

2019 MEIEA Summit
Academic Papers
Version: March 4, 2019

Friday March 22, 2019

Session 1 – 8:00-9:00 am – Frist A
Victoriano Darias, Moderator

Local Minimum Content Requirements on Commercial Radio: An Australian Case Study

Chrissie Vincent
Head of Entertainment Management
Collarts (Australian College of the Arts)

“You're Tearing Me Apart”: Deconstructing Mise-en-Scène in *Rebel Without A Cause*

Jason Lee Guthrie
Assistant Professor
Samford University

Session 2 – 8:00-9:00 am – Frist B
Stan Renard, Moderator

Immersive Learning: Music Industry Simulation as a Pedagogical Approach

Jerry Brindisi
Associate Professor and Associate Chair, Business and Entrepreneurship; Coordinator, Music Business
BA
Columbia College Chicago

Drinking from Olivia Pope’s Wine Glass: Fan Communities and the Impact of Parasocial Relationships on Consumption Behaviors

Morgan M. Bryant
Faculty Fellow, Curb College of Entertainment & Music Business
Belmont University

Janée Burkhalter
Associate Professor of Marketing, Haub School of Business
St. Joseph’s University

Natalie Wood
Associate Dean & Associate Professor of Marketing, Haub School of Business
St. Joseph’s University

Session 3 – 9:15-10:15 am – Frist A
Cheryl Slay, Moderator

The Asian Music Industry
Don Cusic
Professor of Music Business
Belmont University

The Viability of the American Federation of Musicians in the 21st Century
Dick Weissman
Instructor, University of Denver
Associate Professor Emeritus, University of Colorado Denver

Session 4 – 9:15-10:15 am – Frist B
Gloria Green, Moderator

Key Learnings from an International Social Entrepreneurship Collaboration: Songs to Change Our World

Monika Herzig, Indiana University, United States
Kristina Kelman, Queensland University of Technology, Australia
Andrew Krikun, Bergen Community College, United States
Stephen Ralph Matthews, University of Auckland, New Zealand
Yanto Browning, Queensland University of Technology, Australia

Social Entrepreneurship as an Element of the Inbound Marketing Model for Musicians
Hal Weary
Assistant Professor, Department of Music
California State University, Dominguez Hills

Session 5 – 9:15-10:15 am – Janet Ayers Room B/D
Michelle Conceison, Moderator

Did you hear “7 Rings” or “My Favorite Things”? Ariana Grande’s Spin on a Classic Rodgers and Hammerstein Song Could Have Lasting Impact on an Iconic Brand and the Bottom Line
Melissa Wald
Associate Professor
Middle Tennessee State University

Streaming Mechanicals and the War on Spotify
Don Gorder
Chair, Music Business/Management Department
Berklee College of Music

Session 6 – 2:45-3:45 pm – Frist A
Julie Viscardi-Smalley, Moderator

Teaching Ethics in the Music Industry Curriculum

Christopher M. Reali
Assistant Professor of Music (Music Industry)
Ramapo College of New Jersey

Searching for Sophia in Music Production: A Comparative Study of the Swedish Music Industry's Impact on Future Higher Education in Music

Jan-Olof Gullö
Professor in Music Production
Royal College of Music, Academy of Folk Music, Jazz and Music and Media Production, Stockholm, Sweden.

Hans Gardemar
Lecturer in Music Production
Royal College of Music, Academy of Folk Music, Jazz and Music and Media Production, Stockholm, Sweden.

Session 7 – 2:45-3:45 pm – Frist B
Robert Willey, Moderator

A Strong Wind Could Blow It Over: Understanding the Fragile State of Music Blockchain Development in Contrast to the Antifragile State of Blockchain Tech Generally

George Howard
Associate Professor
Berklee College of Music

Immersive Experiences: The Future of Live Music and VR

Jeff Apruzzese
Assistant Professor/Associate Program Director
Drexel University

Session 8 – 2:45-3:45 pm – Janet Ayers Room B/D
Monika Herzig, Moderator

What are the Factors in the Artist-Label Relationship that Positively Influence Creative and Commercial Success?

Rob Cannon
Program Leader, Arts & Entertainment Management
Australian Institute of Music

Teaching Artist Management Virtually Through Stages of the Artist Career

Terry Tompkins
Assistant Professor and Coordinator, Music Business
Hofstra University

Session 9 – 4:00-5:30 pm – Frist A
Wald, Melissa, Moderator

Effective Teaching: Adding Flavor with Kahoot!

