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FOR IMMEDIATE RELEASE

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Music Industry Veteran to Lecture on 'Business of Music'

SAN LUIS OBISPO – Those wanting to break into the music business won't want to miss Cal Poly's presentation "The Business of Music" at 11 a.m. Thursday, April 17, in Room 218 of the Davidson Music Center on campus.

Thirty-year music industry veteran George Nauful will talk about the various types of record deals, artist contracts, royalties, artist rights and record company practices from both the artist's and label's perspectives. He will also discuss the changing landscape of music distribution and the industry at large. A question and answer session will follow.

Nauful is a record producer, label owner and former studio musician. He is an owner of SMC Recordings and is president of Mesa Bluemoon Recordings, both of which are distributed through Universal Music Group.

The public is invited to the free lecture, sponsored by the Cal Poly Music Department and College of Liberal Arts. For more information, call the Music Department at 756-2406.

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