MUSIC ENTREPRENEURSHIP
at the University of North Texas

FALL 2017

FIRST YEAR HIGHLIGHTS & FUTURE VENTURES

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fabiana.claure@unt.edu (940) 600-1565
The 15 Best Music Business Schools In 2017

9/18/2017 by Cathy Applefeld Olson, Thom Duffy

University of North Texas College of Music (Denton, T.X.)

Forty miles north of Fort Worth, Denton is the hometown of musicians as varied as funk pioneer Sly Stone and jazz saxophonist Herschel Evans, and the site of UNT. Last fall, the university’s College of Music expanded its curriculum with a new focus on entrepreneurship and music, offering internships, frequent guest speakers, targeted career advising and networking opportunities. In April, students shared $18,000 in prize money awarded in the first UNT Music Entrepreneurship Competition. During the coming school year, Emmy Award-winning composer Bruce Broughton will serve as UNT’s composer-in-residence.

Alumna: Grammy-winning singer Norah Jones returned to campus in September 2016 to accept UNT's presidential medal of honor.

UNT alumna Jones (left) revisited the campus in 2016 and was interviewed by John Richmond, dean of the College of Music.
HERE'S WHAT WE OFFER

- Five courses available (MUCE)
- Related Field in Music Entrepreneurship option for graduate students
- Internship program with 9 partnering organizations in DFW
- Music Entrepreneurship Competition (spring semester) with cash prizes available
- Access to a FREE web design platform with lifetime benefits! Students can make multiple websites that they'll have access to even after they graduate.
- NEW Bi-monthly departmental open to all COM students
- NEW Student Artist Entrepreneurs (SAE), a UNT organization open to all COM students
- NEW Innovative Music Programming Competition (fall semester) open to all COM students. Applications due October 1 - please encourage your students to apply!

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**STUDENT RESOURCES**

- We hosted over 25 guest speakers including: **David Cutler**, author of *The Savvy Musician* and Professor of Music Entrepreneurship at the University of South Carolina, and **Brad Wells**, Executive Director of Roomful of Teeth

- UNT College of Music partnership with **Stoke Denton**, a co-working and entrepreneur center with access to mentorship from top business professionals in DFW to help students launch their businesses.

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**OUR TEAM**

**DR. FABIANA CLAURE**
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QUICK FACTS:

- Students won cash awards totaling $18,500
- Judges (local and national professionals) mentored and interacted with student participants
- Our program gained significant public exposure through press coverage including newspaper articles in the NT Daily and Denton Record Chronicle papers, and a KNTU 88.1 FM radio interview
- We Facebook live-streamed the competition’s Grand Finale Event, which was viewed 2,000 times and reached 5,893 people
- The live-stream was viewed in Texas, Maine, Minnesota, New York, California, Pennsylvania, Florida, Colorado, Massachusetts
- A trailer and documentary were created to chronicle the experience

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**STUDENT SUCCESS**

*up, up, and away you go!*

**WESTHEIMER NEW VENTURE COMPETITION**

*at the UNT College of Business*

- Four finalists (of twelve total) were from the College of Music
- Kyle McKay (MM clarinet performance) won 2nd prize of $5,000
- Jen Guzman (DMA clarinet performance) raised $5,000 from judges who were inspired by her business plan

**SAVVY ARTS VENTURE CHALLENGE**

*at the University of South Carolina*

- Students Huong Thu Le (DMA flute performance) and Jen Guzman (DMA clarinet performance) attended the workshop, on full-tuition scholarships, led by author and music entrepreneur David Cutler. Participants were from all over the world and ranged in age from 19 to 70. UNT faculty Daphne Gerling also attended the SAVVY Workshop.

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TURNING INTERNSHIPS INTO JOBS

**daayo.org**

**Jenna Park** (DMA in Violin Performance) completed an internship with the Dallas Asian American Youth Orchestra in spring 2017, and was offered a part-time position.

**Texas winds**

musical outreach
texaswinds.org

After **Jen Guzman** (DMA in Clarinet Performance) completed an internship with Texas Winds Musical Outreach, she joined the team as the Denton Program Director.

A SPECIAL SHOUTOUT

**Leanna Johnson** (MM in Harp Performance) worked as the teaching assistant during our program’s inaugural year (2016-17). Thank you, Leanna!

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STUDENT BUSINESSES
Some of the students who launched their own businesses after taking our courses:

JULIANA EMANSKI
LUMEDIA MUSICWORKS
https://www.lumediamusicrocks.com/

DREW SUTHERLAND
RECORDING SERVICES
drewsutherlandmusic.com

JEN GUZMAN
THE ALLEGRO PROJECT
theallegroproject.com

CHRIS M. SHARPE
C SHARPE EDITIONS
http://www.chrismsharpe.com/

KYLE MCKAY
THE MUSICIAN'S BOOKKEEPER
https://www.musiciansbookkeeper.com/

CLARINET CONSULTANT
https://www.clarinetconsultant.com/

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FACULTY ACCOMPLISHMENTS

Dr. Fabiana Claure, Director of Career Development and Entrepreneurship in Music, was selected to present a paper entitled “Teaching Musicians to Think as Marketers: Strategies to Ease the Mindset Shift” in the 2017 Music Entertainment Industry Educators Association (MEIEA) in Chicago, IL in March 2017. This was the first time UNT was a participating institution in this national conference.

Dr. Fabiana Claure was selected to present a teaching demonstration entitled “SWOT Analysis for Musicians: Positioning Yourself in the Marketplace” in the Network of Music Career Development Officers National Conference (NETMCDO) in Los Angeles, CA in May 2017.

NEW INITIATIVES
2017-18

Innovative Music Programming Competition
We’re launching a new competition designed to encourage students to propose interactive, cross-genre and interdisciplinary music programs. The winning team will be featured on the stage of the Greater Denton Arts Council and will receive funds for marketing of the event. Through a new partnership established with the GDAC, UNT College of Music will have one free concert a semester to feature the winners of this new competition. The first concert will take place on November 9th.

Bi-monthly Music Entrepreneurship Departmentalas open to all CoM students
We’ll host guest speakers, present case studies, and offer interactive experiences for students to connect with each other and network. Every other Wednesday from 11 to 11:50 am in the Recital Hall (301).

Global Entrepreneurship Week at UNT
We’re getting UNT on the map this fall by hosting one of the thousands of events (occurring in over 160 countries) that will celebrate Global Entrepreneurship Week this coming November 13-19, 2017.

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