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Thomas W. Hutchison, Ph.D.

Education

The Florida State University - 1995 Ph.D. - Marketing Mass
Communication

The Florida State University - 1991 M.S. - Marketing Communication &
Information Technology

The Florida State University, Tallahassee, Florida - 1975 B.S. –
Psychology

Teaching

**Professor of Marketing, Coordinator of the Music Business
Internship Program, and Coordinator of Marketing,
Recruitment and Retention,** Middle Tennessee State University,
Department of Recording Industry – 2008 – 2009.

Professor and Coordinator of the Music Business Program, Middle
Tennessee State University, Department of Recording Industry –
2005 – 2008.

**Associate Professor and Coordinator of the Music Business
Program,** Middle Tennessee State University, Department of
Recording Industry - 1998 – 2005.

Teach in Mass Communication and MBA graduate programs, 1995 -
present.

Assistant Professor, Middle Tennessee State University,
Department of Recording Industry - 1993 – 1998.

Courses taught and developed:

New media for the music business

Marketing of recordings

Record label operations

Record industry research

Internet and the music business

The Nashville music business (online)

Record retail operations

Inside the recording industry—developed in conjunction with Universal
Music Group (online)

History of the recording industry

Record promotion

Qualitative and quantitative marketing research

International record business

Media in the marketplace (graduate)

Research design (graduate)

Quantitative research methods (graduate)

Applied record industry research (MBA)

Guest Lecturer, Vanderbilt Owen Graduate School of Management, Nashville, TN. 2008-2009

Adjunct Instructor and Guest Lecturer, New England School of Communications, Bangor, ME. 2008-2009

Instructor, Florida State University, College of Communication - 1989 – 1993

Instructor – Advertising research, 1993

Instructor – Graduate class in research methods, 1993

Teaching Assistant - Graduate classes in multimedia design and research methods - 1992-93.

Instructor - Advanced-level audio production undergraduate courses in radio, television and film – 1989-2003.

Graduate Teaching Assistant – As part of audio production teaching duties, helped guide the development of the Florida State Film School.

Academic
Administration

Coordinator – Marketing, Recruitment and Retention, Department of Recording Industry, 2008 - present

Coordinator – Music Business Internship Program, 2007 - present

Coordinator – Music Business Sequence, Department of Recording Industry, MTSU – 1998 - 2008.

Music Business sequence coordinator: responsible for staffing, scheduling, course development, program development, development of online presence, supervising the internship program, hiring adjunct instructors, resolving student requests and concerns, marketing the program, development and industry liaison, new scholarships, and facilities coordination.

Curriculum Development:

Developed and taught the following new courses at MTSU:

- New media for the music business
- Record label operations
- Record industry research
- Inside the Recording Industry (an overview from artist perspective)
- Internet marketing in the recording industry
- The Nashville music business
- Applied recording industry research (MBA program)

Co-developed Commercial Songwriting program in partnership with ASCAP

Developed and teach online courses in the department.

Created and implemented the online Executive Music Business Program, including overseeing the conversion of traditional classes to online classes, creation of online advising center, and management of program.

Internship programs— Moved the music business internship program online including a job bank system to facilitate interaction with the industry. Created an internship program with Walt Disney World allowing students to be trained and work in Disney World's audio technical division. Co-developed internship program with National Association of Recording Merchandisers for students from many universities to attend the NARM convention. Created opportunities through consulting contacts for student interns in New York and Los Angeles.

Faculty Supervisor of student organizations—The Association of Recording Management Students, the Grammy University Network with NARAS, and one of three faculty supervisors for the only campus chapter of the Nashville Songwriters Association International, (NSAI)

Initiated the Miller Harris scholarship fund with the Society of Leaders in Development (SOLID)

Academic Awards

Instructional Technology Achievement Award MTSU—2003

Florida State College of Communication: "Graduate Student Teacher of the Year" for 1989-90.

Consultant to Recording Industry - 1992 - present

Marketing
Research and
Consulting

2009 Consulting—Thirty Tigers Music Marketing company, Nashville, TN.

2008 Frank Brown Songwriting Festival—conducted a conference workshop on web marketing for songwriters.

2008 Southeast Regional Folk Alliance—conducted a conference workshop on web marketing for musicians.

2008 *No Depression Magazine*—conducted research to guide publication in moving from print-based to web-based format.

