

# MEIEA CONFERENCE 2009 BERKLEE COLLEGE OF MUSIC

## The New Entertainment Economy

**Thursday, March 26, 2009**

<b>8:00-5:00</b>	<b>MEIEA BOARD MEETING DOUBLETREE GUEST SUITES</b>	<b>DOUBLETREE</b>
<b>5:00-7:00</b>	<b>CONFERENCE CHECK IN &amp; MEET N GREET AT DOUBLETREE SUITES</b>	<b>DOUBLETREE LOBBY LOUNGE</b>

**Friday, March 27, 2009**

<b>8:00-10:00</b>	<b>Conference Registration</b>	<b>BPC LOBBY</b>
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<b>8:00 AM 6:00 PM</b>	<b>Faculty Lounge</b> This room is for networking throughout the conference Coffee and water available	<b>STEVE HECK</b>
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<b>9:00</b>	<b>Welcome Session</b> Roger Brown, President, Berklee College of Music Rey Sanchez, President, Music Entertainment Industry Educators Association	<b>BPC</b>
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<b>9:15-10:00</b>	<b>Keynote Address: "The New Entertainment Economy"</b> <b>Harold Vogel, Top Analyst of the Entertainment Business, Distinguished Author, Media Investor at Vogel Capital Management</b>	<b>BPC</b>
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<b>10:00-10:15</b>	<b>Break</b>	
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<b>10:15-11:30</b>	<b>Session introduced by:</b> Darla Hanley, Dean, Professional Education Division, Berklee  <b>"The New Entertainment Economy"</b> <b>Moderator: Peter Alhadeff, Professor, Berklee</b> Monetizing music in entertainment, including sports, film, and video games Peter Gotcher, Co-Founder and Chairman, Topspin Keyvan Peymani, COO, Netzwerk Music Group Barry Sosnick, President, Earful.info and Assistant Professor, Five Towns College Harold Vogel, President, Vogel Capital Management	<b>BPC</b>
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<b>11:30-11:45</b>	<b>Travel Break</b>	
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<b>11:45-12:45</b>	<b>MEIEA/MEISA Buffet Lunch</b>	<b>HARVARD CLUB</b>
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<b>12:45-1:00</b>	<b>Travel Break</b>	
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<b>1:00-2:00 MEIEA MEISA</b>	<b>"Touring: The Holy Grail of The Music Business"</b> The future of the touring industry and its income potential Marcie Allen Cardwell, President, MAC Presents Jeff Dorenfeld, Associate Professor, Berklee Wayne Sharp, Personal Manager, Wilkins Management Ryan Vangel, Talent Buyer, Live Nation New England	<b>BPC</b>
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<b>MEIEA</b>	<b>Presentation of Academic Papers I</b> <b>Moderator: Bruce Ronkin, CAS Interim Dean, Northeastern University</b> <b>1:00-1:30</b> "The Current State of Classical Music Recording and Production in the Digital Era", <b>Kim L. Wangler and Scott D. Wynne, Appalachian State University</b> <b>1:30-2:00</b> "Copyright Law and the Digitalization of Music Library Reserves", <b>Serona Elton, University of Miami</b>	<b>1140, 1A</b>
