



MUSIC & ENTERTAINMENT INDUSTRY EDUCATORS ASSOCIATION

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MEIEA: THE LITTLE ORGANIZATION THAT COULD

Jeff Snyder: MEIEA Vice President and Ezine Editor

The majority of MEIEA and MEISA members live life on a different schedule than the rest of the world; fall represents a beginning and spring an end.

Taking a look back from the beginning of the year (fall), it is amazing what our little organization has accomplished. Students put on two outstanding regional conferences on the left and right sides of the continent, the fantastic national conference was held at the southern most part of the country, another Journal was published, this Ezine was introduced, a members-only area of the Webpage was created, an online forum was put in place, membership increased greatly, new MEISA chapters sprang up all over the country, and President Chappell and the Board strengthened the foundation.

We have been getting a lot of attention outside of our organization. Our Webpages receive thousands of hits. We get many inquiries from people, organizations, and companies that are recognizing MEIEA to be more than the little organization that could, now the organization that does, shape the future of the music business. MEIEA represents those that guide and teach, and MEISA represents those that will take that guidance and knowledge and soon make an impact on how music and

entertainment will be created, marketed and sold for years to come.

Now, it is spring, and most of you are planning to tend the gardens, write a book, or just sit on an isolated beach and contemplate what the rest of the world is doing. Students are looking forward to summer jobs or just hanging out, far away from the evil profs. While all of you do these things, think of how our little organization can be better, think about contributing to this Ezine and Journal, think about who you can ask to join, and next fall, jump in and help MEIEA and MEISA reach the potential they are capable of.

Like most of you, the Ezine will take a break through the summer, and once again reawaken in September.

I leave you with one of my favorite quotes about the music industry.

“The music business is a cruel and shallow money trench, a plastic hallway where pimps and thieves run free, and good men die like dogs. There’s also a negative side.”
HUNTER S. THOMPSON

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EDUCATORS' CORNER

Dr. Kristel Pfeil Kemmerer

A frequent complaint heard among professionals in higher academia is “entering students just don’t have the writing/critical thinking/musical/business/etc. skills that students had ‘x’ years ago.” As a result, many music industry programs have had to adjust either their curriculum (i.e. offer remedial or intro-courses) or the level of expectation for graduating students (i.e. lower academic outcome standards). But doing so leads us to two questions:

1. Why are our students under-prepared to begin with? And
2. How will this “adjustment” affect the industry?

The first question is easier to answer. Students today may be under-prepared for some college courses because they are more “well-rounded learners” -- they have taken advantage of learning opportunities previously not available to students, such as study abroad or advanced level courses. Or the students may have been required to participate in co-curricular opportunities such as service learning or community service. Or -- and this is the real killer -- the courses that previously prepared students for those college career courses may have been eliminated from the high school curriculum because of budget cuts or to make room for standardized assessment. This is especially problematic in the arts -- specifically the musical arts -- that are often considered extra-curricular/non-academic.

A quick survey of music industry programs in the United States reveals that most music business programs are housed in the music department or school/college of music (Bulla & Kemmerer, 2005). Another survey of public school systems reveals the alarming trend of eliminating music programs in favor of increasing contact hours in “core courses” such as math and English (Kemmerer, 2003). The diminishing number of high school elective music courses is bound to affect the music background that most college music programs expect from incoming students. Hence, the remedial courses.

The answer to the second question, “How will this affect the industry”, is less defined. So far, we simply don’t know. If, in fact, the music industry requires our graduates to have a high level of musical proficiency then the outcome is bound to be more severe. If, however, marketability in the music industry is determined by business skills and hands-on-experience (i.e. the internship), as hypothesized by McCain (2002), then the affects of diminished high school music electives may be negligible.

So what does this mean? It may mean nothing. Or it may mean we need to re-think our curriculums and make

necessary adjustments. Or it may mean that we should re-evaluate our accreditation system and incorporate more of our music industry programs into business departments/colleges. Or -- and this is really a crazy idea -- perhaps MEIEA should be analyzing the current K-12 music programs, finding out what the music industry is looking for in our graduates, and incorporating those industry needs into our existing curriculums.

