

# Careers in Music

## Schedule of Presenters - Fall 2007

<b>Dates</b>	<b>Topics</b>
Aug. 22	Peter McAllister - Introduction: Musicians as Entrepreneurs <i>Assignment: Purchase textbook by Beeching</i>
Aug. 29	Jeff Nordensson - Networking Dr. Christina Swanson - Gigs and Contracts <i>Reading: Prelude, Ch. 1, &amp; Ch. 2</i>
Sept. 5	Sherry Hoskinson – Defining Entrepreneurship Brad Richter – Self-Management <i>Reading: Ch. 6</i>
Sept. 12	Marty Khan – The Seven Keys to Empowerment and Productivity
Sept. 19	Peter McAllister - Writing Bios and Press Releases Kelly Leslie – Self Presenting <i>Assignment: Press Bio &amp; Press Release</i> <i>Reading: Ch. 3 &amp; Ch. 7</i>
Sept. 26	Lizzie Schloss – Building a Career in Music: Using Career Services (Student Union, Suite 411) <i>Due: Bio and Press Release</i> <i>Assignment: Websites for Your Job Search</i>
Oct. 3	Peter McAllister – Cover Letters and Promo Packets Gary Mackender – Your Promotional Photos <i>Due: Websites for Your Job Search</i> <i>Assignment: Schedule a Photo Shoot, Cover Letter</i>
Oct. 10	Brian Luce – Using the Web and Multimedia to Market Yourself Catherine Zavala – Preparing to Build Your Website <i>Due: Cover Letter</i> <i>Assignment: Business Cards</i> <i>Reading: Ch. 5</i>

- Oct. 13 - 14 Photo Sessions in Room 232 with Gary Mackender
- Oct. 17 Brad Richter – Introduction to Residencies  
*Due: Business Card (1 sample)*  
*Assignment: Networking Interview*  
*Reading: Ch. 8*
- Oct. 24 TBA
- Oct. 31 Split Session: Marty Khan – Artist Relations  
OR  
Catherine Zavala - Website Tutorials Workshop  
(AME s314)
- Nov. 7 Split Session: Gary Cook - Integrated Performer  
Workshop  
OR  
Catherine Zavala - Website Tutorials Workshop  
(AME s314)
- Nov. 14 Brian Harris – Maintaining a Private Studio  
Peter McAllister - Website Questions  
*Due: Networking Interview*  
*Reading: Ch. 10*
- Nov. 21 **NO CLASS – Happy Thanksgiving!**
- Nov. 28 TBA  
*Reading: Ch. 12*
- Dec. 5 Kelland Thomas – Wrap-up  
*Final Projects Due:*  
1. *Final Promo Packet with all enclosures in final corrected form.*  
2. *Chapter Summaries Due by 5 PM.*  
3. *Web Site – email your URL by 5 PM.*