



Music Management exploring Miami

Students and alumni of the Master's Course Music Management (Danube-University Krems) merged European know how in Music Business with the "musical place to be" in the US.



At the Frost School of Music (University of Miami), as one of the most comprehensive music units in American higher education, our students visited several lectures at the Department for Music Media and Industry.

Along with subjects like International Music Publishing, Recording Industry Royalties, Tour Management and Production, International Music Licensing and Entertainment Industry Contracts, etc. our "short time exchange students" were also instructed by key players in the American Music market on topics like Entrepreneurship for Musicians, Artist Development and Contemporary Lyric Writing. They could join the fervent Symphony-Orchestra-, Laptop-Ensemble- and Singer-Songwriter-Rehearsals as well as visit the prominently staffed Music Industry and Jazz-Forums.

Musicological approaches to Latin American (**Deborah Schwartz-Kates**), Afro-American (**Willa Collins**) and Cuban Music (**Raúl Murciano**) allowed an insight to musical influences, which are significantly important to Miami.

At concerts and workshops within the Festival of Miami the students got to know celebrities like the world famous musicians and singer-songwriters Bruce Hornsby (Multi-Grammy winner), Jackson Browne and Livingston Taylor.

Also the faculty of the divisions Music Business and Entertainment Industries, Music Engineering Technology, the Bruce Hornsby Creative American Music Program, Music Business & Entertainment Law as well as Composition and Media Writing and Production couldn't be any more top-class.

As a cooperation partner and lecturer **Rey Sanchez** (Guitarist, Music Producer, Chair of Music Media & Industry) welcomed us. Amongst many lecturers we experienced: **Serona Elton** (Former Vice President Mechanical licensing EMI Recorded Music, North America, Consultant Sony Music Entertainment), **John Redmond** (Former VP Universal Music Publishing Canada, former VP PolyGram Music Publishing Canada, Founder Publish This, Inc.), **Chris Palmer** (Managing Partner Take 6, Former VP Progressive

Music, Warner Bros. Records), **Carlos Rivera** (successful composer and guitarist), **Raúl Vazquez** (Former Head of IFPI Latin America, former President of Sony Mexico and Brazil, Artist Manager –Ricardo Arjona, Consulter) – who presented **Eddie Fernandez** as a guest (Head of Latin America, Universal Music Publishing Group)- and **Louis Tertocha** (General Counsel Adrienne Arsht Center, Board of Directors Miami Music Authority).



This nine-day study trip gave insights to North- and Latin American Music Business and demanded a critical examination of different international Music Industries. This experience was over all an excellent and successful professional and personal knowledge increase for all participants.

We would like to thank everybody, who helped to make this journey possible – in particular Rey Sanchez, the Frost School of Music and their Dean Shelton Berg, the entire Faculty-Team, the students at the Frost School of Music and of course all of the participating students from Krems.