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<b>1:00-2:00</b> <b>MEIEA</b>	<b>Hot Topics In Faculty Development</b> "How to Prepare for Tenure: Research, Abstracts and Publishing" <b>Leader: Ava Lawrence, Assistant Professor, Northeastern University</b>	<b>1140, 1W</b>
<b>2:00-2:15</b> <b>Break</b>		
<b>2:15-3:15</b> <b>MEIEA</b> <b>MEISA</b>	<b>"Marketing &amp; Distribution in a Digital World"</b> <b>Moderator: Andrea Johnson, Assistant Professor, Berklee</b> A discussion of the use of technology in guerilla marketing and distribution  Storm Gloor, Assistant Professor, University of Colorado at Denver Jim Griffin, Warner Music Advisor/President, Choruss Walter McDonough, General Counsel, Future of Music Coalition Ian Rogers, CEO, Topspin	<b>BPC</b>
<b>MEIEA</b>	<b>Presentation of Academic Papers II</b> <b>Moderator: Bruce Ronkin, CAS Interim Dean, Northeastern University</b> <b>2:15-2:45</b> "Audio Mashups and Fair Use: The Nature of the Genre, Recontextualization, and the Degree of Transformation", <b>Todd Herreman</b> , Southern Illinois University <b>2:45-3:15</b> "The Use of NSEE Standards for the Planning, Supervision, and Evaluation of Music Industry Internships", <b>Guillermo Mager</b> , University of New Haven	<b>1140, 1A</b>
<b>MEIEA</b>	<b>Hot Topics In Faculty Development</b> "Starting a Music Business Program on a Budget" <b>Co-Leaders:</b> <b>William Ashburne, Assistant Professor, Alabama State University</b> <b>Dave Rezak, Director, Bandier Program, Syracuse University</b>	<b>1140, 1W</b>
<b>3:15-3:30</b> <b>Break</b>		
<b>3:30-4:30</b> <b>MEISA</b>	<b>Envisioning 21<sup>st</sup> Century Music Business Models Series</b> "The Touring Industry"  Student panel to be announced	<b>DAVID FRIEND</b>
<b>MEIEA</b>	<b>Presentation of Academic Papers III</b> <b>Moderator: Kim L. Wangler, Director of MIS, Appalachian State University</b> <b>3:30-4:00</b> "Does the Nonprofit Model Fit the Recording Industry? An Investigation of Sector-Bending by Record Labels", <b>Richard Strasser</b> , Northeastern University <b>4:00-4:30</b> "Current Trends in the Media Industry and its Correlative Effect upon Curricular Instruction in our Academic Institutions", <b>Marcia A. Lewis</b> , Valparaiso University	<b>1140, 1A</b>
<b>MEIEA</b>	<b>"The International Expansion of Entertainment Curriculum"</b> <b>Moderator: Don Gorder, Chair, Music Business/Management, Berklee</b> An examination of the business of academic education worldwide and the steps for establishing a satellite school abroad  Teddy Bautista, President, SGAE, Spain Wesley Bulla, Dean, Associate Professor, Curb College, Belmont University, USA Kim Campell, Lecturer, Jewel & Esk College, Scotland Rey Sanchez, Associate Professor, Dept. Chairperson, MBEI, University of Miami, USA	<b>1140, 1W</b>
<b>6:00-8:00</b> <b>Dinner Break</b>		
<b>7:00-8:00</b> <b>Showcase: Jazz Revelation Records and Heavy Rotation Records</b> <b>7:00-7:30 Dopapod</b> <b>7:30-8:00 Re-Up</b>		
<b>8:00-11:00</b>	<b>MEIEA Faculty Jam Sponsored by SESAC</b>	<b>939 CAFE</b>

