F) 1 = 1 2%

D. IF YOU ARE INTERESTED IN RECEIVING FUTURE INFORMATION ON COMMERCIAL MUSIC, PLEASE COMPLETE THIS THREE PAGE SURVEY AND RETURN TO:

RAY ALVAREZ
 Austin Community College
 Business & Technology Center
 5350 Burnet Road
 Austin, TX 78756

E.

----- Name/Title	----- Organization
----- Address	----- City/State/Zip Code
----- Business Phone	----- Residential Phone

F. Comments:

Draft Resolution in Support of Austin Community College Music Management Program

W HEREAS it is estimated that \$25-30 million dollars leaves the Austin music industry annually because of the lack of available and knowledgeable professional resources necessary for career development in the music industry

W HEREAS according to the Texas Department Film/Music Office survey results dated August 30, 1988, educational programs designed to meet the various needs of the diverse music industry are critical to the long-term development of the industry

W HEREAS Austin Community College was approached by representatives of Austin's music industry to discuss the need for educational programs to serve professional, management and technical personnel in the industry

W HEREAS the College agreed to develop a series of Continuing Education programs through the Business and Technology Center on a trial basis to determine community need and interest

W HEREAS, to date, ten programs have been conducted and over 250 individuals have participated in the programs

W HEREAS the success of the Continuing Education program resulted in a music industry advisory group being formed to assess the potential for a college credit music industry program

W HEREAS Austin Community College operates on the belief that open access to quality post-secondary educational experiences is vital in a rapidly changing democratic society, the College exists to provide such educational opportunities to all people of Austin.

THEREFORE, to forge yet another link strengthening the College's long-standing tradition of service to its host community, the proposed two-year Commercial Music Curriculum has been designed to achieve the following program objectives:

1. To aid participating students in developing an in-depth understanding of the entire commercial music industry.
2. To aid participating students in developing the necessary business and technical skills for securing employment in the commercial music industry.
3. To provide participating students with relevant on-the-job work experience leading to commercial music industry employment.
4. To provide participating students with the necessary instruction and training to facilitate a rapid entry into the commercial music industry work force.

THEREFORE, with its concentrated yet comprehensive market-focused curriculum, the Commercial Music Management program will graduate a motivated, adaptable, highly-skilled professional work force ably equipped to bolster Austin's development into a major commercial music industry center. In so doing, the program will greatly augment the industry's capacity to contribute significantly to the city's future economic well-being.

BE IT RESOLVED the Austin Music Commission recognizes the efforts of ACC to add and enhance the opportunity of individuals seeking to become music industry professionals and endorses the implementation of the Commercial Music Management program.

Date: July 11, 1989

Signed: _____

Nancy Coplin, Chair
Austin Music Commission

Austin Community College

Commercial Music Management Degree

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