



BLUE HAWK RECORDS

MONMOUTH UNIVERSITY'S STUDENT-RUN RECORD LABEL

Presented by Joe Rapolla
Chair, Music & Theatre Department
Director, Music Industry Program
Founder/Advisor, Blue Hawk Records

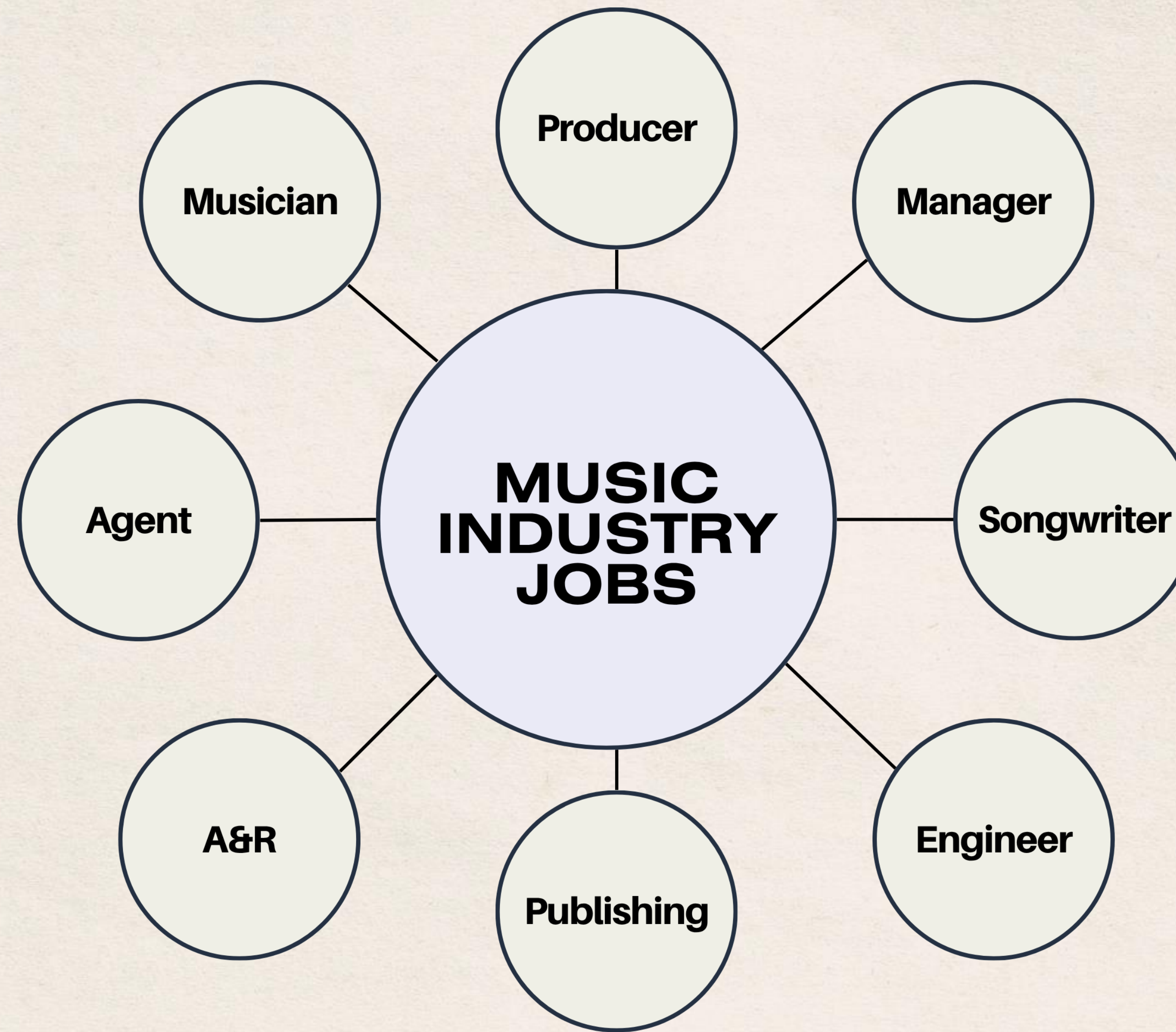
TRANSFORMATIVE LEARNING FOR A TRANSFORMING INDUSTRY



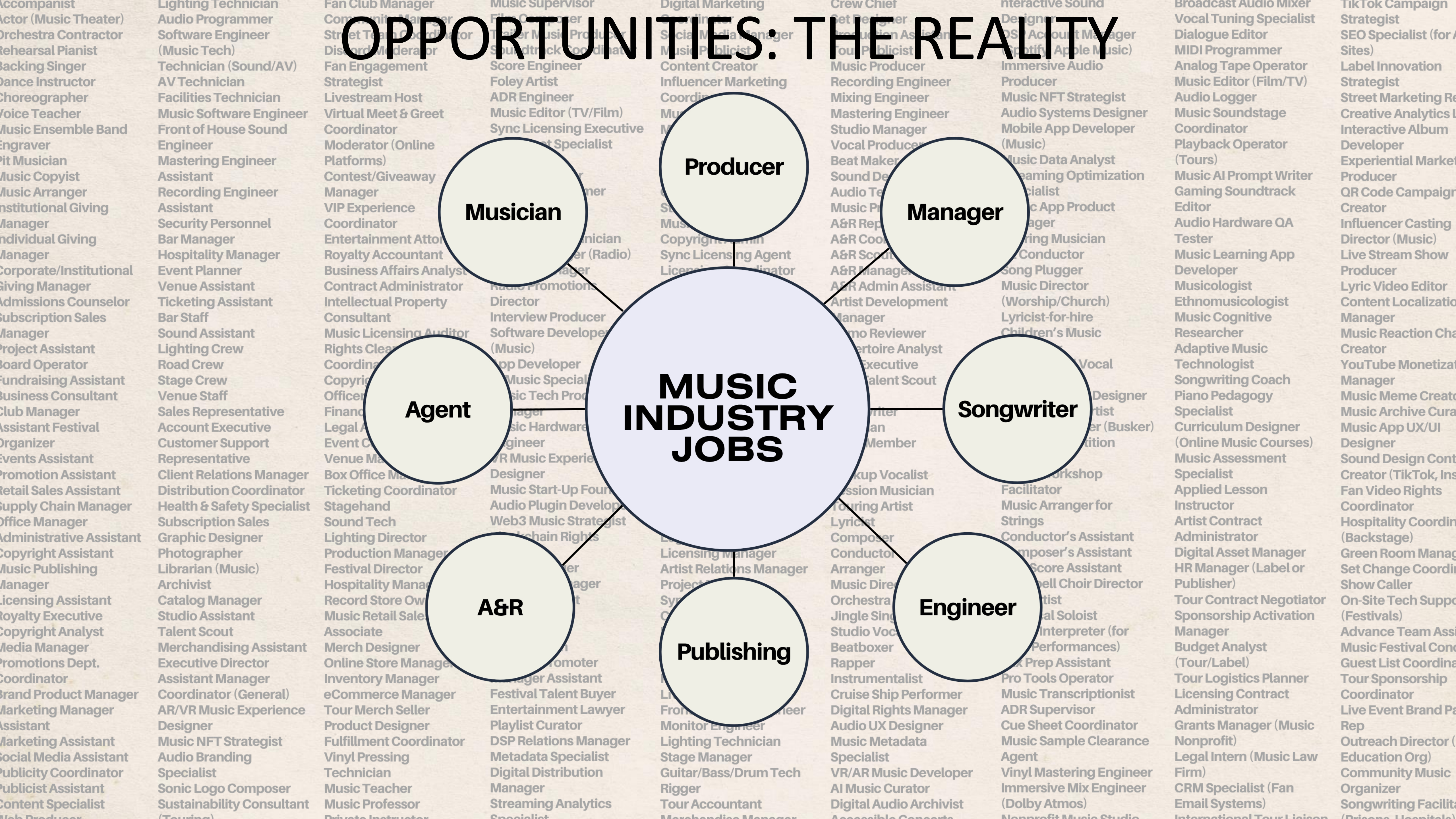
FLOSPORTS