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**Saturday, March 28, 2009**

<b>8:00-10:00</b>	<b>Conference Registration</b>	<b>BPC</b>
<b>8:30-10:00</b>	<b>MEISA GENERAL MEMBER MEETING</b>	<b>BPC</b>
<b>8:30-10:00</b>	<b>MEIEA GENERAL MEMBER MEETING</b>	<b>1140, 1A</b>
<b>10:00-10:15</b>	<b>Break</b>	
<b>10:15-11:15</b>	<b>Keynote Address: "After the Deluge: Music Biz 2009 and Beyond"</b> <b>Danny Goldberg, Manager of Nirvana, Founder of Artemis Records, President of Gold Village Entertainment</b>	<b>BPC</b>
<b>11:30-12:30</b>	<b>"Music In Gaming"</b> <b>Moderator: Dan Carlin, Chair, Film Scoring, Berklee</b> Production, financial, and promotional considerations for musicians interested in the video game business Jeanine Cowen, Assistant Vice President for Curriculum, Berklee Mallory Dodds-Zumbach, Manager, Strategic Marketing Manager, Warner-Chappell NY Steve Schnur, Worldwide Executive of Music and Marketing, Electronic Arts Ben Cockerham, COO, RightsFlow	<b>BPC</b>
<b>12:30-12:45</b>	<b>Travel Break</b>	
<b>12:45-1:45</b>	<b>MEIEA Lunch</b>	<b>DAVID FRIEND</b>
<b>12:45-1:45</b>	<b>MEISA Lunch</b>	<b>CAFETERIA</b>
<b>1:45-2:00</b>	<b>Travel Break</b>	
<b>2:00-3:00</b> <b>MEIEA</b> <b>MEISA</b>	<b>"What's a Song Worth"</b> <b>Moderator: Todd Brabec, Author</b> The value of publishing monies in the new entertainment economy Bruce Burch, Administrative Director, Music Business Program, University of Georgia Wendy Credle, Founder/Managing Partner, Credle & Associates, PLLC John Rudolph, COO, Bug Music Hunter Williams, Vice President of Royalty Distribution and Research, SESAC	<b>BPC</b>
<b>MEIEA</b>	<b>Presentation of Academic Papers IV</b> <b>Moderator: Kim L. Wangler, Director of MIS, Appalachian State University</b> <b>2:00-2:30</b> "David Blakely: The "Ladies Orchestra" Project 1891-92", <b>Ava Lawrence</b> , Northeastern University <b>2:30-3:00</b> "Determinant Attributes in the Burn or Buy Decision: An Exploratory Study", <b>Storm Gloor</b> , University of Colorado-Denver and <b>Clyde Philip Rolston</b> , Belmont University	<b>1140, 1A</b>
<b>MEIEA</b>	<b>Hot Topics In Faculty Development</b> <b>"How to Teach the Millennial Student"</b> <b>Clinician:</b> <b>Carole Knisely, Faculty Artist-In-Residence, York College of Pennsylvania</b> <b>Joe Miglio, Associate Professor, Berklee</b>	<b>1140, 1W</b>
<b>MEIEA</b> <b>MEISA</b>	<b>"The Touring Industry"</b> <b>Clinician: Jeff Dorenfeld, Associate Professor, Berklee</b>	<b>1140, 2E</b>

