

ACM@UCO

THE ACADEMY OF CONTEMPORARY MUSIC
AT THE UNIVERSITY OF CENTRAL OKLAHOMA

PURSUE YOUR PASSION





About ACM@UCO

The Academy of Contemporary Music at the University of Central Oklahoma (ACM@UCO) is the region's premier pipeline to the music industry. We create real-world educational experiences by connecting students to the industry through hands-on studio work, live performances, entrepreneurial training and networking opportunities.

We offer degrees in several focus areas.

Bachelor's degrees:

- Commercial Music
- Audio Production


Associate degrees:

- Contemporary Music Production
- Contemporary Music Performance
- Contemporary Music Business

Our students are taught by accomplished industry professionals, including musicians, producers and business experts. Our students learn from — and work with — professionals throughout the industry at record labels, recording and production companies, live music venues, film studios and more. Many of our faculty own and operate their own recording studios, live venues, booking and tour management teams and marketing and promotion businesses. ACM@UCO Masterclasses allow unique opportunities to learn from today's leading experts.

The Business Development Center (The BDC) counsels students in the best ways to connect to the music industry and develop their careers. Students have been able to find internships, jobs and gigs with the help of the team in the BDC. Our BDC is staffed by music business professionals with decades of experience in the local, regional, national and international levels.

Located in the Bricktown entertainment district in downtown Oklahoma City, ACM@UCO is a fully accredited contemporary music program with a live venue and multiple state of the art recording studios.



Experienced Faculty and Staff

ACM@UCO's faculty and staff team is comprised of established working musicians and business experts with industry experience locally, nationally and internationally. Faculty and staff members provide students with up-to-date insights into the industry and directly connect them to professional opportunities in the music world.

Notable faculty and staff members include:

Scott Booker, *Executive Director, CEO and Founder of ACM@UCO*

Longtime manager of Grammy Award-winning popular artists The Flaming Lips, voting member of the Grammys and the Rock and Roll Hall of Fame. In 2019, Booker received the Governor's Arts in Education Award for the creation of ACM@UCO.

Patrick Conlon, *Assistant Director*

Music producer, composer, and violinist who has completed projects with the Oklahoma City Philharmonic, Oklahoma Contemporary and the Fort Smith Symphony.

Derek Brown, *Business Development Center Manager*

Multi-instrumentalist with The Flaming Lips who has worked with artists as diverse as Miley Cyrus and Yoko Ono. In 2018, he was nominated for a Tony Award for his contribution to *SpongeBob SquarePants: The Broadway Musical*.

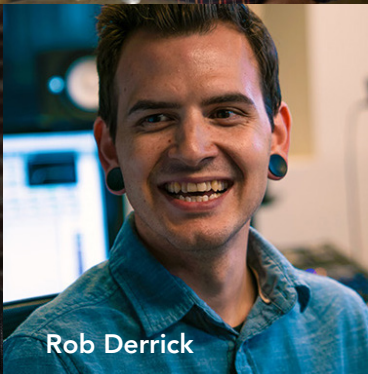
Nicholas Ley



Kevin Lively



Rob Derrick





Jennifer Chancellor, *Marketing and Public Relations Coordinator*

Marketing and PR specialist, award-winning entertainment journalist and former Oklahoma Gazette editor in chief.

Mitch Bell, *Program Director, Performance*

Freelance guitarist, writer and producer who has worked and toured with Zhu, THEY. and Emotional Oranges.

Chris Hicks, *Program Director, Production*

Former touring guitarist for Reba McEntire and a saxophonist who has played with renowned jazz trumpeter Chet Baker, among others.

Nicholas Ley, *Program Director, Music Business*

Percussionist in The Flaming Lips and Colourmusic. Ley has also toured in Miley Cyrus' band and performed on Saturday Night Live, The Late Show with Stephen Colbert and The Tonight Show Starring Jimmy Fallon.

Rob Derrick, *Lecturer*

Supervising sound editor specializing in post-production audio for film and television. Derrick is a two-time Emmy Award winner for his work with his personal company OK Sounds Good.

Kevin Lively, *Lecturer*

Mastering engineer who has garnered gold and platinum certifications from the RIAA with artists such as Elton John, Aretha Franklin and Pink.



Insightful Masterclasses

ACM@UCO hosts a successful masterclass series — more than 50 to date — that provides students with opportunities to learn from and interact with today's industry leaders.

