

# Foundation supports inaugural Music Industry Camp

In July Rowan University hosted its first week-long Music Industry Summer Camp, offering high school students a unique world-class learning experience on music technology and key aspects of the music business.

A generous grant from The Les Paul Foundation supported 32 area high school students with dreams of studying music in college and developing successful careers in the music industry.

The Les Paul Foundation inspires innovative and creative thinking by sharing the legacy of Les Paul through support of music education, recording, innovation and medical research related to hearing.



“This grant was a very big deal,” said Mathieu Gendreau, Associate Professor & Music Industry Program Director. “There aren’t many grants dedicated to the arts and Les Paul is a huge inspiration. He was an inventor and an entrepreneur who became a number one recording artist. He worked really hard and he never gave up. To have the support of the Foundation is really special.”

Through working with Gendreau, Assistant Professor of Music Business Michael McArthur, and other faculty from the B.S. in Music Industry degree program, campers learned directly from active music industry insiders who also provided insight into college admissions and career development advice.

Throughout the camp, students were taught the basics of what it takes to work as an audio engineer, record producer, post-production engineer, record label manager, artist manager, booking agent, marketing

manager and music publisher.

Students honed their skills and knowledge in audio recording, editing, MIDI sequencing (musical instrument digital interface), audio mixing, recording studio acoustics, the music industry, record deals, music publishing, social media and music marketing. Students were also introduced to the history and legacy of Les Paul and his impact on the music industry.

Les Paul was the only person inducted into both the Rock and Roll Hall of Fame and the National Inventors Hall of Fame. The many recording techniques he developed in his Hollywood garage and later in his Mahwah, New Jersey home studios forever changed modern music.

“We talked a lot about Les Paul and his achievements during the camp,” said Gendreau. “I didn’t have access to something like this as a kid. Thanks to the Foundation, we were able to cut our fees in half, offer five full scholarships to underprivileged students and really put Rowan on the map musically, especially in Philadelphia.” RA