

## Music Advisory Board - Richfield BV

To enlist a wide variety of Advisors and have a broader view of the Music Business, I designed a twenty five question survey on Survey Monkey. Board members filled out the survey online, so we could discuss the results at our Board Meeting.

I had “industry locals” attending the meeting, but the Survey enables some great input from across the states and across the globe.

In assembling this Board I used Facebook, LinkedIn and MySpace connections, in addition to my personal contacts and Industry friends.

- Chris Hinding

## Advisory Board Members

The Richfield/Broadview Music Business Advisory Board was assembled in May, 2009.

Board members include Grammy and Emmy winners, Minnesota Music Awards winners, ASCAP awardees and top professionals in many facets of the business. Half are Grammy (NARAS) members! Board members have worked on major tours, booked countless concerts, recorded and mastered thousands of albums, and toured the U.S., Europe and Asia. Many are at the pinnacle of their professions, industry leaders known for their experience and expertise. I included a few MSB Music Business graduates, to add an entry level perspective.

- **Mick Spence** - Entertainment Lawyer - *Spence Law Firm* - Mpls
- **Hagnir** - Singer for *White Owl* - Moscow Russia
- **Peter Himmelman** - Songwriter/Producer/Entertainer - Santa Monica CA
- **Sue McLean** - Concert Promoter - *Sue McLean and Associates* - Mpls
- **Michael McKern** - *Studio Services Group/Tracks on 6th Studios* - St. Paul
- **Monty Wilkes** - Live Sound Engineer - Mpls
- **Alicia Wiley** - Singer/Songwriter/Musician - Mpls
- **Greg Reier** - Mastering Engineer - *Rareform Mastering* - Mpls
- **Danny Mangold** - Producer/Guitarist - Seattle WA
- **Sandy Hinding** - *Apple* Technician/Children's Entertainer/Roadhouse Singer - St. Paul
- **Mark Juenemann** - Studio Owner/Live Sound Engineer/Musician - Mpls
- **Julie Star Saltzman** - Music Promotion - *Roadstar* - Mankato (grad)
- **Teresa Hanson** - Radio Promotion - *KQRS* - Mpls (grad)

More information about Board Members at the end of this report.

## Survey Summary

Board members were very optimistic about the future.

Most said the Music Industry is

***“Changing into something new with many great possibilities!”***

Our program received mostly good reviews, particularly in our new “media” and “internet promotion” slant. About giving students **a firm business foundation**, one member says, *“The tools that you've given them will provide an enormous advantage!”*

***But they need to jump in and work hard!”***

*Hard Work & Networking* : It can be tough time finding full time jobs in the Music Industry, because of the economy and the evolution of the Music Business. Hard work and networking are essential!

Some Highlights:

- **It has NEVER been a better time to be an Indie business. Entertainment Trends is the new deal.**
- They advise that many grads should start their own businesses and find niches.
- The Board recommends upgrading our lab computers and software to Industry specs, in line with competing schools.

# Advice For Students & Graduates

**“Work hard. Network. Never give up!”**

*“Take risks, (real risks), practice harder and **do better work** than the next person and you'll distinguish yourself and up your chances for success.”*

*“The music industry is ruthless but in the long run you need **heart and passion** to succeed.”*

*“This is a tough industry but it can also be very fun and rewarding.  
**Do not get discouraged.**”*

*“It is essential for every student to design their career paths and to **be a creative entrepreneur.**”*

*“Be professional and take it seriously. The music business IS a business, and bad business practices and people don't last.”*

**“Never burn bridges.”**

*“If you are passionate about what you do, others will see that and support you.”*

*“Just, do it!! It is a chance to **ENJOY your job!**”*

*“Don't quit your day job, just yet!”*

**“The tools that you've given them will provide an enormous advantage!  
They need to jump in and work hard!”**

## What Skills Do Our Grads Need?

**“DRIVE !! Unbridled DRIVE !!”**

**“Persistence, endurance, communicative skills”**

*“People skills. a love and passion for music and a willingness to do what ever it takes. **No job should be considered beneath you.**”*

*“Thick skin (lots of rejection), **entrepreneur skills!**”*

**“Confidence.** Confidence. Confidence. Even if you are faking it.”

**“Good people skills, diverse knowledge of the industry, diverse skill set”**

*“Creativity, adaptability, drive/ambition, talent, good ears/eyes, and don’t forget.. a sense of humor!”*

**“Marketing Skills, Organizational Skills, Assertiveness”**

*“You get out of it, what you put into it.”*

*“Be on top of your game.”*      **“Find your niche!”**

*“Understanding the legalities of copywrite and digital rights management will serve your students well.”*

*“Personally, I'm tiring of the lack of COMMON #\*&%@ SENSE out there right now.”*

**“Figure out what sets you apart and nurture that area.”**

*“Have a great attitude and **keep current!**”*

# Music Classes That Are Essential

100% surveyed said:

**Current Trends In Media**

92% said:

**Audio For Media**

**Audio Production**

77% said:

**Artist Management**

**Entertainment Networking**

58% said:

**Copyright & Publishing**

**Advanced Audio and Advanced Topics**

**Radio and Television**

*"I'm a firm believer in teaching a more Multimedia approach.*

*The new delivery methods are the job areas that these students need to understand."*

## Likely Employment Fields

(Q: Which general directions are the best paths for our music students to seek paid employment, including part time?)