Featured artists have include:

- **Tenacious D**, Grammy Award-winning comedy-rock act featuring Jack Black and Kyle Gass
- **Lol Tolhurst**, founding member of The Cure
- **John Oates**, of Rock and Roll Hall of Fame duo Hall & Oates
- **Elvis Costello**, Grammy Award-winning singer and Rock and Roll Hall of Famer
- **Ben Folds**, songwriter, pianist and Artistic Advisor to the National Symphony Orchestra
- **Roger Daltrey**, founder and lead singer of The Who
- **Steven Drozd**, songwriter and multi-instrumentalist for The Flaming Lips
- **JD McPherson**, singer-songwriter and guitarist
- **Steven Van Zandt**, Rock and Roll Hall of Famer from Bruce Springsteen's E Street Band

Steven Drozd



Maynard James Keenan



- **Maynard James Keenan**, of Tool, Puscifer and A Perfect Circle
- **Jackson Browne**, songwriter and Rock and Roll Hall of Famer
- **Judy Collins**, Grammy Award-winning singer, author and social activist
- **Twin Shadow**, singer-songwriter, producer and actor
- **Nile Rodgers**, Rock and Roll Hall of Famer, Grammy Award-winning producer, guitarist and co-founder of Chic
- **Danny Goldberg**, music industry veteran, guided the careers of Nirvana, Tom Morello, Led Zeppelin and many others
- **Livia Tortella**, former President of Warner Bros. Records
- **Jim James**, singer, songwriter and guitarist of My Morning Jacket

ACM@UCO also hosts clinics with many of these same artists, providing students with hands-on and one-on-one access to industry professionals and artists. Clinics can include question-and-answer sessions, tutorials and discussion on artistic methods, techniques, and unique stylings behind the artists' music.

DEGREE OFFERINGS

Bachelor's Degree Programs

Our Bachelor of Applied Technology degree programs are accredited by the National Association of Schools of Music (NASM) and the Higher Learning Commission (HLC), and include Associate of Applied Science degrees as part of the program.

Commercial Music

Bachelor of Applied Technology

Study music business and entrepreneurship, advanced topics in contract law, copyright, finance and how to be a leader in the music industry.

Audio Production

Bachelor of Applied Technology

Study advanced studio recording, mixing, and mastering techniques, post-production audio, live sound management and professional music production methods.

Associate Degree Programs

Students can earn an Associate of Applied Science degree in any one of our three core music areas:

- Contemporary Music Production
- Contemporary Music Performance
- Contemporary Music Business

Minors

- Contemporary Music Performance
- Contemporary Music Production
- Contemporary Music Business
- Songwriting
- Post-Production Audio





Contemporary Music Production

Associate of Applied Science

Bachelor of Applied Technology

These degrees focus on concepts in sound design, editing, mixing, and mastering as well as live studio recording and post-production. Students learn all aspects of the music production process through hands-on experience in the academy's state-of-the-art recording studios, each built to meet or exceed industry standards.

ACM@UCO is home to four fully equipped recording studios, four recording pods and rehearsal spaces– all available for student use. All studios and recording pods are outfitted with major DAWs and plugins from UAD, FabFilter, and Sonnox. Some of the highlights in our studios include our SSL console in Studio B, the Genelec 5.1 surround monitoring system in Studio C and the collection of analog outboard gear in Studio A. Each studio features a fully stocked microphone locker as well as a unique collection of instruments and amplifiers. Through this program, students can also earn their Avid ProTools 100 level certification.

ACM@UCO graduates have the skills needed to manage recording sessions and produce quality recordings through digital audio workstations in any commercial studio. Our Production students have gone on to own recording studios, and work at venues, casinos, theaters, music festivals, pro audio manufacturers, score music for film and TV shows and much more.

Brands Used in ACM@UCO Studios

Ableton	Euphonix	Shure
Adam Audio	FabFilter	Solid State Logic
AKG	JDK Audio	Sonnox
API	Manley	Soundcraft
Apple	Midas	SPL
Audio Technica	Mogami	Standard Audio
Avid	Neumann	Telefunken
BAE	Neve	True Systems
Beyerdynamic	ProTools	Universal Audio
Buzz Audio	Purple Audio	Yamaha
Dangerous Audio	Sennheiser	
Empirical Labs	Shadow Hills	

Careers in Contemporary Music Production

- Recording Engineer
- Live Sound Engineer
- Record/Music Producer
- Sound Mixer
- Sound Designer
- Recording Studio Manager
- Instrument Tech/ Specialist
- Mastering Engineer



Contemporary Music Performance

Associate of Applied Science

Options Include:

Guitar, Bass, Keyboard, Drums, Vocals, or Songwriting

Contemporary Music Performance students can choose from two paths of study: Instrumental/Vocal Performance or Songwriting. In each path, students learn musicianship skills, theoretical concepts and stylistic methods that embody professional performance and songwriting standards.