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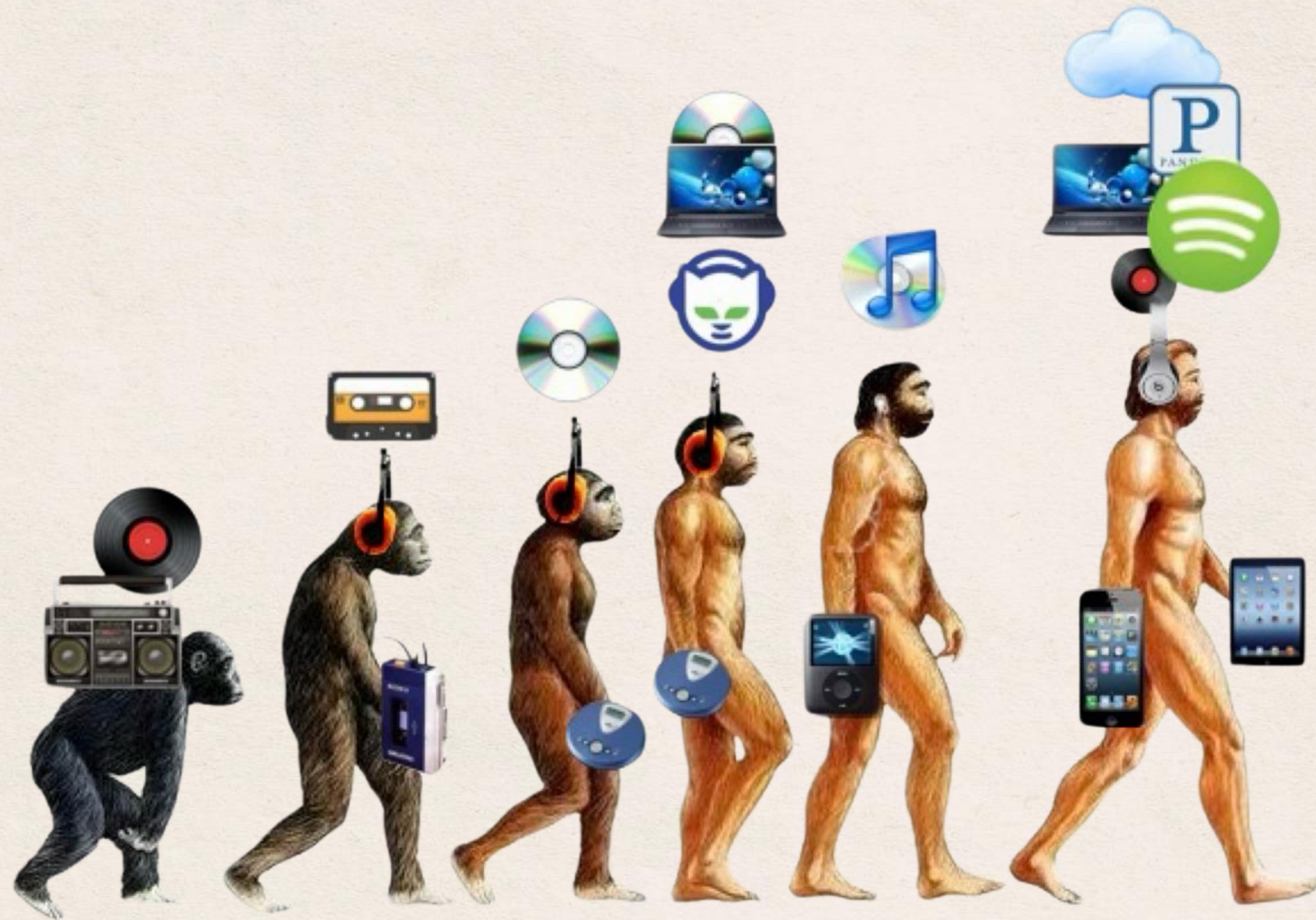
OPPORTUNITIES: THE PERCEPTION



OPPORTUNITIES: THE REALITY



EVOLUTION OF THE MUSIC...



