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Welcome to Backstage Pass!

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This article was written as part of the curriculum for the Bachelor of Music in Music Management and the Bachelor of Science in Music Industry Studies at University of the Pacific. Each student conducted research based on his or her own areas of interest and study.

To learn more about the program, visit: go.pacific.edu/musicindustry

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Welcome to the inaugural issue of *Backstage Pass*, University of the Pacific's scholarly music business journal which is written, edited and published by students.

Why create a student-produced music business journal?

Cogent, persuasive writing is one of the most essential skills a music business professional employs in one's daily work. Whether it is a proposal for new business, a concert rider, an op-ed mapping out industry concerns or an advocacy letter sent to lawmakers, the written word of tomorrow's music industry leaders must convey articulate and insightful details and analysis to make a compelling case whatever the purpose. I believe our *Backstage Pass* authors are well on their way to developing these skill as evidenced by the 19 pieces published here.

Through this platform, Pacific student authors are developing a unique voice and exploring their own creativity. As industry employers continually emphasize the absolute necessity of a concise and insightful writing as qualification for professional success, *Backstage Pass* provides an ideal way for our students to demonstrate their growing proficiency. The diversity of contributions and subjects mirrors the range of interests of our program's learners: from a concert or album review, an opinion piece, an in-depth research essay to a tip sheet for concert-goers, these works serve as evidence in the value of delivering high quality written work product no matter how much our industry models change.

I'd like to extend my heartfelt thanks to our editorial staff for their prodigious efforts to bring our first issue to life. Thanks to Rachel Hawkes, Industry Profiles Editor; Jada Macias, Opinion and Research Editor and Nicole Wasnock, Reviews Editor. We've all benefitted by the coaching and guidance of Michele Gibney, Digital Services Coordinator for the University Library. Conservatory Dean Peter Witte and University Librarian Mary Somerville were also instrumental in supporting the foundation of this journal.

As we welcome this first batch of Pacific authors to publication, here's the wish that each issue of *Backstage Pass* that follows will continue to afford a look at the development not only of our endlessly fascinating industry, but at some of the next wave of thinkers and leaders who will shape the future of the music business.

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