

# tracks

institute of audio research

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## IN THE MIX: IAR NEWS AND NOTES

### D.I.Y @ IAR: Music Theory Essentials for the Producer

On Monday, February 25th, IAR students were presented another subject in the school's "DIY" seminars, a crash course in music theory as it applies to today's music producer. Popular producers such as Timbaland, Dr. Dre, and Rick Rubin all understand music theory and apply it to their projects. IAR instructor and producer Chris Neuner has written and produced music in multiple genres for theater and television, including Time Warner Cable, A&E, and the Hallmark Channel. His seminar covered the basics of music theory. Students were shown the basic notes in the music scale, how to use them to create chords and changing them for different effects, scales, orchestration, and arrangement. He used a keyboard to show the different feelings chords created. Chris ended by stressing that regardless of whether a producer knows all or little music theory, "If it sounds bad, it is bad. If it sounds good, it is good."



**UPCOMING EVENT:** **DEMO: Producing Your Song**  
Thursday, April 10 6:15pm  
For Reservations, please call 212.777.8550

### alumnispotlight: Keith Salandy iar grad 2008

**What have you been up to since graduating from IAR?** I am a songwriter and performer under the alter ego K Banger. What some may not know is that I was given that name from playing drums and percussion instruments, primarily in R&B, Reggae, and Calypso bands. I played up and down the east coast while recording my albums and studying music. You can check me out at [myspace.com/KBangerMusic](http://myspace.com/KBangerMusic), and [cdbaby.com/KBanger](http://cdbaby.com/KBanger).

**Tell us a about what you do in your current position?** I do a few things. I am an audio post engineer, sound designer and voice-over talent for BET Creative Services in New York. I have also done work for others like Sony, Sci Fi Channel, Stereo Motion Entertainment, and New Line Cinema. I also license and sell music to television networks through my own company The Dirt Department, Inc.

**How has attending IAR helped you in your current jobs?** I came to IAR because it was the best way for me to get a solid foundation in audio engineering and production. I was told that you can learn these techniques by simply 'learning a few things' in the studio. I've been in studios for many years now, and that is not true. I'm a learn-by-the-book kind of guy and I like to be surrounded by professionals. In this current era of home studios and simple software setups that anyone can install and operate, you have to have an edge, especially in the professional arena. IAR has given me more than just an education and experience. I now have more confidence in what I do, credits toward a degree, and most importantly, relationships with great industry and audio professionals that will last a lifetime.

**What advice would you give to current IAR students?** My personal saying is, "Don't say it – play it." Less talk and much more practical action. Master the art of starting small. And finally, it's not who you know, it's about what you're doing! Do well and people want to get to know you. If you know people and you're not doing anything, that just doesn't work.



### Henry Gainza is Finalist in International Songwriting Contest

IAR employee Henry Gainza is a finalist in the Latin category of the 2007 International Songwriting Contest (ISC) with the song "Lo Tienes Todo." Gainza, a Cuban American singer/songwriter, has an extensive list of accolades for "Lo Tienes Todo," including a finalist in the John Lennon Songwriting Contest, a winner of the Latin category in the USA Songwriting Contest and an honorable mention in VH1's Song of the Year. He was also a Carbonell Award nominee, an Hola Award winner and a finalist in the 2008 "Broadway Idol" singing competition hosted by the New York Music Theatre Festival. When asked how the most recent award stacked up against his past achievements, Henry stated, "In all honesty, they're all very exciting! It never gets old to be honored by such prestigious competitions." His advice for IAR student songwriters is, "Write, write, write! Even when you hate what you've written. The more you do the better you get. As in every aspect of life, hard work, dedication, and professionalism get you very far in this business. And make sure to take advantage of all the resources you are provided at IAR. This is a fantastic place to jump-start your career in the music business."

For more information on Henry check out [myspace.com/henrygainzamusical](http://myspace.com/henrygainzamusical).