2008 Americana Music Association National Conference—conducted a workshop on web marketing for musicians.

2007 Research and consulting—*No Depression* magazine. Readership survey.

2004 Research—Country Music Association. Survey of attendees at the CMA Music Festival.

2004 Research—Country Music Association. Survey and focus group of country music concert attendees

2003 Consulting and marketing—Universal Records. Worked with rap artist Fiona Simone breaking into test markets.

- 2003 Research and consulting—*No Depression* magazine. Readership survey.
- 2003 Research—Country Music Association. Survey of Fan Fair Attendees
- 2002 Research—RCA Label Group/Nashville. Analysis of business reply cards for Totally country compilation album including: Dixie Chicks, Brooks & Dunn, Martina McBride, Sara Evans, Diamond Rio, Travis Tritt, Kenny Rogers, Lonestar, and Keith Urban.
- 2002 Research—RCA Label Group/Nashville. Analysis of business reply cards for Kenney Chesney album.
- 2002 Research—RCA Label Group/Nashville. Directed focus group research on model for legal file sharing services.
- 2001 Research—Country Music Association. Survey of Fan Fair Attendees
- 2001 Research—RCA Label Group/Nashville. Directed focus group research on peer-to-peer file sharing services.
- 2000 Research—Country Music Association. Survey of Fan Fair Attendees.
- 2000 Consulting and research—MCA/Nashville: Directed focus group research for the band *Sons of the Desert*.
- 2000 Consulting and Marketing—Virgin Records Nashville. Promotion of country, comedy and Christian artists.
- 1999 Research—Dreamworks/Interscope. Analysis of bounceback cards for artist Rufus Wainwright.
- 1999 Research—Country Music Association. Survey of Fan Fair Attendees.
- 1999 Consulting and Marketing—Pioneer Records. Promotion of Rock and Christian artists to retail.
- 1998 Research—Country Music Association. Survey of Fan Fair Attendees (in conjunction with Music Marketing Network).
- 1998 Consulting and research—Bell Atlantic Telecom and Telescan Systems, Inc. kiosk company. Research project on retail interactive kiosks at Bell Atlantic retail stores.
- 1997 Consulting—RCA Label Group/Nashville: Organized college retail marketing department for fall releases.
- 1997 Supervision—Sony Music/Nashville: Promotion of *David Allen Coe* and *Asleep at the Wheel* to Gavin college reporting stations.

- 1997 Consulting and research—Sony Music/Nashville: Directed focus group research for the band *Sons of the Desert*.
- 1997 Consulting and research—Sony Music/Nashville: Directed focus group research for the band *Ricochet*.
- 1997 Consulting and research—Warner/Reprise Nashville: Conducted a survey of attitudes toward top female country artists. Surveyed 300 industry executives, analysis of responses. Report presented to marketing department of Warner as part of a larger study on perceptions of *Faith Hill* in the industry.
- 1996 Research--National Association of Recording Merchandisers (NARM) Educators Outreach Survey of NARM members. Survey analysis and report. Findings and article published in NARM *Sounding Board* newsletter, November 1996. Reprinted in MEIEA newsletter, (Music and Entertainment Industry Educators Assn.) winter 1997.
- 1996 Consulting and research—Sony Music/Nashville: Directed focus group research for Sony artist *Stephanie Bentley*.
- 1996 Consulting and research—Warner/Reprise Nashville: Conducted a survey of attitudes toward top male country artists. Surveyed 300 industry executives, conducted an analysis. . Report presented to marketing department of Warner as part of a larger study on perceptions of *Travis Tritt* in the industry.
- 1996 Consulting—Magnatone Records: Assistance with *Kenny Rogers* Christmas album promotion and marketing.
- 1996 Consulting and research—Giant Records: Focus group research (6 groups) on developing artist *Graham McHugh*.
- 1992-1998 Consulting and research—Geffen/DGC/Outpost/Almo Sounds/ Dreamworks Records: design of bounceback card, analysis of 14,000 response cards and reports, each involving 14 acts --reports presented to the marketing department.
- (1993) Analysis of bounceback cards for Geffen artists *White Zombie*, *Peter Case* and *Billy Walker Jr.*
- (1994) Design and analysis of bounceback cards for Geffen artist *Sonic Youth*.
- (1995) Design and analysis of bounceback cards for *Swag*, a compilation of Geffen artists.
- (1996) Design and analysis of bounceback cards for *Buy Product* music sampler of Geffen artists.
- (January 1996) Design of bounceback cards for *Rah, Rah, Sis Boom* and *Swag American Style* samplers; surveys analyzed in April-June 1996.