Connection Remains Consistent

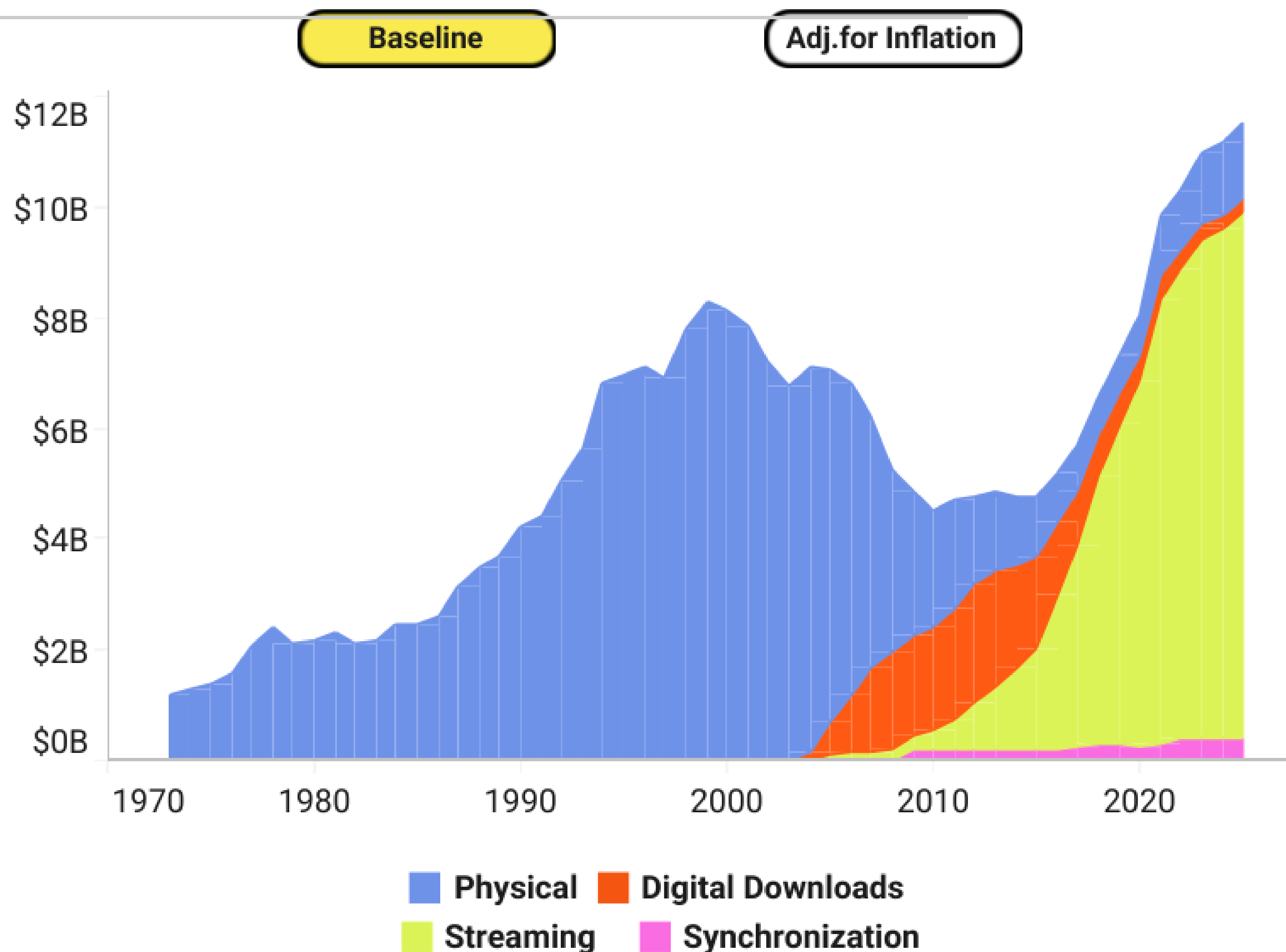
MUSIC, MEDIA & TECHNOLOGY



Creative Convergence

US Recorded Music Revenues 1973-2025

THRIVING THROUGH DISRUPTION



ADDRESSING THE GAP

- Update curriculum to align with Industry
- **Create Practical/Hands On Components**
- Create portfolio of assets and collaterals
- Establish Links with Industry Partners
 - Music & Tech Companies, Agencies, etc.
 - ...for Advisory, Instructional, Internship, Employment and Advancement opportunities
- Market the program



ONE OF THOSE COMPONENTS...

The LINK News March 28 thru April 3, 2013 17

Monmouth Univ. launches Blue Hawk Records, its own label

West Long Branch — Monmouth University's Music Industry program is taking a new approach with its curriculum; the students, under the guidance of their instructor, Professor Joe Rapolla, have started their own record label. The label, Blue Hawk Records, is launching with four talented young artists who are breaking into the scene.

The label was conceived to give students in the Music Industry program real-world exposure into the operations of a record company. "We wanted to give our students some practical experience in the business. This gives them hands-on experience from sourcing talent to releasing a record, including recording, packaging, sales, marketing, PR,

radio promotion, and producing a live event, all from a current-day mindset and approach," said Professor Rapolla.

Rapolla, a 20-year veteran of the music industry, created and led marketing departments at both Universal and Warner Music Group, and ran two digital marketing agencies. He received his MBA from Monmouth in 1990 and returned to the university to help develop the Music Industry program.

The artists, like the staff of the label, are all Monmouth University students. The two flagship bands on the label are 99 Regrets, a fresh, melodic alternative rock band, and Seasons, a heavy electronic-alternative rock band. In addition, the label is