77% said:

**Music venues** - clubs, theaters, etc.

**Performing** - live

**Entrepreneurship** (start a business)

**Internet promotion**

69% said:

**Touring and live sound**

**Music/Audio for gaming**

**Project studio** - basement/garage

62% said

**Events** planning and management

**Artist management and booking**

54% said:

**Record labels/Indie and local**

**Music/Audio for film and video**

46% said:

Entertainment law

Music Instruction / Teaching

38% said:

Non profit work or churches

Song writing and publishing

Audio consulting and installation

Merchandise - making or selling

Equipment sales or repair

“Part time work and self employment / small business are the best bets in this economy and with with the revolution in music.”

“Internet!”

## The Music Business is:

0% said Doomed

8% said On the ropes with some hope

25% said Going through a necessary evolution

**67% said Changing into something new with many great possibilities**

*"The industry goes through cycles that usually strengthen it."*

*"The Business need to **modernize** and understand the new media methods."*

*"Things will change quickly! **We are on the threshold of dramatic changes.**"*

*"As bad as the economy is, and as grim as the "old" music business is, **there are ALWAYS niches and opportunities** for hard working grads. Hard Working."*

*"It's a wide open playing field. **we're back to ingenuity and passionate inspiration.**"*

*"We are in the Long Tail.. Amazon & iTunes have taken over from Walmart & Best Buy. Millions of artists can now promote and sell music. Promotion can be done virally and (mostly) for free. **We are landing in the New World!**"*

*"Pete Townshend only gave R&R 50 years from Elvis on. it would be great to prove him wrong. Today's musicians are faced with too many diversions...(cel phone, email, facebook, video games, etc.) that get in the way of 'just being inspired or pissed off to go write a great song.'  
**Jimi Hendrix never had to check Facebook.**"*

*I was surprised at this Survey Result.*

*I expected more "On the ropes", but got a lot of optimism.*

- Chris

# Valuable Hands-On Projects

(extra curricular activities to help our students)

83% surveyed said:

**Podcasts / Internet Radio**

**Club shows - promotion and street teams**

75% said:

**Studio recording**

**Production work on music videos**

67% said:

**Advertising and marketing for Internet**

**Live sound engineering**

**Audio in education - recording classes/lectures**

59% said:

**V.A.- Virtual Assistants** for busy music professionals

**Board members encouraged as many hands-on, pro level projects as possible.**

**Pro bono work for community events and causes!!!!**

Books that every Music professional should read:

***Indie Bible***

***This Business of Music***

***Apple Training Series: iLife 09***

*The Garage Band Cookbook: Business Start - Up Guide by Dan Titus*

*Star Tracks by L. Wacholtz, Ph. D.*

*"A&R" by Bill Flanagan*

*Behind The Glass (for studio engineers and producers)*

Essential DVDs

***Tom Dowd***

***Standing In The Shadows Of Motown"***

*Metallica*

*Richard Thompson Special Feature on Grizzly Man DVD!!!!*

*The kids are alright -the Who*

*Massive attack videos*

*Any of the Classic Album Series (for engineers)*

*This Is Spinal Tap*

## What Acts Use The Internet Very Well?

*Board member Peter Himmleman  
([Furious World](#) live streaming shows every week)*

*John Hiatt [site](#)*

*Radiohead [site](#)*

*Screaming Mechanical Brain [site](#)*

*Beastie Boys [site](#)*

*The Bird and the Bee [site](#)*

*Ozomatli [site](#)*

*Cloud Cult [site](#)*

## What Internet Sites Are Important?

Multiple votes

[youtube](#)

[facebook](#)

[myspace](#)

[twitter](#)

[cdbaby](#)

[cafepress](#)

[amazon](#)

[pandora](#)

Also mentioned

[podomatic](#)

[tapeop.com](#)

[musicbusiness101.info](#)

[copyright.gov](#)

[billboard.com](#)

[grammy.com/recording\\_academy/](#)

[metalliance.com](#)

[insideradio.com](#)

[allaccess.com](#)

[jamendo.com](#)

[sonicbids.com](#)

[last.fm](#)

[wolfgang's vault](#)

[all music guide](#)

## Board Member Bios

**Peter Himmelman** - Songwriter/Producer/Entertainer - Santa Monica CA

Peter is a film and TV composer, an acclaimed creator of children's music, and a critically lauded rock troubadour. He has garnered a Grammy and an Emmy for his songwriting. Peter's a 5 time ASCAP winner. Soundtrack credits include: *Bones*, *Bug Juice*, *Judging Amy*, & *Men In Trees*. Peter is currently the star of his own web-based rock and roll variety show called, *Furious World*. Pete will stop in to visit my students next time he is in town.

