



Duration:	13 weeks
Course:	Studio Management
Instructor:	Doug McClement

Course Objective: This course will cover the business side of the studio business. The first half of the term will concern the various factors involved in setting up a recording studio in Canada. The second half will concentrate on the day- to-day management of a recording facility.

All students will complete a term project, working in groups of four. They will prepare a business plan for a new studio, outline possible sources of financing, estimate income and expenses for the first year, and prepare a marketing plan.

Bio: Doug is President of LiveWire Remote Recorders, Canada’s premier mobile audio facility. His business background includes an Honours Bachelor of Commerce from Queen’s University, where he majored in Marketing, and three years in the Systems Research and Development Department at the Toronto Dominion Bank’s head office. He was president and studio manager of Comfort Sound Recording Studio from 1975 to 1994.

Doug has also been active as a recording engineer, with numerous album and television credits, including platinum CD’s for Blue Rodeo and Moxy Fruvous. He has won two Gemini Awards and three Canadian Screen Awards for Best Sound in a TV Variety Special. He has recorded concerts in all ten Canadian provinces, the United States, Germany, Spain, Nigeria, Israel, Cyprus, Jamaica, and Kuwait.

Doug was the Charter President of the Toronto Recording Association (TRACS), has been a member of The Audio Engineering Society since 1974 and has been an instructor at the Harris Institute since 1992.

Week	Topic
1	Toronto Studio Market Overview. How does a studio increase its Market Share?
2	Capital Investments: Construction and Equipment Costs
3	Sources of Income and Types of Expenses
4	Setting Up A New Business, Basic Accounting Statements, Income Tax Strategies
5	Obtaining Financing, Preparing A Business Plan, Dealing with the Bank. Handout: Interdisciplinary Systems Project (ISP)
6	Advertising and Promotion Strategy
7	MID-TERM EXAM
8	Personnel Management
9	Day to Day Management; Studio Business Forms
10	Studio Politics, Scheduling
11	Getting Paid: Credit and Collection Strategy
12	Interviewing, Resumes, Hiring
13	ISP Preliminary Presentations

Evaluation

Midterm Exam	50%
ISP Outline	5%
ISP Preliminary Presentation	10%
ISP Written Proposal	10%
ISP Final Oral Presentation	20%
Class Participation	5%
Total	100%