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<b>2:00-3:00</b> <b>MEISA</b>	<b>"Get In Where You Fit In"</b> <b>Moderator: Bosa Mora, MEISA President</b> Prepare your resume and launch your career in the entertainment industry  Jacqueline Indrisano, Event Manager, Café 939, Berklee Stephanie Kellar, Assistant Professor, MB/M, Berklee Peter Spellman, Director, Career Development Center, Berklee	<b>1140, 2N</b>
<b>3:00-3:15</b>	<b>Break</b> <b>Q&amp;A with Panelists</b>	<b>LIBRARY READING ROOM</b>
<b>3:15-4:15</b> <b>MEIEA</b> <b>MEISA</b>	<b>"New Opportunities for Entertainment Entrepreneurs"</b> <b>Moderator: Catherine Fitterman Radbill, Director of Music Business Program, New York University</b> Successful entrepreneurs and professors look into the future  Walter Beasley, Professor, Berklee, CEO, Affable Music Marty Dennehy, Associate Professor, Berklee Panos Panay, Founder and CEO, Sonicbds Frederick Taylor, Coordinator, Music Management, Georgia State University	<b>BPC</b>
<b>MEIEA</b>	<b>Presentation of Academic Papers V</b> <b>Moderator: Dave Tough, Assistant Professor, Belmont University</b> <b>3:15-3:45</b> "A Quantitative Analysis of the Factors Attributed to Debut Releases for Artists that Attained Gold, Platinum, and Multi-Platinum Certified Sales From 1999-2008", <b>Terry Tompkins</b> , Drexel University and <b>Clyde Philip Rolston</b> , Belmont University <b>3:45-4:15</b> "Music Industry Education in Europe: A Representative Analysis", <b>Don Gorder</b> , Berklee	<b>1140, 1A</b>
<b>MEIEA</b>	<b>Hot Topics In Faculty Development</b> <b>"Developing An Online Curriculum"</b> <b>Leader: Boriana Jeleva, Assistant Director Course Development, Berklee Media</b>	<b>1140, 1W</b>
<b>MEISA</b>	<b>"Getting a Job in the Music Industry"</b> <b>Clinician: Gene Perla, Professor, Lehigh University</b>	<b>1140, 2E</b>
<b>MEIEA</b> <b>MEISA</b>	<b>"Music Business Start-Ups"</b> <b>Co-Clinicians: Marty Dennehy, Associate Professor, Berklee</b> <b>Richard Strasser, Assistant Professor, Northeastern University</b>	<b>1140, 2N</b>
<b>MEIEA</b> <b>MEISA</b>	<b>"Website Management and Design for Independent Artists and Musicians"</b> <b>Clinician: Pam Kerensky, Assistant Professor, Berklee</b>	<b>22 THE FENWAY, F44</b>
<b>4:15-4:30</b>	<b>Break</b> <b>Q&amp;A with Panelists</b>	<b>LIBRARY READING ROOM</b>
<b>4:30-5:30</b> <b>MEIEA</b> <b>MEISA</b>	<b>"The Evolving Products Industry"</b> <b>Moderator: Jim D'Addario, Chairman &amp; CEO, D'Addario Strings</b> Instrument and recording gear makers, manufacturers of accessories, and music magazine publishers still employ, together, much more personnel than record companies and publishers—so make room for a different business plan Sammy Ash, COO, Sam Ash Music Tish Ciravolo, President, Daisy Rock Girl Guitars Tom Hawley, Publisher, Recording Magazine and Musico Pro Stephanie Kellar, Assistant Professor, Berklee David Moulton, President, Moulton Labs	<b>BPC</b>
<b>MEIEA</b>	<b>Presentation of Academic Papers VI</b> <b>Moderator: Dave Tough, Assistant Professor, Belmont University</b> <b>4:45-5:15</b> "Word-of-Mouth Methods: Investigating the Use of Non-Traditional Marketing in Sports and Entertainment Venues", <b>Philip Rothschild</b> , Missouri State University <b>5:15-5:45</b> "Testing 'The Long Tail': Building an International Network of Student-Run Music Companies to Assess New Music Business Models", <b>Guy Morrow</b> , Macquarie University	<b>1140, 1A</b>

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<b>4:30-5:30</b> <b>MEIEA</b>	<b>Hot Topics In Faculty Development</b> <b>"New Performance Rights in the Digital Domain"</b> <b>Leader: Guillermo Mager, Chair, Music Department, New Haven University</b>	<b>1140, 1W</b>
<b>MEIEA</b> <b>MEISA</b>	<b>"Performing Rights for the Independent Artist"</b> <b>Clinician: Hunter Williams, Vice President of Royalty Distribution &amp; Research, SESAC</b>	<b>DAVID FRIEND</b>
<b>MEIEA</b> <b>MEISA</b>	<b>"Contract Negotiations"</b> <b>Co-Clinicians: Allen Bargfrede, Assistant Professor, Berklee;</b> <b>Monica Ewing, Adjunct Professor, Georgia State University</b>	<b>1140, 2E</b>
<b>MEIEA</b> <b>MEISA</b>	<b>"Do you Twitter? Building a Brand through Social Networking, ARG's, and</b> <b>Alternative Business Models for the Digital Music Industry"</b> <b>Co-Clinicians: Andrea Johnson, Assistant Professor, Berklee</b> <b>Michael Johnson, Associate Professor, Berklee</b>	<b>1140, 2N</b>
<b>MEIEA</b> <b>MEISA</b>	<b>"Entertainment Production in the Digital Age"</b> <b>Clinician: Prince Charles Alexander, Associate Professor, Berklee</b>	<b>22 THE FENWAY, F12</b>
<b>MEIEA</b> <b>MEISA</b>	<b>"Turntable Techniques"</b> <b>Clinician: Stephen Webber, Professor and Turntable Expert, Berklee</b>	<b>150 MASS AV, B-01</b>
<b>5:30-9:30</b>	<b>MEIEA Executive Board Meeting</b>	<b>WILLIAM DAVIS</b>
<b>8:00-10:00</b>	<b>Elizabeth &amp; The Catapult</b>	<b>939 CAFE</b>