

2019 SUMMIT SCHEDULE

Wednesday, March 20, 2019		
5:00 pm – 9:00 pm	MEIEA Board Meeting	JAAC 4 th Floor Conf. Room A/C

Thursday, March 21, 2019		
8:00 am -12 pm	MEIEA Board Meeting	Inman 405
12-1:30 pm	Registration	JAAC 4 th Floor Conf. Room A/C
1:30 pm (1 hr)	Roundtable 1: Freshman Onboarding and Student Wellness Moderator: Terry Tompkins, Hofstra University	JAAC 4 th Floor Conf. Room B/D
2:45 pm (1 hr)	Panel 1: Legal Update John Simson, American University	JAAC 4 th Floor Conf. Room A/C
4:00 pm (1hr)	Panel 2: The Music Licensing Collective & Music Modernization Act (Creation & Implementation) Panelists: Odie Blackmon, Middle Tennessee State University; Bart Herbison, Nashville Songwriters Association; Steve Bogard, NSAI; Colin Rushing, SoundExchange	JAAC 4 th Floor Conf. Room B/D
5:30 – 7:00 pm	Celebration: MEIEA 40th Summit Celebration Party Location: BMI, 10 Music Square East	BMI

Friday, March 22, 2019		
8 am – 5 pm	Summit Check-in and Walk-up Registration	JAAC Conference Room Foyer
8:00 am (1hr)	Academic Papers: Session 1 <ul style="list-style-type: none"> • <i>Local Minimum Content Requirements on Commercial Radio: An Australian Case Study</i> Chrissie Vincent, Australian College of the Arts • <i>“You’re Tearing Me Apart”: Deconstructing Mise-en-Scène in Rebel Without A Cause</i> Jason Lee Guthrie, Samford University Moderator: Victoriano Darias, Berklee College of Music, Valencia	Frist A
8:00 am (1hr)	Academic Papers: Session 2 <ul style="list-style-type: none"> • <i>Immersive Learning: Music Industry Simulation as a Pedagogical Approach</i> Jerry Brindisi, Columbia College Chicago • <i>Drinking from Olivia Pope’s Wine Glass: Fan Communities and the Impact of Parasocial Relationships on Consumption Behaviors</i> Morgan M. Bryant, Belmont University; Janée Burkhalter, St. Joseph’s University; Natalie Wood, St. Joseph’s University Moderator: Stan Renard, The University of Texas at San Antonio	Frist B
9:15 am (1 hr)	Academic Papers: Session 3 <ul style="list-style-type: none"> • <i>The Asian Music Industry</i> Don Cusic, Belmont University 	Frist A

