

May 4, 2016



# PMBC NEWSLETTER

UNIVERSITY OF THE  
**PACIFIC**  
Conservatory of Music

## Greetings Music Business Campers!

Time for some news and updates as we continue to build the curriculum and sign up faculty for this year's edition of the Pacific Music Business Camp, which will be happening Sunday June 12<sup>th</sup> to Saturday June 18<sup>th</sup>, 2016. Please remember, all high school age students with a passion for the music industry are welcome, musicians and non-musicians. So get ready for a challenging and exciting week filled with music and the chance to make new friends!

First, some exciting news...we've confirmed that last year's very popular songwriting instructor, David Pramik, is returning. David has recently been signed to a top songwriting agency in LA and will have lots of news to share on the business of songwriting, as well as teaching the fundamentals of what makes a great song. David is a graduate of Berklee College of Music's songwriting and music production program. He'll be co-producing our Camp CD project where two of our campers' original songs will be recorded by a group of top studio musicians, then mixed, mastered and pressed onto CD!

This year, each Camper Creative Team will be paired with a songwriting coach to guide them throughout the week. We will have three songwriting coaches this year instead of one, and they will each work more closely with the teams as they develop their own original songs. These coaches will spend time with their teams each day



in Sandbox Sessions. They'll mentor and guide campers through the songwriting process and help each team with pre production as they get ready to record their newly composed songs.

We've received a few emails asking about the differences between the three elective tracks for students to choose. Here's the scoop! The Artist Development/Songwriting Track features breakout classes that focus on learning about the art and craft of songwriting, and is suited to first time or experienced songwriters. Aspiring poets, lyricists or beat makers are also welcome to join this track.

There are two Music Production tracks that focus on the tech side of making music. The Beginner Track introduces the Owen Studio's sound and control room facility. It provides for an introduction to the Pro Tools software and hardware platform. Students will learn about the Avid C24 mixing control surface and HD192 I/O digital audio interface. Third party plug-in instruments and effects will also be covered along with basic microphone concepts.

The Advanced Production track is for students who have working knowledge of audio production programs such as Logic, ProTools, Ableton, etc. Advanced students generally have production skills, understand the basic MIDI language and have already recorded and produced musical material with these DAWs. If you are interested in music production and not sure which Production track would best suit you, feel free to email [Professor Jeff Crawford](mailto:ProfessorJeffCrawford) to discuss your options.

If you are new to either songwriting or music production, you may sign up for either the Artist Development/Songwriting or Beginning Production track -- no experience is required! Basically, Pacific Music Business Camp is for you to explore your options, learn from professionals and college students already doing music industry projects, and find out whether studying music business in college might be right for you.



**No matter which track you pursue, you will be part of a Camper Creative Team!** This will help insure that every student has the opportunity to help contribute to the creation of an original song that will be recorded in the lab or studio during your camp week and released at the end of the camp.

Other activities will include open mics and social events in the evenings, and a workshop on how to run sound for your own concerts taught by our Conservatory Technical Director, James Gonzalez. We are also adding a “brown bag” lunch workshop with the talented session musicians that will be laying down tracks for the camp CD -- combined they have more than 75 years of touring and recording experience to share with you. You’ll learn about the life of a touring musician on the road and what it takes to make it as a studio player.

So please keep an eye on this webpage for links to our upcoming monthly newsletters. Please also be sure to check out the past Camper Creative Team music tracks that were produced via the SoundCloud link listed below. You can also find a link to a printable postcard to share with your friends to encourage them to consider joining you at this year’s Pacific Music Business Camp.

Signups are live now and space is limited. If you have any questions, please don’t hesitate to send either of us an email. We hope to see you here on campus in June. Thanks for your interest!

