Hartt School Class Launches Own Record Company
Arts Management students learn by experience through MANAGE IT!

October 4, 2005

Students in Professor Chris Cofoni's MUM 340 class are now learning about the record industry in a whole new way. The class, consisting of mainly Hartt School of the Performing Arts junior and senior performing arts and management majors, are scouting talent and collaborating to create their own functioning "record label" called MANAGE IT! The goal of this pint-sized label is to produce and promote a local artist(s) for the entirety of the Fall '05 semester.

The first big step in this process was the assignation of roles within the miniature company and, of course, the website. Student Jesse DeRosa heads up the groups web efforts. The developments of the band as well as the trials and tribulations incurred during the course of this unique class project will be photographed, documented, recorded and made digital at uhaweb.hartford.edu/manageit. Stay Tuned!

OUR STAFF:
Eric Arena – Engineer
Mark Bechhofer – Booking
Jonathan Chamberlain – Sales
Jesse DeRosa – Web, Head of Graphic Design/Merchandising
Arielle Estroff – Radio
Mark Goodell – Engineer, Paperwork advisor
Rob Griffith – Producer
Stacy Kadesch – HR, Public Relations
Adam Kasson – Marketing (co-head)
Allison Perry – Public Relations/ co-head press-release writing team
Kim Pienkowski – Office Assistant/ General advisor to all committees
Alexi Poulianos – Artist Manager
Audrey Root – Public Relations/co-head press-release writing team
Michael Schamp – Legal/Litigation
Cory Sims – Sales (Mktg) liason to vendors
Ashley Starkins – Business Manager
John Waters – Marketing: Street Team Head/Flyering

COMMITTEES:
Art Review Board – Rob Griffith, Alexi Poulianos, Audrey Root, Corey Sims
Marketing Review Board – Eric Arena, John Chamberlain, Allison Perry, Michael Schamp, John Waters
Finance Advisors – Mark Becchofer, Arielle Estroff
Booking Liasons – Rob Griffith, Mark Goodell, Adam Kasson
Press Kit Critique – Stacy Kadesch, Kim Pienkowski, Ashley Starkins

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