

May 7, 2014

Greetings Prospective Music Campers!

UNIVERSITY OF THE
PACIFIC
Conservatory of Music

We hope everything is going well as your school year begins to wind down! Camp is less than six weeks away! Soon campers will be beginning an exciting week learning about the music industry in a supportive environment where they can connect and collaborate with other campers. Please remember, campers with or without music performance experience are welcome -- the only requirement to participate is a love of music and interest in learning more about the music industry!



We've finalized the roster for this year's talented faculty and are in the last stages of fine-tuning our courses and labs. We'll use some of our class time to inform students and keep up to date with the evolving industry. We have added courses to expose campers to current music technology, innovative songwriting techniques, and a look at the key business elements needed to have a productive music industry career. A few of these courses are highlighted below:

Virtual Instrument and Charts: This course gives students a taste of the advances made in software that allow any musician to have hundreds of virtual instruments at his or her fingertips. There will be demonstrations to show how this works and campers will have the chance to test out virtual instruments on their own in the Owen Hall Music Lab. We'll also introduce you to basic session charts, what goes into making them, and how you can create your own to help you work with more musicians.

Songwriting Workshops: There will be multiple songwriting workshops held led by hit writer, Ben Camp. Throughout the week in our Sandbox Sessions, all campers will have the opportunity to help brainstorm and share original songs created in their Camper Creative Teams. Ben Camp and other faculty members will then work with the campers to tweak and improve the songs to create the best possible end result. In the process, campers will learn important songwriting techniques that are part of today's industry.

An Artist's Professional Team of Advisors: When you see Beyoncé in concert, there are as many as 50 music professionals off stage and back at the office helping make her tour a success! Campers will gain an understanding of the different players who make up the artist's support team. Concert tours, download sales and social media interaction bring artists and fans together -- and when these are effectively managed, they become a profitable moneymaker for the artist and their team. This course will show campers how to build such a team to maximize the success of an artist.

Additionally, there will be a significant cross over between the Artist Development (aka Songwriter) Track and the Production Track. This course overlap gives the Producers the opportunity to have a better understanding of the songwriting process and how to support it. It also allows the Artist Development track songwriters to start thinking about the recording studio as another powerful instrument of its own, limited only by their own imagination.

Don't forget, you can sign up for camp today at the Pacific Music Business Camp Website! We are excited to welcome campers from not only from all over California, but also from Georgia and Washington! Please keep

an eye on the Pacific Music Business Camp website and our Facebook page for camp updates. And check out the Camper original songs from last year on the Pacific Music Biz Camp SoundCloud!

There will be one more newsletter released in the first week of June with last minute news and information. It will also have the schedule for each exciting day of the 2014 Pacific Music Business Camp, so please keep an eye out for it. Feel free to contact either of us with any questions you may have.

We hope to see you at camp this June for a week full of fun, making new friends and creating lasting memories!

Musically yours,



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Links to Student Recordings:

[Reason to Believe- Jordan Telgenhoff](#)

[Glamour Life- Dante Camacho & Naomi Campbell](#)

[White Noise- Daniel Matteson](#)

[Made to Break- Cole Henry](#)





JUNE
15-21,
2014

UNIVERSITY OF THE
PACIFIC
Conservatory of Music

PACIFIC MUSIC BUSINESS CAMP

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PACIFIC
Conservatory of Music

JUNE 15-21, 2014 (GRADES 9-12)

PACIFIC MUSIC BUSINESS CAMP

Find out what it takes to become a:

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

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LIMITED SPACES AVAILABLE - REGISTER NOW!

Go.Pacific.edu/MusicCamp