Musically yours, *Keith Hatschek & Alyssa Dezell*

<https://soundcloud.com/pacificmusicbizcamp>



**Keith Hatschek**  
Pacific Music Business Camp  
Program Director  
[khatschek@pacific.edu](mailto:khatschek@pacific.edu)

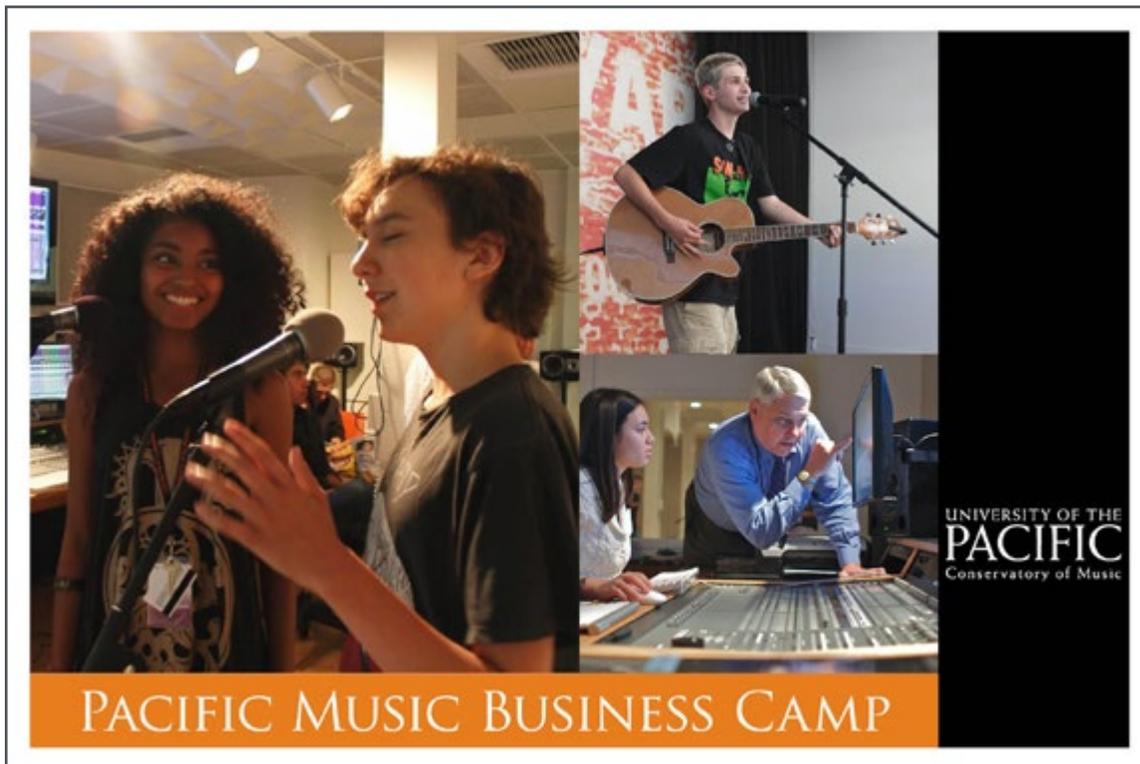


**Alyssa Dezell**  
Pacific Music Business Camp  
Assistant to the Director  
[a\\_dezell@u.pacific.edu](mailto:a_dezell@u.pacific.edu)

## CAMP ACTIVITIES



**BELOW IS a printable version of our PMBC postcard, please feel free to print it and share it with some of your closest friends that you'd love to see come join you at PMBC!**



UNIVERSITY OF THE  
**PACIFIC**  
Conservatory of Music

*"I think the most valuable thing I learned at PMBC was the immense range of options I will have throughout the rest of my music business career. There are so many things to do and during this camp I was exposed to a lot of information regarding my future."*  
— PMBC Camper comment

## PACIFIC MUSIC BUSINESS CAMP

**Find out what it takes to become a:**

- Recording Artist
- Songwriter
- Producer
- Sound Engineer
- Band Manager

Pacific Music Camp  
Conservatory of Music  
University of the Pacific  
3601 Pacific Avenue  
Stockton, CA 95211

musiccamp@pacific.edu  
209.946.2416

**LIMITED SPACES AVAILABLE - REGISTER NOW!**

[Go.Pacific.edu/MusicCamp](http://Go.Pacific.edu/MusicCamp)



**Be sure to like the [Pacific Music Business Camp Facebook page!](#)**