-(September/October 1996) Analysis of *Rah, Rah, Sis, Boom* cards and report.

-(December 1996/Jan. 1997) Analysis of *Buy Product II* cards and report.

-(1997) Designed Geffen web site survey.

-(May 1997) Design of British Rock bounceback card.

-(March 1998) Analysis and report, British Rock compilation.

-(1998) Analysis of *Rufus Wainright* bounceback cards and report.

1996 Consulting and research-- NARM Listening Station Study (Fall 1995/Spring 1996) Consumer survey for National Association of Recording Merchandisers. Results presented at the 1996 NARM convention, and covered in July edition of *NARM Sounding Board*. Covered in June 8 edition of *Billboard*.

1996 Consulting and research-- Music Video Association. Research report: Music Videos and Record Buyers (*The Scope: MVA Newsletter*, December issue, 1996) and essay: "The Future of the Sell-Through Video Market" (same issue). Reprinted in the NARM newsletter, 1997.

1995 Consulting and research—Sony Music/Nashville: Directed focus group research (4 groups) for Sony artist *Ron Wallace*.

1995 Consulting and research—Study of Record Store Kiosks for NARM. Report featured in *Billboard Magazine* (July 8, 1995).

1994 Consulting and research-- Music Video Association. Research project involving a survey of record store customers about effects of music video on retail purchases. Published in *Billboard Magazine* (October 15, 1994).

1994 Consulting and research—Polydor/Nashville—Polygram Records. Conducted survey of radio stations for platinum-selling country artist *Toby Keith*.

1992 Consulting and research—Florida Film Bureau: Multimedia prototype for film location scouting.

Book publication

2009 Hutchison, Macy and Allen (2009). *Record Label Marketing*, second edition. Oxford, UK: Elsevier/Focal Press.

2008 Hutchison, Tom (2008). *Web Marketing for the Music Business*, Oxford, UK: Elsevier/Focal Press.

2006 Hutchison, Macy and Allen (2006). *Record Label Marketing*, Oxford, UK: Elsevier/Focal Press.

- 2002 *Inside the Recording Industry, Teacher's Guide*. Published through Universal Music Group, Inside Sessions division.
- 1997 "Interactive Kiosks in the Retail Environment." (Ch. 10). In *CyberMarketing: Your Interactive Marketing Consultant* (1997) (Eds. Forrest & Mizerski), NTC Business Books, Lincolnwood, Ill.
- 1996 "Interactive Kiosks in the Retail Environment" (Ch. 3). In *Interactive Marketing: The Future Present* (1996) (Eds. Forrest & Mizerski), Lincolnwood, IL: NTC Publishing Group.
- 1991 Index editor, *The Black Abolitionist Papers*. C. Peter Ripley. University of North Carolina Press (1992).

Publications and
Conference Papers

- 2007 Americana Music Association National Convention. Conference panelist and moderator. Topic: Internet marketing.
- 2003 Americana Music Association National Convention. Conference panelist and moderator. Topic: Internet marketing.
- 2001 International Conference on Technology and Education (ICTE), Tallahassee, FL. "The Napster Revolution on College Campuses: How Universities and The Recording Industry Are Coping With the Music File-Sharing Sensation."
- 2001 International Conference on Technology and Education (ICTE), Tallahassee, FL. "Faculty Adoption of the Campus Intranet System for Posting Grades: A Diffusion Study."
- 1999 International Conference on Technology and Education (ICTE), Tampa, FL. "Computer Based Campus Information Services."
- 1999 International Association for the Study of Popular Music, Murfreesboro, TN. Conference paper: "Fan Fair Fans: The Annual Pilgrimage to Country Music's Mecca."
- 1998 International Conference on Technology and Education (ICTE), Santa Fe, NM. "On campus kiosks as information providers: are they living up to expectations?"
- 1997 Music and Entertainment Industry Educators Association conference (MEIEA), Denver, CO. "Study shows music biz graduates are given top priority." (T. Hutchison, J. Progris).
- 1996 International Conference on Technology and Education (ICTE), New Orleans. "The diffusion of new interactive technologies: consumer kiosks." (T. Hutchison, C. E. Wotring, E. Forrest).
- 1996 Music and Entertainment Industry Educators Association conference, Miami, FL. "Preparing students for marketing recorded music in the information age." (T. Hutchison, B. Keel).