	<ul style="list-style-type: none"> <i>The Viability of the American Federation of Musicians in the 21st Century</i> Dick Weissman, University of Colorado, Denver Moderator: Cheryl Slay Carr, Belmont University 	
9:15 am (1 hr)	<p>Academic Papers: Session 4</p> <ul style="list-style-type: none"> <i>Key Learnings from an International Social Entrepreneurship Collaboration: Songs to Change Our World</i> Monika Herzig, Indiana University; Kristina Kelman, Queensland University of Technology; Andrew Krikun, Bergen Community College; Stephen Ralph Matthews, University of Auckland, Yanto Browning, Queensland University of Technology <i>Social Entrepreneurship as an Element of the Inbound Marketing Model for Musicians</i> Hal Weary, California State University, Dominguez Hills Moderator: Gloria Green, Middle Tennessee State University 	Frist B
9:15 am (1 hr)	<p>Academic Papers: Session 5</p> <p><i>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</i> Melissa Wald, Middle Tennessee State University</p> <ul style="list-style-type: none"> <i>Streaming Mechanicals and the War on Spotify</i> Don Gorder, Berklee College of Music Moderator: Michelle Conceison, Middle Tennessee State University 	JAAC 4 th Floor Conf. Room B/D
10:30 am (1 hr)	<p>Panel 3: Rights, Rates and Royalties in the Digital Music Space: Songs and Sound Recordings</p> <p>Serona Elton, University of Miami Todd Brabec, USC Thornton Jeff Brabec, BMG Chrysalis</p>	JAAC 4 th Floor Conf. Room B
12:15 pm	Luncheon	JAAC 4 th Floor Conf. Room A
1:30 pm (1 hr)	Keynote: Ben Vaughn, President, Warner/Chappell Nashville	JAAC 4 th Floor Conf. Room A/C
2:45 pm (1 hr)	<p>Academic Papers: Session 6</p> <p><i>Teaching Ethics in the Music Industry Curriculum</i> Christopher M. Reali, Ramapo College of New Jersey</p> <ul style="list-style-type: none"> <i>Searching for Sophia in Music Production: A Comparative Study of the Swedish Music Industry's Impact on Future Higher Education in Music</i> Jan-Olof Gullö & Hans Gardemar, Royal College of Music, Sweden Moderator: Julie Viscardi-Smalley, Johnson & Wales University 	Frist A
2:45 pm (1 hr)	<p>Academic Papers: Session 7</p> <ul style="list-style-type: none"> <i>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</i> George Howard, Berklee College of Music <i>Immersive Experiences: The Future of Live Music and VR</i> Jeff Apruzzese, Drexel University Moderator: Robert Willey, Ball State University 	Frist B
2:45 pm (1 hr)	<p>Academic Papers: Session 8</p> <ul style="list-style-type: none"> <i>What are the Factors in the Artist-Label Relationship that Positively Influence Creative and Commercial Success?</i> Rob Cannon, Australian Institute of Music <i>Teaching Artist Management Virtually Through Stages of the Artist Career</i> Terry Tompkins, Hofstra University Moderator: Monika Herzig, Indiana University 	JAAC 4 th Floor Conf. Room B/D
4:00 pm (1.5 hrs)	<p>Roundtable 2: Road to Publication</p> <p>Moderator: Keith Hatschek, University of the Pacific</p>	JAAC 4 th Floor Conf. Room B/D
4:00 pm (1.5 hrs)	<p>Academic Papers: Session 9</p> <ul style="list-style-type: none"> <i>Adding Flavor with Kahoot!</i> Eric Holt & Amy Smith, Belmont University <i>College Rock Music Festivals in India as Industry-Based Education</i> Kristina Kelman, Queensland University of Technology; David Cashman, Southern Cross University <i>Utilizing Active Learning and Backwards Design to Articulate Learning Outcomes and Maximize Student Learning: An Integrating Model of Formative and Summative Assessment</i> Joseph (Joe) Miglio, Berklee College of Music Moderator: Melissa Wald, Middle Tennessee State University 	Frist A
4:00pm (1.5 hr)	<p>Academic Papers: Session 10</p> <ul style="list-style-type: none"> <i>"Second Verse, Same as the First?" An Examination of the Evolution of Entertainment Management Academics</i> 	Frist B