MEIEA BYLAW CHANGES

Over the last two years, the MEIEA Board of Directors have worked hard at refining the MEIEA bylaws. In an effort to clarify the various membership categories, the following changes were passed in May:

"Article III (Classes of Membership):

Section 1

The classes of membership of this Association are:

- a) **Active,**
- b) **Student,**
- c) **Educational Institution,**
- d) **Industry.**

Section 2

The qualifications for membership are:
a) professional educators and practitioners involved in the music and entertainment industry are eligible to apply for Active membership with voting status,
b) students interested in music industry and entertainment education are eligible to apply for Student membership in MEISA (Music and Entertainment Industry Student Association), the student chapter of MEIEA,
c) educational institutions are eligible to apply for Educational Institution membership,
d) music or entertainment related businesses or organizations



Board meeting in Miami

Look for these changes soon on the MEIEA membership Webpage. Also, the bylaws that can be downloaded from the MEIEA Webpage will be updated soon (after end-of-year school craziness).

JOB ANNOUNCEMENTS

Albright College

Reading PA.

"Needed: person to teach 300-level Music Law and Ethics course, for music business majors and non-majors, in spring 2006. Course meets once a week; videoconferencing from your institution to ours works great. Semester runs January 23 through May 12.

Contact Kristel Kemmerer, Dean of Undergraduate Studies, Albright College, kkemmerer@alb.edu

GET PUBLISHED IN THE MEIEA JOURNAL

Do you have an article or book review suitable for the MEIEA Journal? Now is time to submit it. Material received by May 25th will receive primary

consideration for inclusion in the Fall 2005 issue of the MEIEA Journal. We're looking for articles about all aspects of the music or entertainment industry including history, analysis, and pedagogy. If you don't have an article ready for submission, why not consider submitting a book review? There are hundreds of music and entertainment industry related books published each year. MEIEA members need some guidance on which ones are worth reading and why.

You can find previous issues of the journal on the MEIEA web site (located in the members area). Take a look to get an idea of what is selected for publication in the journal. Guidelines for submission are also located on the web site (www.meiea.org/documents.html). Please send all submissions to Bruce Ronkin, editor of the MEIEA Journal at b.ronkin@neu.edu.

MEMBER NEWS

MEIEA Board member, conference host, and University of Miami professor Rey Sanchez received an award from SESAC.

Below is a photo from the SESAC awards on South Beach where SESAC presented the 2004 National Performance Activity Award. The song "Mori" by Tranzas was the most performed title in the SESAC Latina catalog in the U.S. in 2004. I have produced the last three Tranzas albums and my company co-publishes them together with EMI Music Publishing. The latest Tranzas album has just been released in the U.S. by Universal Music Latino.



Pictured L to R are: Pat Rogers, Sr. Vice President, SESAC; Douglas Bastidas, songwriter and leader of Tranzas; Victor DiPersia, engineer/co-producer; Rey Sanchez, producer, president of Rey Sanchez Music, SESAC; and Nestor Casonu, Regional Managing Director Latin America, EMI Music Publishing.

Congratulations to the Berklee College of Music Recording Team on winning the 2005 Fantastic Scholastic Recording Competition!



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meisa

MUSIC AND ENTERTAINMENT INDUSTRY STUDENTS ASSOCIATION

MEISA PRESIDENT'S MESSAGE



Dear MEISA Members,

Thank you for an incredible year!

The 2005-2006 MEISA Executive Board and Regional Representatives are excited to embark on another year, filled with new perspectives and higher goals. Major goals for this year include increasing involvement, offering more opportunities for members, and developing relationships with music businesses. The MEISA Executive Board will be meeting this summer to focus on organizational goals, recruitment, programs, and industry relations.

Our organization, and the music industry, are going through a period of growth and change; now is the perfect time for us to become more involved. We will do our best to move MEISA forward, but we need your help! Communication is very important; please make sure to update your contact information with the national organization and your regional representative. If your chapter's contact information is not posted on the MEISA chapters page (www.meisa.org/chapter) and you would like to it available, please send an email to kyles@meisa.org. Also, make sure to sign up in the MEISA forum, check the MEISA website for news, and of course, read the MEISA E-Zine! If you have any questions or concerns, please feel free to contact a member of the executive board, or your regional representative.

Have an excellent summer!

