



NYU | STEINHARDT

**NYU/BMI WORKSHOP for MUSIC in ADVERTISING
JULY 24-26 2015**

*NYU Steinhardt: 35 West 4th St
6th Floor Conference Room & James Dolan Recording Studio*

Produced by **Ron Sadoff** and **Doreen Ringer-Ross**

Artistic Director: **ANDY BLOCH**

Faculty: - **ANDY BLOCH** – **PETE NASHEL** - **KEITH D'ARCY** - **LISA FELDMAN** - **CHRIS FRANKLIN**

FRIDAY, JULY 24th

- 11:30-12:30 **REGISTRATION** (Lobby of 35 West 4th St)
- 12:30-1:30 **INTRODUCTION** (6th Floor Conference Area)
- Andy Bloch (BMI), Pete Nashel (BMI), Ron Sadoff (NYU)
- Introduction of faculty and participating composers
- 1:30-2:00 **OVERVIEW: *The Landscape of Commercial Music & Media***
- Andy Bloch and Pete Nashel
- 2:30-4:00 **PRESENTATIONS: *Real World Scenarios & Models***
- Andy Bloch and Pete Nashel
- 4:30-5:30 **DEMO MATERIALS EXPO: *Presentation, Discussion and Selection of demo materials by composers***
- Andy Bloch and Pete Nashel
- 7:00-8:30 **LICENSING MUSIC: *The Art, The Business & The Process***
- Keith D'Arcy: SONGS Publishing, Licensing and Catalog Acquisition

SATURDAY, JULY 25th

- 11:30-1:00 **CRITIQUE & DEVELOPMENT:** *Breakout sessions in Rooms 306 and 6th Floor Conference Room*
- Critiques/Discussions/Notes for Composer's MIDI-Mockups
 - Andy Bloch and Pete Nashel
- 1:00-2:00 **BMI PRESENTS: CAREERS in COMPOSING for FILM & MEDIA** (6th Floor Conference Room)
- LISA FELDMAN: *Senior Director, Film/TV Relations, BMI*
 - RON SADOFF: *Director, NYU Music Department*
 - MARK SUOZZO: *NYU Music Associate Professor of Film Scoring*
- 2:00-5:00 **RECORDING SESSIONS** (Dolan Studio)
- 5:00-6:00 **PREP/CRITIQUES for RECORDING SESSIONS** (6th Floor Conference)
- 7:00-8:30 **ADVERTISING PRODUCTION:** *An Invisible Hand: The Effect of Music and Sound on the Narrative Experience of Film* (6th Floor Conference Room)
- CHRIS FRANKLIN: *Editor, Big Sky Editorial*

SUNDAY, JULY 26th

- 11:00-1:00 **CRITIQUE/DEVELOPMENT:** *Breakout sessions in Rooms 306 and 6th Floor*
- Andy Bloch and Pete Nashel
- 1:00-4:00 **RECORDING SESSIONS** (Dolan Studio)
- 5:00-6:30 **FINAL CRITIQUE SESSION** (6th Floor Conference Room)

>> 6:45-8:30 – Wrap Party: 6th Floor Conference Room (35 West 4th St) <<



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DEPARTMENT OF MUSIC PERFORMING ARTS PROFESSIONS

NYU Steinhardt's Department of Music and Performing Arts Professions was established in 1925. Since that time, Steinhardt Music and Performing Arts Professions has functioned as NYU's "school" of music and developed into a major research and practice center in music technology, music business, music composition, film scoring, music performance practices, performing arts therapies, and the performing arts-in-education (music, dance, and drama). Today, 1,600 students majoring in renowned programs- baccalaureate through Ph.D.- are guided by more than 400 faculty who share The Steinhardt School's spirit of openness and innovation. Faculty include international performing and recording artists, music business and technology leaders while others sit on leading journal editorial boards and publish some of the most significant music technology and performing arts research on the scene today. This depth and breadth of resources offers unparalleled opportunities for artistic, professional, and scholarly growth.

We recognize that in addition to substantial training in individual specializations, our graduates require multiple skills. To that end we encourage students to benefit from rich and varied courses throughout The Steinhardt School and the University. In addition, our campus is surrounded by and blends into the world's capital and epicenter of the performing arts, New York City. Alumni have major performing careers and coveted professional positions in the music industry and in universities throughout the world. Prominent alumni include: jazz great Wayne Shorter, multiple Tony and Grammy Award winning music theatre composer and songwriter Cy Coleman, multiple Tony and Grammy Award winning lyricist Betty Comden, multiple Oscar winning film composer Elmer Bernstein, and Tony Award, Oscar and Pulitzer Prize-winning playwright and film writer John Patrick Shanley.

- Dr. Ronald H. Sadoff, Director