launching with two singer-songwriters, Natalie Zeller and Sarah Gulbin. The label will be releasing a compilation of its artists' material in physical and digital channels globally, as well as showcasing these artists at a record release event on campus on May 2.

"I love that we are doing exactly what a company does, today, to put music out, and we will be able to walk out of college with that experience," said Sherri Kantor, a Monmouth University senior in the class starting the label. "All the rules surrounding the music and entertainment media have changed and we're making sure our students have their fingers on the pulse on the business as it evolves," said



BLUE HAWK RECORDS



- Established spring 2013
- Process
 - Overview structure of current day music company
 - Assign Roles
 - Source Talent/Prepare (develop) Talent
 - Go into the studio
 - Create promotional content
 - Gather meta data & distribute
 - Marketed across all channels
 - Produce Release Event



13 YEARS LATER...



REAL WORLD STRUCTURE

- **Blue Hawk Music Group**

- Blue Hawk Records
- The Music Alliance
- Blue Hawk Studio
- On Campus Partners (WMCX FM, PRSA, BSCAM)
- Industry Partners, Service Providers, etc.



Structured like many corporations are structured: **corporate holding companies, operating companies, partners and service providers.**

BENEFITS & OUTCOMES

(SELECTED)

- **Practical Experience**
 - Students gain hands-on experience in all aspects of the music industry
- **Career Prep**
 - Helps students build a portfolio of work and portable skills
- **Entrepreneurial Skills**
 - Requires creativity, resourcefulness, strategic business planning and decision making
- **Leadership, flexibility and teamwork!**

“...AND WOULDN'T YOU WANT TO BE AT A UNIVERSITY
WITH ITS OWN RECORD LABEL?”