Becky Kyles
MEISA President

Regional Conferences

If your chapter is considering hosting a regional conference, you need to contact your regional representative and MEISA President, Becky Kyles, as soon as possible, as only one chapter per region may host a regional conference per year. An initial proposal of the regional conference must be submitted to the MEISA and MEIEA Executive Boards for approval by May 31st. A follow-up, detailed proposal must then be submitted to the MEIEA and MEISA Executive Board prior to the MEIEA Fall Board Meeting. At this

time, the MEIEA Board Meeting is slated for September. If you have any questions, please contact kyles@meisa.org.

Three Ways to Find an Internship

Are you looking for a summer or fall internship? Wondering how you can find one? Well, here are three different routes to follow when looking for a music or entertainment industry internship:

Finding an internship through a personal contact

As you already know, creating a network of contacts is key for success in the music and entertainment industries. Through local MEISA events, such as music business tours, speakers, and seminars, as well as the MEISA regional and national conferences, you are able to connect with many industry professionals. Keeping in touch with the contacts that you meet is important. It is always a nice idea to send a "Thank You" note to these industry members; this note lets them know that their time was appreciated, and it also helps them remember who you are when it comes time for you to apply for an internship (or job).

Finding an internship online

If you are just starting to build your network, you may want to look for other sources to find an internship. There are many online resources available that can assist you in your quest. Many large companies have their own job listings, which may also include internship positions that are available in each location. There are also many free sites that list available music and/or entertainment industry internships for various companies.

Here are a few websites to assist you in your search:

Company Sites

Sony <http://www.sonymusic.com/about/jobs.html>

BMG

<http://www.myfuture.bertelsmann.com/wms/bmhr/index.php>

Universal <http://www.universalmusic.com/jobs.aspx>

Warner Music Group <http://www.wmg.com/>

EMI <http://www.musichead.com.au/site/corpCareers.asp>

MTV

<https://jobhuntweb.viacom.com/jobhunt/main/jobhome.asp>

Recording Academy <http://www.grammy.com/intern.aspx>

Yamaha http://www.yamaha.com/jobs/internship_pac.asp

XM Radio

http://www.xmradio.com/careers/careers_at_xmradio.jsp

General Sites

Entertainment Careers.Net

<http://www.entertainmentcareers.net>

Internship Programs.Com

<http://internships.wetfeet.com/SearchInternships.asp>

Variety <http://www.varietycareers.com>

Hollywood Creative Directory

<http://www.hcdonline.com/jobboard/default.asp>

Rising Star Internships <http://www.rsinternships.com/>

Show Biz Jobs.Com <http://www.showbizjobs.com/>

[Know about other helpful sites? Email kyles@meisa.org or snyder@lvc.edu and we will list them in future Ezines. You can also post the info on the MEISA Forum.]

These are just a few of the many sites available online. Using an online listing will make it simple for you to apply for an internship, since, in most cases, the contact information, job description, and job qualifications for the position are listed. Of course, you will need your resume updated and ready to go in order to apply for most of these positions. Make sure to include your applicable MEISA experiences in your resume.

Finding an internship through “cold calling”

What if you do not find your ideal internship or specific company that you would like to intern for online? This does not mean that you should give up! Many companies, especially independent or locally or regionally run companies, do not list their internship openings online. If you are interested in an internship for a specific company, it is not a bad idea to simply call the company and ask if they offer internships for college students. If they do, you may then proceed to ask for the fax number or email address of the internship coordinator. Try to limit your questions to the receptionist as, in most cases, they have many incoming calls. Keep the conversation to the point and do not waste his or her time; also remember to thank the receptionist for their help.

When faxing or emailing a resume to the internship coordinator, make sure to include a cover letter. This cover letter should include a short summary of your interest in the job and applicable skills. Try not to go into detail about your activities or honors earned in the cover letter, as these are items that are already included in your resume. Let your sincere interest in the position shine through, as well as your character. Do not forget to include your contact information in the cover letter and/or resume, as you want them to be able to contact you!

In most cases, if a position is not available, the business will keep your resume on file for future reference. Make sure to follow up! Persistence is key.

There are many resources available to find contact information for music and entertainment companies. An excellent (and inexpensive) resource to find contact information for record labels, radio stations, record stores, and clubs is Billboard’s Musician’s Guide to Touring and Promotion. More inclusive (and expensive) options include the Galaris Musician’s Directory and Musician’s Atlas.

