



Scott Fredrickson (center), ECSU's Music Industry Studies Director, directs a recording session in the school's state-of-the-art 24-track recording studio. Students in the program learn different aspects of the music business, including how to make a record.

## Recording studio offers 'real world' experience for students in ECSU's Music Industries major

By Tarsha White  
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Do you dream of making a record, or of working on MTV?

Students seeking a career in the glamorous field of recording and music merchandising need to look no farther than the Music Department in Williams Hall. A new major, the Music Industries Program, offers students the chance to learn all facets of the music business—including how to make a record.

In the summer of 1991, ECSU completed work on a 24-track, \$360,000, state-of-the-art recording studio for the majors in the program, according to Barry Hill, technical engineer for the studio.

"The 24-track tape recorder is an industry standard," said Hill. "I can record 24 separate musical parts, and the system allows me to record all parts of a song at different times." Hill added that he can add instrumentation later and "build" a song after the initial recording.

About 40 students are enrolled in the Music Industries Program, including 13

freshman. The department also offers a concentration in Music Engineering and Technology and Music Business Administration.

"The Music Industries Program is a great opportunity for the University since no other school in the University of North Carolina system offers this program," Hill said. This is an opportunity for students to gain hands-on experience in a first class recording studio. Students are able to learn the business from the ground up. They learn how to produce quality music, they gain an understanding of the business aspect of the music industry and they complete their studies with a senior project that involves producing and recording a record."

The studio offers students an opportunity to gain advanced technical skills, including the ability to use a Macintosh computer like a word processor for music. The computer "functions like a tape recorder in the digital domain," Hill said. "It stores the information digitally, and you can go in and cut, paste and take out notes or sounds. It's pretty powerful

stuff."

As part of their senior project Music Industry Majors must learn "to budget, organize, schedule, produce, mix and market the project," said Dr. Scott Fredrickson, Director of the Music Industries Program. "To complete these projects students need to use software applications including word processing and spreadsheets. These projects will include recording a record as well as marketing a music composition and publishing, electronic music sequencing and final accounting."

Music Industries majors learn a lot more than just how to make records according to Fredrickson and Hill. In addition to learning the business and production aspects of music, students also get to take field trips all over the country to music retail stores, music publishing companies, printing facilities, compact disc/cassette mastering and manufacturing facilities, television and radio production studios and local recording studios. They also attend seminars on motivational sales techniques, Synthesizer/

MIDI technology, and go to retail music trade association conventions in Los Angeles and attend Audio Engineering Society conventions in New York.

Hill and Fredrickson are planning to form several student-operated enterprises including a record label, a music publishing company and a production company. "Activities such as record album production, music publishing and concert production will provide real-world experiences for students aspiring to be a part of today's music industry," Fredrickson said.

In addition, a Music Industry Studies Media Resource Center and MIDI/Electronic Music Production Studio are under development. The Media Resource Center will provide students with convenient access to music industry related textbooks, periodicals, professional journals, audio recordings, software and video tapes. The Resource Center will be the administrative headquarters for the music publishing and production companies and the student-operated record label.