

Show green – “Q”

Maria Latorre Montenegro.

Segment Name: Christopher Sampson, the teacher who helps the young ones pursue their dreams of being part of the music industry.

Focus: The music industry is bigger every day and new artists are welcome to the public eye. Now there are a variety of sounds that bring people together and might be unusual for the traditional schools. This industry needs people with a commitment to learning what they love and making something different and unique. Christopher is that first step, he teaches those who dream to make music their profession. At USC Thornton School of Music, he founded the *Popular Music Program* which has as a goal to guide young artists in an environment full of creativity where they can follow the genre of their choice moving forward of the classical music. This is a program that wants to change the landscape of the music profession. Rock, pop, R&B, folk, Latin, and country music are the main subjects in this degree. That is not the only great move of Christopher, he is also a songwriting instructor for the Grammy Foundation education program and the National YoungArts Foundation, places that help find the first place for all those children and teenagers that want to build their future in the music world. Finally, he is the host of his podcast which presents music from new artists. The goal of this is to be the first professional platform where new artists can show their talent.

Guest: Christopher Sampson.

Position/Title: Associate Professor, School of Music.

Production notes

Interview time: 10-15 minutes

Taped elements: (for the video) photos of him and his program at USC Thornton School of Music and the podcast. (All of them are attached at the end of the document)

Suggested host intro:

We know the artists, but do we know about the people behind them? Who is forming the artists that we know? Today at Q we have Christopher Sampson, a college professor and songwriter instructor at different music schools and foundations who creates a program that focuses on the music that is trending right now and a podcast where new artists can present their music and start their career in the media. The work of the people in the music industry as instructors should be more recognized. Christopher is here to talk about his career and experience working with young dreamers who are building their way into the industry. Also, he is here to talk about his program giving the possibility of exploring the genres that they like with an academic focus and how this has gone along with his podcast JoySounds: Music You Need to Know. Where new music from young artists is uploaded.

5 key points most relevant to the interview

1. His experience at the Grammy Foundation education program and the National YoungArts Foundation.
2. His Popular music program.
3. The creation of the podcast.
4. His studies and what led him to teach and create alternatives in the music school.
5. His vision about the music industry nowadays.

Suggested questions for the segment

- The music and the art have been a part of you for years. Since high school, you are surrounded by this industry. What makes you go into teaching?
- What made you create the Popular music program?
- How do you feel about all these new genres and sounds that we can find in the music business?
- How is the experience of being part of the biggest and most important foundations in the music environment like The Grammy Foundation and the National YoungArts?
- How do you think your podcast is related to the popular music program?
- Do you think is important to be there for the new talents in the different genres but also teach them the importance of the classical as the root of the music industry?

Background on guest

- He did high school at Duke Ellington School for the Arts from 1985 to 1987.
- At USC Thornton School of Music, he did a bachelor of Music, classical guitar performance from 1987 – 1991
- His master's degree in music performance is from the University of Southern California from 1991 – 1996
- He has been related to USC Thornton School of Music for years, after studying there he started as an associate professor (2004 – actuality). Then he worked as Vice Dean, Div. of Contemporary (2009 – 2018) and most important as Founding director, of the Popular Music Program (2009 – actuality)
- In April 2019 he became a producer and a host of the podcast Joy Sounds: Music You Need to Know.
- He knows music production, music industry and arts administration and teaching.
- He is an expert in American roots music, Grammy awards analysis, Guitar education, Music industry analysis, Popular music, recording artists management and songwriting.
- He does masterclasses and clinics in songwriting and careers in music. Some of the places where he has been, are the Royal Northern College of Music (Manchester), Interlochen Arts Academy, Colorado University Denver, and the Make Music Miami Festival.
- Christopher Sampson and Alfred Publishing with the Grammy Museum wrote the article "Careers Through Music: Building Employable Skills in your Music Class."
- He has interviewed: Irving Azoff, John Mayer, Smokey Robinson, Sir Elton John, Sting, Chaka Khan, and other music professionals.
- Some interview has been in collaboration with the Grammy Museum, Songwriters Hall of Fame and the National Young Arts Foundation.

Background on topic/issue

- At Shoutout LA Magazine he explained the importance of supporting young musicians and as a college educator, he wanted to do it outside the classroom. That's the reason of the weekly podcast that wanted to be the first platform for these new artists
- His students have done #1 hit songs, won GRAMMY awards, won songwriting competitions, got big contracts at recording and publishing, and toured around the world and their songs have been in different soundtracks of movies and series.
- He won in 2017 the USC Provosts Mentoring Award.
- In 2019 won the Ramo Faculty Award at USC

Media

- **Christopher Sampson**



- **Some interviews**





- Joy Sounds: Music You Need to Know.



Sources

<https://music.usc.edu/christopher-sampson/>

<https://music.usc.edu/departments/popular-music/>

<https://youngarts.org/about/>

<https://www.linkedin.com/in/chris-sampson-9525a766/>

<https://network.expertisefinder.com/experts/christopher-sampson>

<https://shoutoutla.com/meet-chris-sampson-producer-host-and-music-educator/>

<https://open.spotify.com/show/7jj5uRsOzmtq2O0hyrWEwn?si=bf6ff3b68e414d46>