**Mick Spence** - Entertainment Lawyer - *Spence Law Firm* - Mpls

Mick is often the first Twin Cities industry leader to step up and help with a benefit or a good cause. He was the first Board member to respond to my invitation. Credits: Juris Doctorate, AV rating (highest legal ability and ethics), "Super Lawyer", NARAS (Grammy Organization) member, Entertainment Law Section (past President)(MSBA), Minnesota Music Academy (past President)

**Hagnir** - Singer for *White Owl* - Moscow Russia

When I first started in Internet promotion, Hagnir sent a "Happy Birthday" from Moscow. I have kept in contact with him since then. He is the lead singer and principal songwriter for *White Owl* and a member of Russian Authors' Society (part of CISAC). Hagnir has toured Russia, Ukraine, Poland, Finland, and Germany.

**Sue McLean** - Concert Promoter - *Sue McLean and Associates* - Mpls

Sue is possibly the most influential Music Business person in the Cities. Legendary as a concert promoter, her agency books hundreds of shows per year, including the Minnesota Zoo concerts, the Guthrie series, Basillica Block Party and the Women of Substance Series at The O'Shaughnessy. Thirty plus years of quality concerts puts Sue alone at the top of Midwest Concert promotion.

**Monty Wilkes** - Live Sound Engineer - Mpls

Monty cut his teeth as a live sound engineer with the Replacements and the Cities leading Eighties bands. He is in demand on the top concert tours including pop stars like Christina Aguilera and Britanny. He just got off the road with the B52s to join us on the Board. There is no better authority on live sound and touring.

**Alicia Wiley** - Singer/Songwriter/Musician - Mpls

"*Alicia Wiley, could blow a hurricane back out to sea. That's the kind of chops she's got.*" -Dwight Hobbes. Alicia is a top singer/songwriter piano player, who also is quick to lend a hand to charitable causes. I first worked with Alicia on the Sugarfoot Music benefit "*For New Orleans*". Alicia has a associate degree from *McNally Smith* and is a Minnesota Music Awards Winner. Her song "Seasons" is the 4th Music Video I produced at Broadview with Wayne Johnson (Director).

**Greg Reiersen** - Mastering Engineer - *Rareform Mastering* - Mpls

The master of Mastering! Greg has put a shine on over 4,000 CDs (and vinyl) in his 20 years as owner of Rareform. Simply put, if you want your album to sound great, you take it to Greg. He also worked on *"For New Orleans."* Greg has possibly the world's greatest speakers in his Mastering Lab. He has hosted many MSB tours & students love his lectures. He is a Grammy member.

**Michael McKern** - *Studio Services Group/Tracks on 6th Studios* - St. Paul

Michael was V.P. of McNally Smith and made it a great success. He designs and remodels recording studios with S.S.G., and has a studio in St. Paul called Tracks on 6th. Michael holds a number of Minnesota Music Awards for engineering/producing. When I have a question about nearly anything in the Industry, I call Michael. We have played and recorded music together for over 30 years. Michael is a Grammy member.

**Danny Mangold** - Producer/Guitarist - Seattle WA

Danny is a connection I made through Facebook. Dan signed w/ Capitol Records (Metro All Stars) in 1986 after many miles on the road. He moved to Seattle in 1990 and was fortunate enough to play guitar with Ann Wilson/Heart, Charles Neville/Neville Bros., Chris Barron/Spin Doctors and lately, the Cities own Jody Hanks!. Danny is a Grammy member, songwriter w/ BMI and a Minnesota Music Awards Winner.

**Sandy Hinding** - *Apple Tech/Children's Entertainer/Roadhouse Singer* - St. Paul

Although Sandy's choice may seem like nepotism, she has impeccable credentials. She recently was named *"Friend Of Education"* by Lakeville schools, a high honor. She is a leading authority on Apple computers and software. She is possibly the Midwest's best children's entertainer, logging 1,000 concerts with AlphaBits. She has a long career as one of the Cities best barroom vocalists, drawing standing ovations at hundreds of venues, from Orchestra Hall to the Cabooze.

**Mark Juenemann** - Studio Owner/Live Sound Engineer/Musician - Mpls

Engineer at The Brewhouse Recording Studio. Production Manager for Moondance Jam and Moondance Country, festivals averaging over 30,000 attendees! He has a huge amount of varied Industry experience, playing w/ many artists & bands in addition to the recording & festival work.

**Julie Star Saltzman** - Music Promotion - *Roadstar* - Mankato (grad)

Julie is a Music Business graduate who is coming back for a Bachelors degree. She already has much experience working in radio and event promotion in the Mankato area. Currently working with Unity Shows.

**Teresa Hanson** - Radio Promotion - *KQRS* - Mpls (grad)

Teresa started out handing out flyers for radio station 93X (ABC). She outlasted all the other interns and became the person in charge of interns. She was hired at KQRS doing promotional work, but has been downsized to receptionist in the ongoing radio business crunch.

< this survey has been slightly altered from v.1 & v.2 with additional information >