- 1995 Music and Entertainment Industry Educators Association conference, Austin, TX. "Designing the market research class in the music business curriculum." (T. Hutchison, R. Garfrerick).
- 1994 International Conference on Technology and Education, London, UK - "A case study: the diffusion of CD-I." (T. Hutchison, C. E. Wotring, E. Forrest).
- 1993 Speech and Communication Association (SCA) - New technologies panel - "The diffusion of Compact Disc-Interactive." (T. Hutchison, C. E. Wotring, E. Forrest, C. Sullivan).
- 1993 Broadcast Educators Association (BEA) convention - Top paper, new technology division - "The diffusion of Compact Disc-Interactive." (T. Hutchison, M. Chamberlain).
- 1993 *Popular Music and Society* - "Music preferences among clientele of a non-thematic night club: a study of diversification." (T. Hutchison, C. E. Wotring).
- 1991 *Spectrum* (FSU Graduate Student Journal) - "Diffusion of Innovation theory."
- 1989 *Spectrum* (FSU Graduate Student Journal) - "The current technological revolution in the music industry."

Musical
Performance and
Management

Mentor/musician, 2002-2009. Performed with students and helped develop their artist careers, including songwriter Erin Enderlin (cuts with Alan Jackson, Randy Travis), and The Karg Boys (signed to development deal with Universal Publishing).

Manager, "Hutch and the Brand Brothers" - July 1990 - January 1992.
-Handled band finances and promotion; selected band repertoire, resulting in increase in band income 100% in 5 month period.

Manager, "Hutch and Brand" - 1983 - 1989
-Handled band finances and promotion; performed with Kathy Mattea, Steve Wariner, Billy Dean, Earl Thomas Conley, Con Hunley, The Drifters, Blood, Sweat & Tears, Bachman-Turner Overdrive, Ray Charles, others; twice awarded "First Runner Up" in regional Marlboro Country Music Contest.

Partner/Band Manager, "Hutch n' Hoss" - 1976 - 1982
-Produced 4 records; toured East Coast as major entertainment for national educational conferences; performed with Johnny Paycheck, Terry Gibb, Billy "Crash" Craddock, and Restless Heart; entertained at major political campaigns, including performing with Governor Bob Graham during his Re-election campaign and Jimmy Carter Presidential Re-election.

Fund Raising

Miller Harris Scholarship – RIM/MTSU
Initiated the scholarship fundraising program with SOLID.

Executive Producer, Project for Florida State University 1988 - 1999
-Handled marketing and promotion of "Seminole Songs" promotional cassette for top ranked football program, resulting in sale of 10,000 cassettes at \$50,000 net profit; performed and coordinated music acquisition involving 8 musical groups; designed logo, slogan and layout; produced audio, wrote lyrics and arranged music.

Project Director, "Bay Aid" Hurricane Relief Fund - November 1984
-Initiated concept of musical fundraiser, resulting in \$25,000 donation to families dispossessed by major Gulf Coast hurricane; managed 23 musical groups and 5 announcers in day-long concert; coordinated silent and bid auctions and raffle in conjunction with concert, including merchant participation and item solicitation; promoted event to media; involved musical groups Alabama, The Allman Brothers Band, The Outlaws, and MTV's Nina Blackwell.

Committee Work

Chair of NARM's Educators Outreach Committee
Member of NARM Retail Certification Committee
Member of Americana Music Association (AMA) Research Committee
Member of the 2004 NARM Conference Committee

Musical
Composition and
Production for TV
and multimedia

1998 RIM 14 CD - performer (bass guitar)
1989 **United Way** - Public Service Announcement Soundtrack
1989 **Florida League of Cities** - Jingle and Videotape Soundtrack
1989 **Pace Marketing** - PSA Soundtrack, Sales Videos and TV Spots
1989 **Everything Video** - Sales/marketing Video Soundtrack
1988 **American Cancer Society** - Theme Song and soundtrack
1988 **Florida Governor's Energy Council** - Educational "Books on Tape" MIDI Soundtrack

Affiliations

National Academy of Recording Arts and Sciences (NARAS)
Phi Kappa Phi Honor Society
Country Music Association
Music Video Association (1993-1996)
Americana Music Association
National Association of Recording Merchandisers
Florida Film Bureau (1990 – 1993)