



LECTURE DESCRIPTIONS 2023

Prof. RICHARD SMITH

www.richardsmithguitar.com

Over the years I have prepared, edited and updated a variety of topics that I felt were important for our USC Thornton students (at the BM, MM and DMA levels). While I love coaching guitar performance and ensembles, I also enjoy talking about a variety of topics to a wider group of musicians - topics that the diverse array (classical, jazz, folk, pop, media etc.) of students in a contemporary music school have in common...

I have often given presentations to entire student bodies at schools such as The University of Oregon, The Sydney Conservatory, The Institute, London, Morley College, London, Enschede Conservatory, Holland, Ionian University, Greece, Agder University, Norway, Novia University and Sibelus Academy, Finland, Westminster University, London and so on, finding the Universal fundamentals we all face, to discuss.

All are in Power Point format, often with music, images and video.

DIY ALBUM RELEASE!

Everything one needs to know about releasing a *successful* album on one's own ...how to do it all yourself and monetize it. We will discuss aesthetic and business plans, radio, media, marketing, funding, distribution, e-commerce, publishing, licensing, promotion, art, touring, legal aspects, disc pressing and more.



AL 1307 - EUROPAK CD 2-1

Kategorie: _____
 Teil: _____
 Konsequenz: _____
 Konsequenz: _____
 Konsequenz: _____

Kategorie: _____
 Teil: _____
 Konsequenz: _____
 Konsequenz: _____
 Konsequenz: _____

GOING PRO: How to Build a 21st Century Career in Music

This two-hour workshop uses profiles of successful *professional* musicians between 22 and 35 years of age. The class will discuss and build on their example, and apply those experiences and strategies to class-driven discussion topics. Examples come from young artists in popular music, jazz, classical music and television, and use their example of how to create new prospects for success within the music and arts world. Examples from American Idol, The Voice, Michael Buble, John Mayer, Chick Corea, Moonchild, Knower, Maroon 5 etc.



INDEPENDENT ARTIST INC. - The Six Must-Dos of Your Independent Music Career

Independent, do-it-yourself careers are becoming the norm, this lecture organizes the complex and nuanced job of becoming an independent artist by breaking it into six areas: Artistic Signature, Business Sensibility, Smart Outsourcing, Revenue Streams, Social Media and Scrutiny.



The ART OF THE DUO

Party of Two: finding success in small ensemble settings

Venues: theaters, bars, jazz clubs, festivals, house concerts, teaching: masterclasses, clubs, street teams, management, differences in culture and commerce abroad, universities: class/concert “niche” development, business planning. BUZZURRO/SMITH International Duo and others as a case study:
<https://www.facebook.com/BuzzurroSmithGuitar/>



Francesco Buzzurro
from Sicily, Italy

&
Richard Smith
from Los Angeles, Ca.

ONE NIGHT ONLY!
Performing music of Italy,
America, and the Mediterranean

Recipients of the Presidential
Medallion of Sicily



**Friday, Sept. 22nd,
2015
@ 7:30pm
Merced Multicultural
Arts Center
645 W Main St
Merced CA, 95340**

Tickets: \$20 general / \$15 students, seniors, military
 Tickets available at: Multicultural Arts Center Tuesday-Friday 9am-5pm, Merced College Bookstore,
 Gatechick Music, and at the door 1 hour prior to show.
 For more information please call 209-386-1090 or 209-386-6644 email: director@artsmcmerced.org or albatos.j@mc.edu

