

The Crane School of Music • SUNY Potsdam

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History of the Crane Music Business Program

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During the 1990s, leaders from the music products industry engaged in a series of conversations with SUNY Potsdam and The Crane School of Music related to challenges facing the industry and possible solutions. The result was the creation of a Music Business major within The Crane School of Music and a unique and entrepreneurial higher education-industry partnership, creating The Crane Institute for Music Business. This partnership takes advantage of SUNY Potsdam's educational and intellectual resources to address the music industry's highest priority: to create qualified graduates well-versed in both music and business.

The Crane Institute of Music Business' primary mission is to enhance communication and facilitate a mutually beneficial partnership between The Crane School of Music and the music products industry, bridging the gap between music education and music business. Since its establishment in 1999, The Crane Institute of Music Business has provided numerous opportunities for music industry executives to share their expertise with students through roundtables and the Executive-in-Residence series. Recent guests include:

- Jack Knight *President, Samson Technologies*
- Robert Farmer *General Counsel for the band Rush*
- Antoinette Follett *President, Bentley-Hall*
- Mary Luehrsen *NAMM Director of Public Affairs*
- John Wittman *Manager of Education/Artist Relations, Yamaha*

Bachelor of Music *with an emphasis in Music Business*

The Music Business major is designed for students who want to earn a place in the music business industry. We provide the preparation for employment in Arts Administration, Music Products, and the Recording Industry. Our faculty are true experts in audio technology, music retail, music production, entertainment law, and music product development.

Besides studio lessons, ensembles, and the Basic Musicianship courses required of all music majors, students in the Music Business degree take courses in economics, accounting, management, marketing, and music business courses such as Music Business I & II, Legal Aspects of the Music Industry, and the Practicum in Music Business.



Many students may also choose to add a concentration, a minor, or even a second major to their degree program.

Music Business majors also take electives in music business or related topics, including Arts Administration, Music Merchandising, Grant Writing, Recording & Production Techniques, and Promotion & Marketing.



NAMM Show

Since 2006, music business students at Crane have participated in The National Association of Music Merchants (NAMM) Show held each January in Anaheim, California. The students work as interns for industry sponsors gaining valuable experience working in the industry's biggest trade show and forming important industry relationships. Crane is the only college program in the country that affords their students this opportunity.

Minor in Business of Music

The Business of Music minor is designed as a flexible course of study which will lead participants into career interest areas in the music business, including arts administration, recording industry, music publishing, music criticism, copyright law, broadcast industry, union and guilds, and music merchandising. This program enables students to seek entry level positions in the areas of study, as well as to pursue advanced study in such areas as arts administration and music merchandising. The minor is open to all qualified SUNY Potsdam students.

Internships

Students in the Music Business major are required to obtain practical experience in their chosen field through an off-campus internship. Some examples of recent internships include:

In Music Products:

- Yamaha International, Buena Park, CA
- D'Addario + Co., Farmingdale, NY/Nashville, TN
- Samson Technologies, Hauppauge, NY
- Sabian Inc. Marshfield, MA
- DANSR, Chicago, IL
- Boosey and Hawkes, New York, NY
- Jones Double Reeds, Spokane, WA
- EMI Music, New York, NY
- KHS America, Nashville, TN
- Shar Music, Ann Arbor, MI

In Arts Administration:

- Chamber Music American, New York, NY
- Coconcert, Barcelona, Spain
- OPERA American, New York, NY
- Aspen Music Festival & School, Aspen, CO
- Hermitage Artist Retreat, Englewood, FL
- The Metropolitan Opera, New York, NY
- Houston Grand Opera, Houston, TX
- Symphony Space, New York, NY
- League of American Orchestras, New York, NY
- Sarasota Opera, Sarasota, FL
- North Carolina Symphony, Raleigh, NC
- Florida Grand Opera, Miami, FL

In the Recording Industry:

- Innsbruck Records, New York, NY
- Linden Oaks Studio, Rochester, NY
- Subcat Studio, Syracuse, NY
- VH1, New York, NY
- Fireplace Studios, New York, NY
- Cove City Sound Studios/Brown Dog Records, Glen Cove, NY

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