Pat Leahy, President of Monmouth University, to Bruce Springsteen



BLUE HAWK
Records

PRESENTS



Runaway American Dream:
Innovative Interpretations of
Springsteen 50 Years Later

Various Artists



Apple Music



Spotify



YouTube Music



Amazon Music



iTunes Download



Amazon Download



Tidal



Audiomack



Deezer



Boomplay

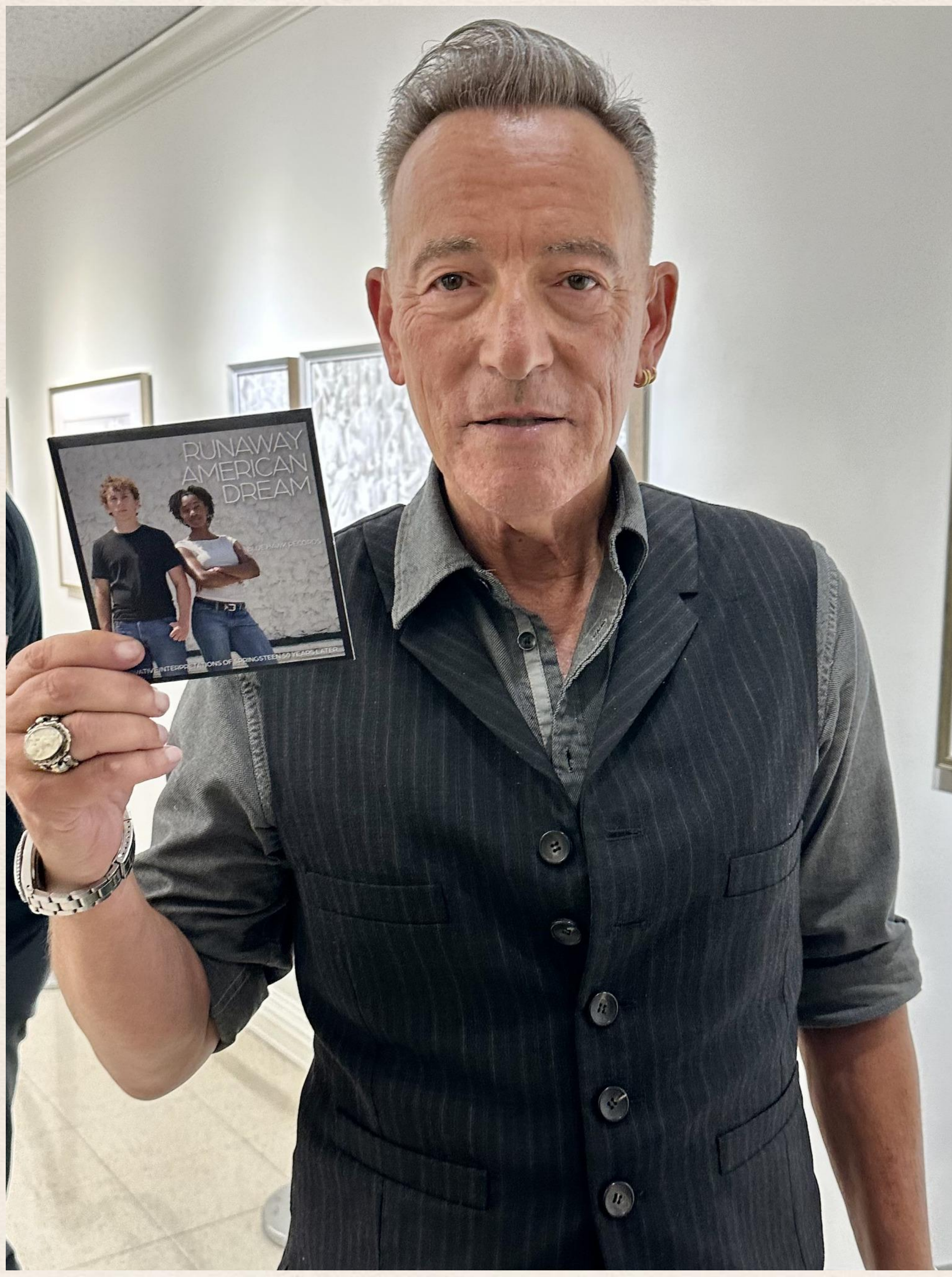
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RECORD LABEL



Check us out!

THANK YOU!



Track Me Down...



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