<p>Andy Gillentine & Armen Shaomian, University of South Carolina</p> <ul style="list-style-type: none"> • <i>Redefining the Role of the Sound Engineer: Applying the Theories of Cage, Schafer, and Lomax Towards Establishing a Critical Cultural Approach to Sound Engineering</i> <p>Jonathan P. Pluskota, University of Southern Mississippi</p> <ul style="list-style-type: none"> • <i>Black Box Royalties are Coming: Courtesy of the MMA</i> <p>John Simson, American University</p> <p>Moderator: Scott LeGere, Minnesota State University, Mankato</p>	
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Saturday, March 23, 2019		
8:00 am (1 hr)	<p>Roundtable 3: Entrepreneurship</p> <p>Moderator: Monika Herzig, Indiana University</p>	JAAC 4 th Floor Conf. Room B/D
9:15 am (1 hr)	<p>Academic Papers: Session 11</p> <ul style="list-style-type: none"> • <i>Mechanical Licensing Before and After the Musical Works Modernization Act</i> Serona Elton, University of Miami • <i>Publishing Photograph That Had "Gone Viral" Ruled Copyright Infringement: Otto v. Hearst Publications, Inc.</i> Vincent Peppe, Belmont University <p>Moderator: Stan Renard, The University of Texas, San Antonio</p>	Frist A
9:15 am (1 hr)	<p>Academic Papers: Session 12</p> <ul style="list-style-type: none"> • <i>New York 5 to 9: Studying the City That Never Sleeps</i> Mehmet Dede, The Hartt School at the University of Hartford • <i>Engaging Students in the Advancement of a Music Economy: A Case Study</i> Storm Gloor, University of Colorado Denver <p>Moderator: Christopher Reali, Ramapo College of New Jersey</p>	Frist B
9:15 am (1 hr)	<p>Academic Papers: Session 13</p> <ul style="list-style-type: none"> • <i>The Development of the Artist-Fan Engagement Model</i> Sarita M. Stewart, Belmont University • <i>Constructing Credibility: How Aggrandizement Helps Perform an Identity of Legitimacy and Self-Worth in a Creative Industry</i> David Schreiber, Belmont University; Alison Rieple, University of Westminster <p>Moderator: Keith Hatschek, University of the Pacific</p>	JAAC 4 th Floor Conf. Room B/D
10:30 am (1 hr)	<p>Academic Papers: Session 14</p> <ul style="list-style-type: none"> • <i>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</i> Ulf Oesterle, Syracuse University • <i>Using Movies to Teach Music Business</i> Clyde Rolston, Belmont University <p>Moderator: Misty Jones Simpson, Middle Tennessee State University</p>	Frist A
10:30 am (1 hr)	<p>Academic Papers: Session 15</p> <ul style="list-style-type: none"> • <i>Composing Copyright: Music and Image in American Intellectual Property Law</i> Jason Lee Guthrie, Samford University • <i>Technological Disruption and Music Copyright</i> Victoriano Darias, Berklee College of Music, Valencia <p>Moderator: Don Gorder, Berklee College of Music</p>	Frist B
10:30 am (1 hr)	<p>Academic Papers: Session 16</p> <ul style="list-style-type: none"> • <i>Teaching Digital Marketing and Social Media Strategy for the Entertainment Industry</i> Justin Sinkovich, Columbia College Chicago • <i>How Marketing Professionals Use and Staff Social Media Efforts in Entertainment Venues</i> Phillip Rothschild, Missouri State University <p>Moderator: Shawn David Young, York College of Pennsylvania</p>	JAAC 4 th Floor Conf. Room B/D
11:45 am (1 hr)	<p>Keynote: Jessie Huang, Director, Copyright Compliance, Tencent Music Entertainment Group</p> <p>Translator: Dr. Zhang Fengyan, University of China</p>	JAAC 4 th Floor Conf. Room A/C
1:00 pm (1.5 hrs)	<p>Lunch and Membership Meeting</p>	JAAC 4 th Floor Conf. Room A
2:45 pm (1 hr)	<p>Academic Papers: Session 17</p> <ul style="list-style-type: none"> • <i>Staying Relevant: How a Radio Behemoth Has Weathered the Storms of Change to Survive in the New Media Market of the 21st Century</i> Kim Wangler, Appalachian State University • <i>Lessons Learned from the Master of Space and Time: Leon Russell</i> 	Frist A

	Andy Gillentine, University of South Carolina Moderator: Armen Shaomian, University of South Carolina	
2:45 pm (1 hr)	Academic Papers: Session 18 <i>Now Available on Cassette—Again: Record Retailer Experiences of Current Cassette Tape</i> Waleed Rashidi, California State University, Fullerton • <i>Beyond the Grave: Variables Contributing to Increased Music Consumption after an Artist’s Death</i> Stan Renard & Richard T. Gretz, The University of Texas at San Antonio Moderator: Chrissie Vincent, Australian College of the Arts	Frist B
2:45 pm (1 hr)	Academic Papers: Session 19 • <i>Sweetwater Sound: The WHY, HOW, and WHAT Behind the Success</i> Robert Willey, Ball State University • <i>How the Drop Changed Pop: The Influence of Dubstep in Modern Pop Song Form and Production</i> Missy Jones Simpson, Middle Tennessee State University Moderator: Carl Anderson, Bradley University	JAAC 4 th Floor Conf. Room A/C
4:00 pm (1 hr)	Roundtable 4: Student Record Label Funding Moderator: Shawn David Young, York College	JAAC 4 th Floor Conf. Room B/D
5:30 pm (3.5 hrs)	MEIEA Board Meeting	Inman 407