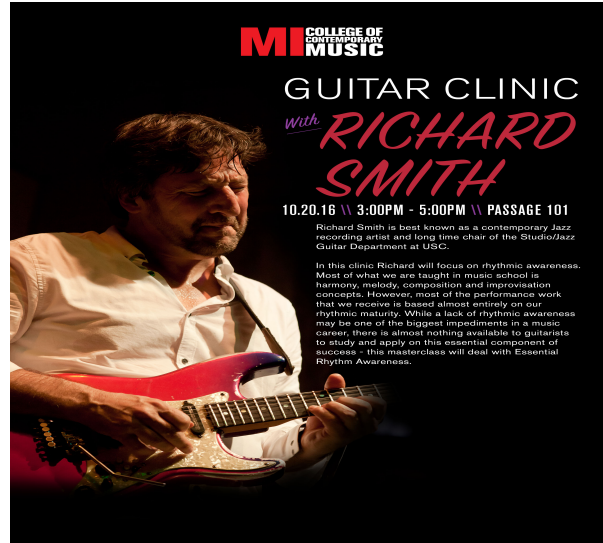
ARCHITECTURE AND MUSIC

'Music is liquid architecture; architecture is frozen music' Johann Wolfgang von Goethe.
 A focus on creativity and problem solving from the many parallels in music and architecture – including rhythm, formal organization, texture, dynamic, programmatic aspects and geometry.



ESSENTIAL RHYTHM AWARENESS: *Groove, Lock, Pocket and Crack*

Most of what we are taught in school is harmony, melody, composition and improvisation concepts. However, most of the performance work that we receive as rhythm section instruments is based almost entirely on our rhythmic maturity. This talk promises an effective approach to building rhythm awareness.



CREATING STRATEGIC INTERNATIONAL ALLIANCES

...Building a Global performing and Teaching career

“What is the single most important key to success in the music business?” ... A question from David Foster, producer for Andrea Bocelli, Michael Bubl , Chicago, Natalie Cole, Rod Stewart, Madonna, and Barbra Streisand, winner of 16 Grammy awards from 47 nominations. Chairman of Verve Records

...In this class we will find out what this “key” is, and discuss and apply it!



SELF-RELEASING A SINGLE TO RADIO

‘Going for Ads’
Week One:



Billboard Smooth Jazz Chart: #2 Most Added (4 adds)

See link, updated every Wednesday:

<http://charts.bdsradio.com/bdsradiocharts/charts.aspx?formatid=8>

Groove Jazz Music Chart: #1 most Added (6 adds)

See link: <http://www.groovejazzmusic.com/>

Billboard airplay:

SiriusXM Satellite Radio/Watercolors

The Smooth Jazz Network

WCLK/Atlanta, GA

WEIB/Springfield, MA

KUNV/Las Vegas, NV

WSBZ/Panama City, FL

WVAS/Montgomery, AL

The new model releasing creative content is the ‘single’ – one track designed for maximum effect, usually for radio and other media. For those unfamiliar with the massive effort that goes into competing with established artists and labels, this talk provides information that will show, step-by-step, the musical, creative and business actions necessary to complete the process as an established label would, on ones own. My most recent single ‘Soul Share’ September 2021 spent

26 weeks in heavy rotation on Sirius XM Watercolors went to Billboards Top 10 and reached #2 on the USA Today National charts.

- The Audience: important questions to ask before you start
 - The Music: content creation (writing) - concept
- Organizing: *content(recording)/guests/sidemen/liner notes/visual imagery/graphic design/codes/credits/PRO info/pressing*
 - Radio Promotion: terrestrial
 - Digital Promotion: websites and media
 - Monetization: digital music distribution, cds,
- Codes: International Standard Recording Code (ISRC), Bar Code#
 - Performing Rights Organization (PRO): BMI / ASCAP

Other descriptive links:

LONDON POP INTENSIVE: July 13-16

<https://www.youtube.com/watch?v=-MW6G276Xs4&feature=youtu.be>

LONDON/L.A. POP COLLABORATION MUSC 470 May 18-June 6

https://www.dropbox.com/s/udtg7mvvg3wyrld/1_MUSC_470_PROMO_V399.mp4?dl=0

OTHER SITES:

www.richardsmithguitar.com

<https://www.facebook.com/RichardSmithGuitar>

<https://www.facebook.com/RichardSmithMusicResidency/>

.....

Professor Richard Smith

USC | Thornton School of Music

Division of Contemporary Music

Los Angeles, California 90089-0851

Ph/Text: 213.309.9936 Email: rsmith@usc.edu

LAExperience <https://www.facebook.com/groups/2316357651968567/>