



## **CHAIRMAN OF COLUMBIA RECORDS, STEVE BARNETT, TO SPEAK AT UNIVERSITY OF MIAMI ON MARCH 30, 2007**

### **RELATIONSHIP BETWEEN THE UNIVERSITY OF MIAMI FROST SCHOOL OF MUSIC'S MUSIC BUSINESS AND ENTERTAINMENT INDUSTRIES PROGRAM AND COLUMBIA RECORDS GROWS**

CORAL GABLES, FL (March 13, 2007) – Steve Barnett, Chairman, Columbia Records, will be speaking at the University of Miami as a guest of the Frost School of Music's Music Business and Entertainment Industries Program. The event takes place on Friday, March 30, 2007 from 9:05 – 9:55 am in Gusman Concert Hall (1314 Miller Drive, Coral Gables, FL 33146) and is open to University of Miami students, faculty and staff. Barnett's illustrious career includes positions such as former President of Epic Records and former President of Hard to Handle Management, where his clients included AC/DC and Cyndi Lauper.

Columbia Records is one of the oldest brand names in recorded music dating back to the 1800's. Columbia Records catalog is comprised of music by artists such as Aerosmith, Tony Bennett, Beyonce, Bob Dylan, Bruce Springsteen and the Dixie Chicks. ([www.columbiarecords.com](http://www.columbiarecords.com)) Columbia Records is part of the Sony BMG Music Entertainment family of labels.

In addition to the upcoming event, Columbia Records has been working with the Frost School of Music's Music Business and Entertainment Industries program on two other activities.

Columbia Records recently launched "BIG RED". The program is described as dedicated to developing young talent for the future of Columbia Records management and testing new initiatives in the volatile recorded music industry. The program is structured as a paid summer internship where students are given a summer-long project to execute. On February 26, 2007, a representative from the "BIG RED" visited the University of Miami campus to present information about the program to students. The University of Miami is fortunate to be one of only a few schools across the U.S. targeted by the program.

The Music Business and Entertainment Industries Program offers a course titled "Record Company Management" to its students. This year, recent faculty addition Assistant Professor Serona Elton has taken over responsibility for the course. Ms. Elton also serves as a consultant to Sony BMG Music Entertainment. On March 6, 2007, as a result of her relationship with Columbia Records, the label opened its doors to Ms. Elton, allowing her to videotape interviews with a number of department heads. The videotaped footage will be integrated into the course, providing students the opportunity to hear about the inner workings of a major record label directly from those responsible for it.

The University of Miami Frost School of Music's Music Business and Entertainment Industries Program is an interdisciplinary program that prepares students for positions in all areas of the music business and entertainment industries. An emphasis is placed upon courses in music, business, and music industry and carries a built-in minor in marketing. ([www.music.miami.edu/programs/mbei/mbei.html](http://www.music.miami.edu/programs/mbei/mbei.html))



Contact: Serona Elton

Assistant Professor, University of Miami - Music Business and Entertainment Industries Program

Office: 305-284-9856

[selton@miami.edu](mailto:selton@miami.edu)