

**FOR IMMEDIATE RELEASE**

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**MACPHAIL CENTER FOR MUSIC LAUNCHES ELECTRONIC MUSIC RECORDING ARTS PROGRAM**



*Full range of instruction in multitrack recording and electronic music production – enrollment now open!*

**MINNEAPOLIS—September, 8, 2020—**MacPhail Center for Music today announces the official launch of our Electronic Music Recording Arts (EMRA) program. The program is led by MacPhail teaching artist Michael Cain, who has held significant teaching positions at Eastman School of Music, New England Conservatory and Brandon University in Canada. Joined by mixing and mastering engineer and beat maker Isaac Rohr and singer-songwriter and DJ Krysta Rayford (aka K.Raydio), EMRA offers a wide range of instruction including multitrack recording, electronic music production, mixing, mastering, beat making, DJing, remixing, sound design, Hip Hop production, mobile music making and electroacoustic composition.

Students will learn every aspect of recording and electronic music production including how to use industry standard software such as Pro Tools, Ableton Live, Logic Pro and FL Studios. A state-of-the-art studio is currently under construction at MacPhail's downtown Minneapolis location, and classes can be enjoyed in the meantime through virtual Live Online learning, which MacPhail has been an industry leader in for the past ten years.

EMRA's Fall Semester offerings include:

- **Electronic Music Production:** Basic to advanced techniques in electronic music production, including working with digital audio, MIDI (Musical Instrument Digital Interface), multi tracking and sequencing as well as beat making, DJing and remixing.
- **Sound Design/Synthesis:** Fundamentals of synthesis and sound creation using digital and analogue electronic instruments, effects and VST plugins.

- **Digital Audio Recording:** Fundamentals of digital audio recording, covering topics such as sound acoustics, using microphones, signal flow, mixing, and mastering.
- **Electroacoustic Composition:** Students learn the technologies and practices for creating electroacoustic compositions. Topics covered will address software such as MAX MSP and Chuck for creating electronic musical compositions in the genre of 20<sup>th</sup> century classical music.

“Electronic music studios and programs are more than just vehicles for creating and teaching electronic music, they become a hub and center for the entire musical community to collaborate, experiment, and learn together. They really are community resources and, therefore, support and contribute to all kinds of musical activities in a variety of genres,” said Michael Cain, director, EMRA. “The opportunity to develop this program with the dream team that is Isaac Rohr and Krysta ‘K. Raydio’ Rayford, two of the most talented people I know, will make EMRA one of the most unique, forward leaning, and comprehensive electronic music programs out there.”

Registration for one-on-one lessons with EMRA are now open. EMRA lessons are in accordance with MacPhail’s detailed Fall Semester Plan to promote safe music learning and prevent the spread of COVID-19. Full details on the plan as well as Frequently Asked Questions can be found at <https://www.macphail.org/coronavirus/>

MacPhail Center for Music is committed to transforming lives and strengthening communities through music learning experiences that inspire. Each year, MacPhail offers programming to 16,000 students of all ages, backgrounds and abilities, at locations in Minneapolis, White Bear Lake, Chanhassen, Apple Valley and Austin, as well as 104 community partnerships across the Twin Cities. An industry leader in online music education, MacPhail’s Live Online and Online School Partnerships programs have reached students for the past ten years. MacPhail has a 113-year history of excellence, promoting life-long learning and building long-term relationships between students and teachers. For more information, visit [macphail.org](http://macphail.org).

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