Eric Holt
Assistant Professor of Music Business
Belmont University

Amy Smith
Assistant Professor of Music Business
Belmont University

College Rock Music Festivals in India as Industry-Based Education

Kristina Kelman
Lecturer, Music and School of Creative Practice
Queensland University of Technology

David Cashman
Associate Professor of Contemporary Music
Southern Cross University

Utilizing Active Learning and Backwards Design to Articulate Learning Outcomes and Maximize Student Learning: An Integrating Model of Formative and Summative Assessment

Joseph (Joe) Miglio
Associate Professor, Music Business/Management
Berklee College of Music

Session 10 – 4:00-5:30 pm – Frist B
Scott LeGere, Moderator

“Second Verse, Same as the First?” An Examination of the Evolution of Entertainment Management Academics

Andy Gillentine
Professor, Sport and Entertainment Management
University of South Carolina

Armen Shaomian
Associate Professor, Sport and Entertainment Management
University of South Carolina

Redefining the Role of the Sound Engineer: Applying the Theories of Cage, Schafer, and Lomax Towards Establishing a Critical Cultural Approach to Sound Engineering

Jonathan P. Pluskota
Assistant Professor
University of Southern Mississippi

Black Box Royalties are Coming: Courtesy of the MMA

John Simson
Executive in Residence and Program Director, Business & Entertainment, Kogod School of Business
American University

Saturday March 23, 2019

Session 11 – 9:15-10:15 am – Frist A
Stan Renard, Moderator

Mechanical Licensing Before and After the Musical Works Modernization Act

Serona Elton

Associate Professor, Interim Associate Dean of Administration, and Director of the Music Business and
Entertainment Industries Program
University of Miami, Frost School of Music

**Publishing Photograph That Had “Gone Viral” Ruled Copyright Infringement: Otto v. Hearst
Publications, Inc.**

Vincent Peppe

Lecturer

Belmont University

Session 12 – 9:15-10:15 am – Frist B
Christopher Reali, Moderator

New York 5 to 9: Studying the City That Never Sleeps

Mehmet Dede

Assistant Professor of Music Industry
The Hartt School at the University of Hartford

Engaging Students in the Advancement of a Music Economy: A Case Study

Storm Gloor

Associate Professor, Music and Entertainment Industry Studies
University of Colorado Denver

Session 13 – 9:15-10:15 am – Janet Ayers Room B/D
Keith Hatschek, Moderator

The Development of the Artist-Fan Engagement Model

Sarita M. Stewart

Associate Professor

Belmont University

**Constructing Credibility: How Aggrandizement Helps Perform an Identity of Legitimacy and Self-
Worth in a Creative Industry**

David Schreiber

Chair and Assistant Professor of Entertainment Industry Studies
Belmont University

Alison Rieple

Professor of Management & Marketing
University of Westminster (UK)

Session 14 – 10:30-11:30 am – Frist A
Misty Jones, Moderator

What they Post, Where they Post and When they Post It: A Content Analysis of Social Media Use of the Top 50 Artists in 2018

Ulf Oesterle
Assistant Professor, Bandier Program
Syracuse University

Using Movies to Teach Music Business

Clyde Philip Rolston
Professor, Curb College of Entertainment and Music Business
Belmont University

Session 15 – 10:30-11:30 am – Frist B
Don Gorder, Moderator

Composing Copyright: Music and Image in American Intellectual Property Law

Jason Lee Guthrie
Assistant Professor
Samford University

Technological Disruption and Music Copyright

Victoriano Darias
Director of Academic Affairs
Berklee Valencia

Session 16 – 10:30-11:30 am – Janet Ayers Room B/D
Shawn David Young, Moderator

Teaching Digital Marketing and Social Media Strategy for the Entertainment Industry

Justin Sinkovich
Associate Professor and Masters of Arts Management Graduate Program Director
Columbia College Chicago

How Marketing Professionals Use and Staff Social Media Efforts in Entertainment Venues

Philip Rothschild
Associate Professor of Entertainment Management
Missouri State University

Session 17 – 2:45-3:45 pm – Frist A
Armen Shaomian, Moderator

Staying Relevant: How a Radio Behemoth Has Weathered the Storms of Change to Survive in the New Media Market of the 21st Century

Kim L. Wangler
Director of Music Industry Studies
Appalachian State University

Lessons Learned from the Master of Space and Time: Leon Russell

Andy Gillentine
Professor of Sport & Entertainment Management
University of South Carolina

Session 18 – 2:45-3:45 pm – Frist B
Chrissie Vincent, Moderator

Now Available on Cassette—Again: Record Retailer Experiences of Current Cassette Tape Sales

Waleed Rashidi
Assistant Professor
California State University, Fullerton

Beyond the Grave: Variables Contributing to Increased Music Consumption after an Artist's Death

Stan Renard
Assistant Professor of Music Marketing
The University of Texas at San Antonio

Richard T. Gretz
Associate Professor of Marketing
The University of Texas at San Antonio

Session 19 – 2:45-3:45 pm – Janet Ayers Room B/D
Carl Anderson, Moderator

Sweetwater Sound: The WHY, HOW, and WHAT Behind the Success

Robert Willey
Associate Professor of Music Media Production and Industry

How the Drop Changed Pop: The Influence of Dubstep in Modern Pop Song Form and Production

Misty Jones Simpson
Assistant Professor, Audio Production
Middle Tennessee State University