

Team Teaching Artist Management

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Abstract

The course in artist management at Belmont has been team taught the prior three years to provide students with the perspectives of an entertainment law attorney (introducing the business side) and a professional musician and singer of a well-known country music group (introducing the creative side). The goal is to provide a point-counterpoint style of presentation of the biggest and sometimes most contentious issues faced by artists and managers from both a manager and an artist's perspective. Music industry students are generally taught information contained in a textbook, but this opportunity allows students to also live the experiences of the teachers. The instructors, through the team design, have improved their individual and collaborative teaching abilities and effectiveness. Each instructor lectures on areas of expertise allowing them to lead the discussion of issues that affect their particular viewpoint and experiences with the other instructor providing, in many cases, a counterpoint. The students seem to have expressed their approval of this change in the delivery of the course by encouraging other students to register for Artist Management. As a result, we've increased the number of sections as well as added a summer class.

As a result of the team teaching effort, the students have shown improvement in their understanding of the manager-artist relationship, the issues that they will face during the artist's career and how to successfully navigate those issues in more of a win-win scenario for the students and the artists they may represent in their careers. Course content is still the focus of the coursework and so as a result they plan to introduce a coursepack which will replace the existing textbook. Over the next year, Rush and Dwayne will create an iBook that follows the class lectures and discussions and provides a more current approach to managing artists in the changing music industry business model. The coursepack will develop selected readings, conduct interviews with industry leaders, introduce multimedia presentations, and

continue group activities with case studies. For this conference presentation, we would like to share our experience with the team-teaching model, its positives and its challenges and its effectiveness with this particular course and subject matter. We would also like to solicit suggestions from our colleagues to help us develop ideas for our forthcoming course pack and eventual book.

Keywords: artist management, music business education, team teaching, Little Texas, Belmont University

Rush Hicks is an Associate Professor in the Curb College of Entertainment and Music Business at Belmont University. He writes: My undergraduate degree in music is from



Ole Miss. I also received my law degree from Mercer University in 1981. For many years I practiced law in Nashville on historic Music Row representing artists, songwriters, artist managers, business managers, record companies, record producers, booking agencies, and publishing companies. I currently teach copyright and artist management and chair the music business program at Belmont University in the Curb College of Entertainment and Music Business.

Dwayne O'Brien is Instructor of Music Business in the Mike Curb College of Entertainment and Music Business at Belmont University. O'Brien co-founded the country band Little Texas which went on to chart fifteen top-ten singles, three number-ones, and sell over seven million albums on the Warner Brothers label. The group also collected three Grammy nominations and garnered the Academy of Country Music award for vocal group of the year, and the CMA award for album of the year for their contribution to *Common Thread: The Songs of the Eagles*. O'Brien has enjoyed success as a songwriter having co-written the majority of the band's hits including the number-two "Kick a Little," and the number-one country and pop crossover hit "What Might Have Been." O'Brien also co-wrote the Hall and Oates hit "A Promise Ain't Enough." Since earning a masters degree from Vanderbilt University in interdisciplinary communications in 2005, O'Brien continues to write, tour and record with Little Texas, and loves teaching at Belmont, flying, and golf. He makes his home in Brentwood, Tennessee with his wife Delisa, and sons Dylan and Dawson.

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