

OUR STORY

VALE was founded in by a group of enthusiastic students in 2012 who had a vision of creating their own record label. Since then, the label has grown into so much more. VALE Music Group is now the parent company of VALE Conference, VALE Records, VALE Live, and VALE Publishing.

VALE Records is run during the spring semester of the school year. Records gives students the opportunity to get hands on experience when it comes to running a music label. Students are responsible for finding, signing, producing, publishing, and distributing music for a new VALE artist.

VALE Conference is run during the fall semester of the school year. Conference gives people the opportunity to share and receive knowledge with intelligent professionals through their annual conference. Many of the speakers are LVC alumni as well as other industry professionals from all over the country. These speakers offer a unique perspective for current students and other attendees. These professionals have careers in music business, broadcast media, video recording, music education and so much more.

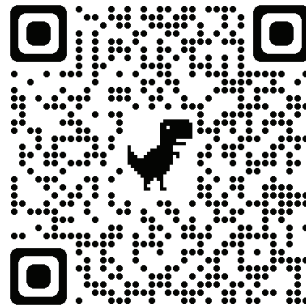
This year's conference is titled "Back to Business;" establishing the insights for getting back to in-person, remote, or hybrid jobs since the pandemic. The conference will focus on not only the jobs themselves but also how to get into those careers and the knowledge and skills you need for certain job positions.



Thank you to our sponsors!!

**Backstage Cafe
Breen Center
Coda Management
Fire Up Now Coffee
Music Fortress
RDSD Publishing
Swatara Coffee
Tone Tailors**

**For more information about our panelists,
scan the QR code below!!**



Follow VALE on Social Media!!

@valemusicgroup

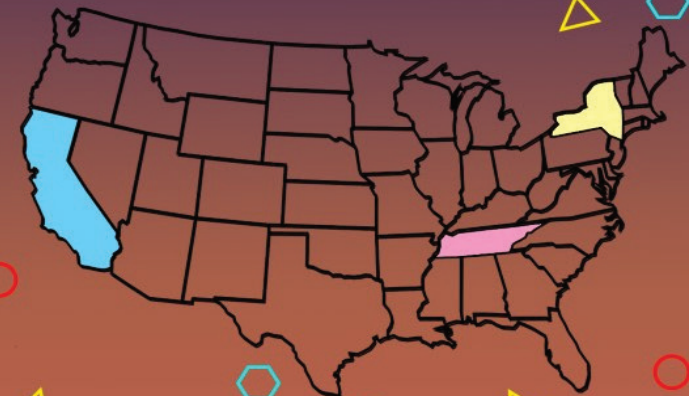
Check Out Our Website

www.lvc.edu/vale



VALE MEDIA INDUSTRIES CONFERENCE

NOVEMBER 20TH, 2021 • 9AM-4PM
SEVENTEENTH ANNIVERSARY



• NASHVILLE • NEW YORK
• LOS ANGELES

• BACK TO BUSINESS •

LEBANON VALLEY COLLEGE
101 N COLLEGE AVE. ANVILLE, PA 17003

Words from the President

Welcome to the 17th VALE Media Industries Conference. After a virtual event last year brought about by covid-19 pandemic, I am delighted that we are able to return to an in-person format conference this year.

The VALE Media Industries Conference is unique in that it is a wholly student run, planned, and hosted event that provides a venue for students, LVC alumni, and industry experts to come together to talk about current and future opportunities and best practices in the music business and importantly for our students to network and learn about possible career opportunities too.

This year's conference is appropriately and optimistically titled "Back To Business" as we are seeing some return to normalcy in our lives and in the music business. This last year has been particularly hard on musicians and all in performance industry with the inability to have most live music venues open for concerts. The pandemic has touched all aspects of the business and has hit it harder than most others.

Despite the challenges of the past year, the VALE Music Group led by President Van Hostetler and Vice President Sarah Papson have helped create an exciting and informative program.

I am grateful to Professor Snyder, the chair of the Music Department, and to all of those who have worked so tirelessly to produce such an exceptional and meaningful conference. Thank you too to all who are presenting and sharing their insights and advice.

I hope that you find the day both rewarding and insightful.

- President James MacLaren

Schedule

Note: * Are streamed in. All others are in person

Time	Lutz	Room 121	Demo Studio B
8:45	Opening Remarks		
9:00	WGAL	Internships	WAVE AUDIO
10:00	Live Sound	New York*	WAVE AUDIO
11:00	Publishing	Nashville*	WAVE AUDIO
12:00	Lunch at the Backstage Cafe Revy Award Announcement		
1:00	Broadcasting	Philadelphia*	WAVE AUDIO
2:00	Media Production	Los Angeles*	WAVE AUDIO
3:00	Keynote: Jennifer Stamm		

**Sign up for Wave Software Presentations
courtesy of Tone Tailors in Rock Lititz.
Limited seating!!
Studio B Room 228**

Jennifer Stamm

Jennifer Stamm has honed her marketing skills at some of the world's biggest media brands, including the BBC, AMC Networks, Starz and Lionsgate Entertainment. She currently is the head of marketing for a B2C OTT news streaming service and was previously the vice president and brand manager for Tribeca Shortlist, a streaming app from Lionsgate and the Tribeca Film Festival.

Her 15+ years of experience includes work on everything from grassroots nonprofit campaigns to partnerships and show launches for Emmy®-award winning series like The Hour, Orphan Black, Doctor Who, Top Gear and more.

Student Leaders

Van Hostetler

VALE Conference President
Major: Audio and Music Production
Years in VALE: 2
"VALE has given me a great opportunity to strengthen my skills as a leader"

Sarah Papson

VALE Vice President
Major: Digital Communications
Years in VALE: 4
"Being in VALE has given me great perspective on what it is like to organize events. I am very grateful to be apart of an organization like this."

Frank Delane

Head of Speaker Relations
Major: Audio and Music Production
Years in VALE: 1
"VALE has given me experience on the communication needed for planning collaborations within the industry"

Lexi Seidenstricker

Head of Finance and Logistics
Major: Audio and Music Production
Years in VALE: 2
"VALE has given me the opportunity to use skills learned within the classroom, and apply them to a real industry setting."

Ralph Ferrer

Head of Marketing and Production
Major: Audio and Music Production
Years in VALE: 2
"VALE has given me the strength to lead and also given me the experience needed to get ready for the music industry."