

Arts Leadership Program

The Catherine Filene Shouse Arts Leadership Program Curriculum offers 7-week, half-semester courses and whole-semester courses on a variety of career-related topics relevant to professional musicians and music educators. ALP courses are open to all current graduate students and undergraduate seniors, juniors, and sophomores. **All graduate students can take ALP courses for free by registering at the ALC 400 level. Graduate students in certain instances may also wish or be required to register for other than the ALC 400 level and pay regular tuition charges. For additional information on this policy and further details on whether or not a course may be used to fulfill certificate, diploma, or degree requirements, please visit the ALP website at <https://iml.esm.rochester.edu/alp/course-information/>**

ARTS LEADERSHIP PROGRAM ONLINE COURSES

ALP's online courses are asynchronous, meaning that students do not 'attend' class at a specific time of day. However, students must participate in online class activities and complete assignments within the weekly framework and deadlines of the course. Interaction with your instructor and peers is an essential part of these courses and is through discussion forums, class activities, assignments and video presentations hosted in Blackboard.

Fall 21 Course Timeline:

Full semester = Wednesday, August 25 – Wednesday, December 8, 2021

Holidays/Breaks = Monday, Sept 6 (Labor Day), Sat. Oct 9 – Tues. Oct 12 (Fall Break) Wed. Nov 24 – Fri. Nov 26 (Thanksgiving break)

Early Fall= 8/25 – 10/14

Late Fall = 10/15 – 12/8

Entrepreneurship & Careers

CAREER SKILLS FOR THE 21ST CENTURY (Arts Leadership Certificate CORE Course) CLASSROOM VERSION (In person)

ALC 212-1

ALC 412-1

Full Semester

2cr

Thursdays, 7:00pm to 9:00pm in MC 1

Instructor: Steve Danyew

Enrollment Limit: 20

ONLINE VERSION

ALC 212-2

ALC 412-2

Full Semester

2cr

Instructor: Steve Danyew

Enrollment Limit: 20

It's never too early to start thinking about your career, but how do you get started on your career path? In this course, we will focus on the "nuts and bolts" of getting a job, and on developing skills needed for creating your own career. This class will help you explore possible career options and develop a vision for your career. You will learn about fundamental career skills such as interviewing, negotiating, networking, and managing your finances. You will craft several professional documents such as resumes, cover letters, bios, press releases, press kits, email newsletters, and more. We will also explore marketing strategies for musicians, including branding, social media, video, and websites. Guest lecturers will speak on topics including financial management, portfolio careers, managing your online presence and entrepreneurship.

Stephen Danyew is a composer and an Instructor in the Arts Leadership Program at the Eastman School of Music. Danyew writes commissions for a variety of genres, self publishes his music, and often serves as a guest composer and lecturer at universities throughout the country. He holds a B.M. in Composition from the University of Miami and an M.M. in Composition and a Certificate in Arts Leadership from the Eastman School of Music. He is the contributing author for the 2nd edition of Ramon Ricker's book *Lessons from a Street-Wise Professor: What You Won't Learn at Most Music Schools*.

Entrepreneurship & Careers (continued)

ALC 214B-1 **ARTS, MEDIA AND PROMOTION: PERFECTING & PITCHING YOUR**
 ALC 414B-1 **MESSAGE**

Half-semester **Late Fall** **1cr** **Thursdays from 4:00pm to 6:00pm in ESM 404** **Instructor: Amy Blum**

Enrollment Limit: 15

In the 21st-century, it's critical that performing musicians be well-versed in self-promotion, no matter what your performing career looks like. What's your personal "brand," and how do you set yourself apart from others? In this course, you'll explore the fundamentals of identity, promotion, public relations, and marketing for a performing musician. Learn how to write an effective and newsworthy press release, construct a bio, craft a press kit, create a marketing plan, work with a photographer, shine in an interview, and understand the "ins-and-outs" of diverse media. Guests will include Eastman's director of concert activities as well as a participatory roundtable discussion with members of the local media. Although professional photographs are not mandatory for this course, they are highly recommended. Contacts for local professional photographers will be shared.

Amy Blum is a creative and experienced public relations and media professional. She worked as the national publicist for the Eastman School and is former director of public relations at the Rochester Philharmonic Orchestra. In that role, she was responsible for helping to craft and "pitch" the RPO's "message" to the media, whether for concerts, events, recordings or other newsworthy activities. She also wrote and was the project manager for the RPO's award-winning annual report. A graduate of SUNY Buffalo with a bachelor's degree in music, Amy has had her own publicity business for more than 25 years, representing chamber ensembles, record labels, music festivals, orchestras, singers, composers, and art galleries.

ALC 230-1 **Video Branding for the 21st Century Musician**
 ALC 430-1

Full Semester **1cr** **Tuesdays from 4:00pm to 5:00pm in EC 103** **Instructor: Michael Sherman**

Enrollment Limit: 15

The future of marketing is visual. The ability to create engaging video is vital to showcase your brand. This class will provide hands-on practical skills for high quality video production. You will work with professional video and audio equipment, learn editing/splicing of audio and multi-angle video, and marketing practices for successful release of content that will align with your brand as a musician. You will complete the class with visual media in your portfolio designed to create a buzz.