In addition to our highly focused performance and songwriting curriculum, students attend a variety of music industry related courses and gain invaluable insight into navigating careers in music. Each semester, Performance majors join student bands under the direction of professional musicians and perform in a minimum of six concerts annually in ACM@UCO's Live Room, the venue conveniently located in our downtown campus.

Additional performance opportunities are available through ACM@UCO's Business Development Center and may include recording sessions, internships, off-campus concerts, festivals and tours.

Our graduates work as musicians with local and regional artists, session musicians, instructors at music schools and worship leaders. They record and release original musical works, play major festival stages and tour internationally.

Careers in Contemporary Music Performance

- Performing Artist (Recording Artist/Group)
- Vocal/Instrumental Soloist
- Performing Songwriter
- Session Musician
- General Business Musician
- Background Vocalist
- Floor Show Band
- Theatre Musician/ Performer
- Product Demonstrator
- Private Instructor
- Performance Program Instructor
- College/Conservatory/ University Educator
- Choir Director
- Composer
- Lyricist
- Songwriter/Producer
- Jingle Writer- Radio and TV
- Acoustic and Electronic Orchestrator

Contemporary Music Business

Associate of Applied Science

Bachelor of Applied Technology

Our curriculum offers an entrepreneurial-minded approach while developing a formal understanding of how the music industry works along with the necessary skills to navigate it. Music Business majors take specialized courses in artist management and development, music publishing, record label operations and concert and tour promotion.

In addition to traditional coursework, students interact daily with our faculty, who also work in the industry. Students have opportunities to network with successful producers, performers and business professionals through our Masterclass series and other events.

This degree path prepares graduates to enter the business side of the music industry ready to launch their own companies and work with artists and labels in a variety of ways. Our Business students have gone on to become artist managers, booking agents, concert promoters, venue operators, music supervisors, publicists and much more.

Graduates of these programs will be able to:

- Demonstrate knowledge of legal issues in the industry.
- Demonstrate an understanding of creating and exploiting sound recordings and musical works for profit.
- Explain the importance of attracting champions and influencers online and offline in brand building.
- Examine the financial impact of new distribution channels and revenue streams for recorded products and musical works in the industry.
- Demonstrate knowledge of design tools used to create print, video and web content for promoting artists.
- Apply creative strategies for marketing music products and artists.

Careers in Contemporary Music Business:

- | | |
|---------------------------------------|---------------------|
| • Band/Artist Manager | • Media Manager |
| • Label Owner/Operator | • Studio Manager |
| • Venue Owner/Operator | • Marketing Manager |
| • Merchandise Manager | • Concert Promoter |
| • Booking Agent | • Music Publishing |
| • Music Supervisor | • Entertainment Law |
| • Tour Manager | • Publicist |
| • A&R (Artist and Repertoire) Manager | • Producer |



"ACM@UCO gave me the opportunity to learn the things that I use daily working at The Criterion."

Krystal Raney

GM of The Criterion (3,500 capacity concert hall in OKC)



"In addition to helping me zero in and narrow down the type of artist that I wanted to be, ACM@UCO also helped garner connections and friendships with people that I still have to this day."

Chase Kerby

Art Moves Director at Arts Council Oklahoma City
and successful recording artist



"ACM@UCO gave me the confidence to walk into any recording studio or venue and be able to do good work."

Aaron Robinson

NYC-based freelance audio engineer & touring FOH
audio mixer for Australian band Cub Sport

TAKE ACTION

Programs Offered:

- B.A.T. in Commercial Music
 - B.A.T. in Audio Production
 - A.A.S. in Contemporary Music Production
 - A.A.S. in Contemporary Music Business
 - A.A.S. in Contemporary Music Performance
- Options: Guitar, Bass, Drums,
Keyboard, Vocals or Songwriting

Admission:

Step 1: Apply for Admission to UCO

Step 2: Submit Supplemental Audition Materials

Visit acm.uco.edu/admissions for details



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COLLEGE OF

Fine Arts and Design

UNIVERSITY OF CENTRAL OKLAHOMA



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