[Watch for more advice about internships, resumes, etc. in future Ezines]

Regional Spotlights

Thank you to all MEISA chapters who submitted news to their regional representatives. The E-Zine will be taking the summer off, but will return again in the fall. If your MEISA chapter has news that you would like to post in future editions of the E-Zine, please forward your news on to your regional representative. We would love to hear about your local and regional events!

Mid-Atlantic Region Spotlight

Regional Representatives: Tammy Hsu and Melissa Miller

Lebanon Valley College

Melissa Miller

Lebanon Valley had a very productive year in their MEISA Chapter. The main highlight was the regional conference they held in the Fall. There was an excellent turnout with speakers from Def Jam, Shure, Verve Music Group, and others. This year they plan to play a major role in the regional conference by helping plan and organize.

Other highlights of the year included acoustic concerts held weekly, called Meltdown. As they year progressed, they received a larger turnout. In March, Meltdown went on the road to the Pansy Hill Coffee House, which brought a packed house and a good fundraiser for the chapter.

In April-May, with help from fundraising, 14 members of their school traveled to the National Conference in Miami. Fundraising included trash collection, late night food delivery, selling t-shirts, and charging admission to events. Next year they once again plan to attend the National Conference.

Also, next year, along with the previous mentioned goals, LVC’s chapter hopes to have Meltdown two times a month, increase fundraising, have various guest speakers, and elaborate on past year events.

Appalachian State University

Tammy Hsu

This year has been an amazing, yet stressful year for the ASU MEISA Chapter. The club had a brand new beginning financially and overcame many obstacles with much thanks to a wonderful president, Miss Sarah Odgers. The optimum goal for our chapter this year was to raise funds in order to attend the National MEIEA/MEISA Conference at the University of Miami. Our main fundraiser was the famous “Grilled Cheese Wednesdays” held in the Marian Cannon Hayes School of Music. Our chapter also participated in brainstorming ideas for a record label hoping to be started with our recording studio. For the upcoming year, the chapter looks forward to actively participating with a Regional Conference, aiding in the start of a business on campus, more grilled cheese, and attending the national conference in Stockton, CA next April.

Mid-Atlantic Region News

Other highlights from the region include two recently established MEISA Chapters. I would like to extend congratulations to the chapters at the **University of Memphis** and at **Wingate University**. I would also wish good luck and good fortune to the chapter looking to be established in Fall of 2005 at **Middle Tennessee State University!** I would also like to bring to the attention of all members The Midatlantic Music Conference (MMC) being held in Charlotte, NC October 7-9th as an opportunity to network and listen to some great live music.

Western Region Spotlight

Regional Representative: Jose Duarte

California State University, Chico

Jose Duarte

The MEISA chapter at California State University Chico has been growing for the last couple years. Past President, Tim Grant helped start the growth of recruitment two years ago. With help of this years President, Jose Duarte, and other officers, Kimari Williams, Brad Fuhrman, and Ellen Manley, we are proud to say that we helped with the growth of this organization. We currently have about 30 active members and we hope to increase our members in the next year. Most of our current members will still be at CSUC so we hope to branch out to the incoming freshman and transfer students.

Our chapter was involved in a few fundraiser activities that helped us raise money for our club. The money went towards our trips to LA and Miami for both Regional and National conferences. Our main fundraiser was a poker night held at CSUC. We had it approved as a fundraiser

activity because we had community businesses donate prizes. Rather than getting money, players bought in for \$20 and took home prizes such as an XBOX, iPod, skateboards, and gift certificates from all over the Chico community. This event proved a success, we already had two this last school year and CSUC wants us to hold more for the upcoming years.

In April we had guest speaker Barry Sosnick, President of earful.info, a market research firm focused on the entertainment industry. He gave us a little insight into *the* “business” of music. I had many people give positive feedback from his lecture. We hope to bring him back next year as well as other guest speakers.

Next year we are planning on having a lot of great events, fundraisers, and guest speakers but we are particularly excited about our first event that was just approved for funding from the CSUC’s Activity Fee Council. MEISA proposed a Skate Concert that will be held on September, 23 2005. It was allocated the full cost in order to put on this awesome event. MEISA is teaming up with other student organizations such as AES (Audio Engineering Society) and Wild Oak Records as well as community members such as Board In Chico and Kinder’s Meats. We are planning a skate show provided by Board In Chico’s professional skate team, food provided by Kinder’s Meats, and music provided by one of Chico’s local bands, Satori, as well as a national band that is not in contract yet, so I do not want to publish their name, but I will say they are a band that no one will want to miss. This event will be free to the public we hope to have a good turn out and bring a positive vibe to our community and our university.

