

The Norman Lear
CENTER ENTERTAINMENT
Studying and Shaping the Impact of Entertainment & Media on Society

FOR IMMEDIATE RELEASE

Contacts: Josh Kun at jkun@usc.edu
Veronica Jauriqui at (323) 782-3316
or jauriqui@usc.edu

MySpace Music President's Courtney Holt Named 2009-2010 Distinguished Resident Of The Norman Lear Center's Popular Music Project



LOS ANGELES, August 21, 2009 – The LA Residency Program of The Norman Lear Center's Popular Music Project (PMP) is proud to announce Courtney Holt, President of MySpace Music, as its 2009-2010 Distinguished Resident.

Courtney Holt has long been at the forefront of music industry innovation and is now leading the way in shaping music's digital future. From his early days playing in bands and producing music videos and commercials to his current post with MySpace Music, Holt has always merged his intense love of music with his determined commitment to using new technologies to increase the power and potential of music's scope.

The Popular Music Project and The Norman Lear Center at USC Annenberg are honored to have him join us as a 2009-2010 PMP resident. During the Fall semester, Holt will be working closely with an undergraduate student working group, exploring the changing face of the music industry and the rapidly changing demands of music consumption, branding, marketing, distribution, and cultural identity in the digital age. In the Spring semester, he will participate in a large USC public event that examines the challenges and promises of music's digital horizon.



About Courtney Holt:

The President of MySpace Music (a landmark joint venture among MySpace, The EMI Group, SONY BMG MUSIC ENTERTAINMENT, Universal Music Group, Warner Music Group, and Sony ATV), Holt oversees the growth and development of the MySpace Music brand. Prior to joining MySpace Music, Holt served as Executive Vice President of Digital Music for the MTV Networks Music and Logo Group where he oversaw all digital initiatives for the company's MTV, VH1 and CMT music brands, as well as for Logo. In this role, Holt also helped broker the creation of Rhapsody America, a joint venture between MTV Networks and RealNetworks and worked to develop the partnership between Rhapsody America and Verizon. Previously, Holt was Senior Vice President of New Media, Creative and Strategic Marketing at Interscope Geffen A&M. For more information on

MySpace Music, please visit music.myspace.com. Read more about Holt and MySpace Music in this CNet article: news.cnet.com/8301-13577_3-10194538-36.html.

About the Popular Music Project:

The PMP is a one-stop home for the interdisciplinary study and analysis of popular music. Bringing together faculty and students from across the USC campus with musicians, critics, and industry innovators, the PMP takes pop music seriously as an object of sustained critical inquiry through a mix of public events, research projects, and Los Angeles campus residencies. The project's goal is to treat the making of pop music as a key site for education and pedagogy and for re-thinking questions of society, culture, history, and communication. For more information on the Popular Music Project, please visit www.usc.edu/PMP

About The Norman Lear Center:

The Norman Lear Center is a multidisciplinary research and public policy center studying and shaping the impact of entertainment and media on society. From its base in the USC Annenberg School for Communication, the Lear Center builds bridges between faculty who study aspects of entertainment, media and culture. Beyond campus, it bridges the gap between entertainment industry and academia, and between them and the public. For more information, visit www.learcenter.org.

About the USC Annenberg School for Communication:

Located in Los Angeles at the University of Southern California, the USC Annenberg School for Communication is among the nation's leading institutions devoted to the study of journalism and communication, and their impact on politics, culture and society. With an enrollment of more than 1,900 graduate and undergraduate students, USC Annenberg offers Bachelor's, Master's and doctoral degrees in journalism, communication, public diplomacy and public relations. For more information, please visit www.annenberg.usc.edu.

Please contact PMP director and USC Annenberg Professor Josh Kun with any questions or comments at jkun@usc.edu.

For questions about The Norman Lear Center at the USC Annenberg School, please contact Veronica Jauriqui at (323) 782-3316 or jauriqui@usc.edu.

###