Michael Sherman is both an alumnus (MM Eastman 15') and a current staff member of the Eastman School of Music. In demand both as a jazz guitarist and multi-media engineer, his focus blends musical aesthetics with technical acumen. He manages an international presence in the swing dance community through co-managing of the Vintage Jazz Collective, and contributes his efforts toward successful entrepreneurial startups including Low Down Publishing and Mobile Audio Productions. Michael is well versed in the necessities of commercial communication requirements that create a successful public image.

ENTREPRENEURIAL THINKING (Arts Leadership Certificate CORE Course) **ONLINE VERSION (in-person version taught in spring semester)**

ALC 210-1
 ALC 410-1
Co-located as JCM 261-1

Full Semester **2cr** **Instructor: James Doser**

Enrollment Limit: 20

An entrepreneurial person is one who transforms an idea into an enterprise that creates value. Musicians have been entrepreneurial thinkers throughout history, and continue to be so. **Entrepreneurial Thinking** helps students to recognize the entrepreneurial potential they possess, appreciate the role of entrepreneurship within society and in their own professional lives, and understand and implement the processes and skills of entrepreneurship. Students envision, develop, and present a Capstone Project in this course, titled 'The Big Idea'. This is a project, initiative, product, business, or other entrepreneurial idea chosen by the student. Essential concepts covered in this class include idea generation, assessing potential value and feasibility, market analysis, writing for business, developing marketing strategies, budgeting, types of business structures, funding, contracts, legal issues, and best practices for effective presentations. This course may also serve as a resource for students wishing to submit applications to the IML Grant and Mentorship Program, Eastman/ArtistShare Program, and Paul R. Judy Grant Program. Students wishing to take this course for degree elective credit will need to pay for the course and should sign up for **JCM 261-1**.

Jim Doser is an educator, administrator, musician and entrepreneur, and the Director of Eastman's Institute for Music Leadership. He served as Music Administrator in the Penfield Central Schools, taught at all levels of public school and at Eastman as Director of the Eastman New Jazz Ensemble and various undergraduate and graduate classes. For nearly twenty years he was co-owner of *Tritone Music, Inc.*, a company specializing in jazz instruction for adults. Mr. Doser holds degrees in Music Education, Jazz and Contemporary Media and the Performer's Certificate from Eastman, and is recipient of the *Smithsonian Award in Education* for his work on the Smithsonian's traveling exhibit *The Jazz Age in Paris*.

The Healthy Musician

ALC 223A-1 KEYS TO HEALTHY MUSIC
 ALC 423A-1

Callan-Harris, S

ONLINE VERSION

Half-semester **Early Fall**

1cr

Instructor: Sue Callan-Harris

Enrollment Limit: 25

Making music is a physically demanding task in which the performer requires the same attention as an elite athlete. Just as music affects our health and well-being, our state of health influences our music performance. **Keys to Healthy Music** helps students to assess their own physical well-being and implement the strategies that will turn into life-long **performance enhancement** practices. Based on research from the Performing Arts Medicine Association (PAMA), students are offered current guidelines for optimal recovery from a performance-related injury, preventing overuse injuries, and enriching the physical experience of music-making. Guidelines for physiological arousal and quieting that inform the preparation for practice and performance will be customized for the individual. Students will design and implement their own physical conditioning for maximum strength, endurance, and learning (yes, exercise makes you smarter). Essential concepts of Posture, Movement, and Ergonomics are covered and applied to practice habits. Students will design their practice routines using principles from Sports Medicine to guide the intensity, frequency, and duration of sessions to meet their academic demands. Areas of concern to music students, including hearing conservation, performance anxiety, and managing multiple practice/performance tasks are covered. Although this is an online course, it is a very physical course requiring students to practice instrument –specific warm-up and cool-down, interval training, postural changes, and ergonomic adjustments. Ideas for “cross-training” with Martial Arts, Yoga, Pilates, Alexander, Feldenkrais, Dance, Sports are incorporated into the individual Lifestyle Plan.

Susanne Callan-Harris, M.S., P.T. is Chief Physical Therapist for **University Health Services**. Sue specializes in Performing Arts Medicine, working with musicians and dancers at all levels. She provides services to the professional community through her private practice.

Internships

ALC 280-1 ARTS LEADERSHIP INTERNSHIP
 ALC 480-1

Full Semester

1cr

Facilitator: Leslie Scatterday (scheduling flexible)

Enrollment Limit: No limit

Open to Arts Leadership Program (ALP) certificate candidates only, the Catherine Filene Shouse Arts Leadership Program internship places ALP certificate candidates in internships designed to expose them to extra-musical tools and information that can only be learned in practical, “real world” settings. Benefits to the student include the cultivation of self-management skills and an awareness of the current climate for the arts in America. In addition to helping prepare our students to function in the ‘real world’, the internship program also contributes to the Eastman School’s focus on the community by supplying local, national and international arts organizations with high quality interns. Limited to 2 credits maximum towards certificate requirement.