University of Colorado at Denver

Bryan Richey

The MEISA chapter at the University of Colorado at Denver has taken leaps and bounds throughout the year. After reinstating the chapter at our campus, membership dramatically grew and stayed constant. One of our main “recruiting” events was a panel with several local recording professionals who came in to address the issues involved with “making and marketing a demo.” We had a full house. From their, our group hosted several guest speakers visiting us from Ticketmaster, House of Blues Promotions, Kroneke Sports Enterprises (owners of the Pepsi Sports Arena and home to the Denver Nuggets.), as well as the regional marketing coordinator for Capitol Records. During the spring semester, our chapter was one of ten participating chapters of the Island/ Def Jam marketing project for their debut artist Blue Merle. Our chapter designed and implemented a campus oriented marketing plan to promote Blue Merle’s debut album “Burning in the Sun.” The semester has been extremely successful especially with our travels to the Western Regional Conference at Cal Poly as well as the National conference in Miami. We are all

looking forward towards what next year will bring for our chapter in Denver.

University of the Pacific

Sabrina Sutherland

During the 2004 & 2005 school year, University of the Pacific's Music Management/MEISA Club hosted our annual Music Business Symposium. Entitled "Taming the Technology Juggernaut," last November's symposium featured speakers from the Digital Musicworks International, Creative Commons, managers of Robert Cray Band, Death Cab for Cutie and The Matches, in addition to a mock contract negotiation presented by Pacific's McGeorge School of Law.

We've also sponsored and hosted several other speakers throughout the year during "bag lunch" session: Singer/Songwriter and Pacific alumni, Drea, spoke about her experience moving from a music management career to a performer; Barry Sosnick, president and founder of earful.info, a market research firm focused on the entertainment industry, expressed his thoughts on the current state of the music industry and the increasing impact of new technology on music delivery; Former RCA staff attorney Dick Etlinger and current visiting Professor Michael Aczon, Esq., discussed careers in entertainment law.

We are also happy to announce that we will be hosting the National 2006 MEIEA conference at our campus in Stockton. At a glance, next year's conference will include two days of interactive students and faculty workshops, seminars, presentations, and social events. Students who attended this year's conference at U of Miami, we will be reviewing your feedback and taking it into account in our plans, which will include a number of social events.

California State Polytechnic University, Pomona

Karlo Arenas

In this past year, our chapter has organized many events including concerts, club outings, and educational conferences. We assisted in organizing a concert featuring KRS-One in the beginning of the year. We then moved most of our concentration to hosting the Western Regional Conference, which was very successful. Regarding concerts, we have a concert committee which organize concerts once or a twice a week for our campus. The chapter also hosted a battle of the bands, where the winner represented our chapter in the National Battle of the Bands, where our chapter won third place.

From the battle of the bands, the musicians we chose were also put into compilation CD that will be released during our Polypalooza. Polypalooza is a small music festival our chapter is organizing for our campus. We also held many

club outings such as TV show tapings and our famous annual bowling night.

For the future, we are planning trips to the Regional Conference and the National Conference in Stockton. We are still doing our weekly concerts and we are planning more fundraisers to help our chapter. We are looking forward to the upcoming year for new and great experiences.

MEISA OFFICERS:

- **President**
Becky Kyles
- **Vice President**
Kim Campbell
- **Secretary**
Melissa Betts – Winkfield
- **Treasurer :**
Matt Trimarchi
- **Director of Public Relations**
Shawn Gustafson
- **Co-Mid Atlantic Regional Representatives**
Melissa Miller and Tammy Hsu
- **Southeast Regional Representative**
Chamberlain H. Parker
- **Midwest Regional Representative**
Jason Southern
- **Western Regional Representative**
Jose L. Duarte

Go to MEISA.ORG for contact information.

STAY IN TOUCH OVER THE SUMMER. GO TO MEISA.ORG, AND JOIN THE FORUM. DO IT RIGHT NOW! When registering, make sure to use the same email address that you used when you paid your MEISA dues.