

Music Business Seminar: Nov 4

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Sunday, Nov. 4th @ 2pm

(note: clocks fall back as DST ends early Sunday morning)

2nd Floor of Wilson Hall

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The first speaker, Vijith Assar, will discuss the implications of format technology for music sales: iTunes, DRM, the 2005 Sony/BMG fiasco, mp3 blogs, etc. The featured speaker is producer Chris Grainger of Nashville, TN. Grainger will demonstrate modern methods for recording a drum set. Both speakers will be involved with a panel discussion of copyright, digital rights and current directions in the music business. The seminar will

include free-giveaways and plenty of time for Q&A with the speakers.

Seminar Schedule

2:00

Welcome and Introduction of Speakers

2:15

Lecture by Vijith Assar

3:15

Panel Discussion with Q&A

3:45

Break

4:00

Demonstration by Chris Grainger of drum miking techniques

5:30

Q&A

6:00

Seminar Ends

Speaker Bio: Vijith Assar

Vijith Assar works in Charlottesville at local recording studios and writes for respected music technology magazines Electronic Musician and Tape Op. Vijith graduated from the University of Virginia with a major in music.

Speaker Bio: Chris Grainger

Nashville-based producer, engineer and songwriter Chris Grainger has worked in the music business for over 20 years with industry luminaries like Wilco, Switchfoot, Sixpence None the Richer and the Dirty Dozen Brass Band. Since 2003, Chris has focused his energies on studio production and artist development seeing success with artists Dropping Daylight (Octone Records), Luna Halo (American Records) and Ludo (Island Records). Chris' driving passion is helping young artists achieve success with great songs, sounds and an imaginative direction.