

RADIO

do
what
you
love.



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introduction

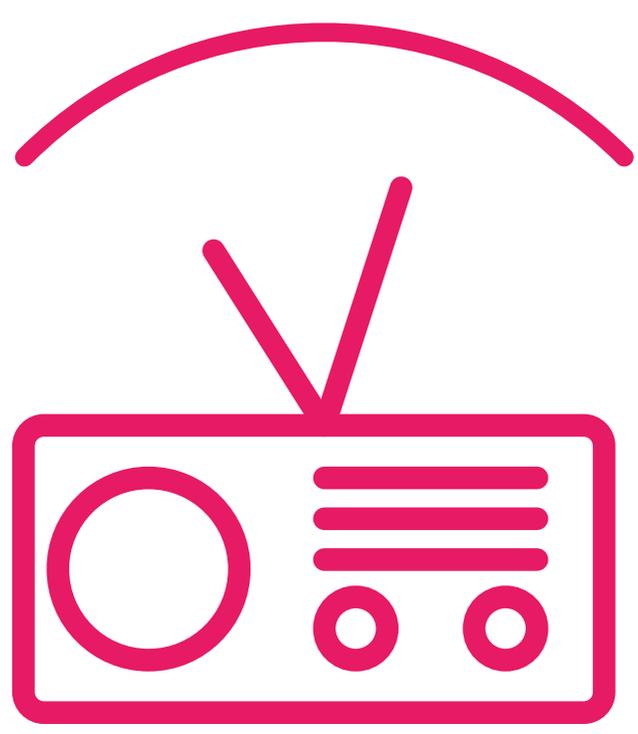
When we discover great music, some of us feel the urge to spread the word as far as possible. Radio presenters and broadcasting organizations are in the perfect position to do just that – and famous names like Zane Lowe, Howard Stern, John Peel, Mary Anne Hobbs, Zoë Ball, and Annie Mac have built successful careers through one of the world's most iconic media formats. They've also turned millions of people into fans of fantastic bands and artists.

Behind the scenes, radio programmers, producers, and engineers work together to make sure that each presenter's voice and the music they love reaches as many listeners as possible. The radio industry offers a diverse range of career paths, and ACM can provide you with all the knowledge and experience you'll need to kick-start your own journey. Turn the page to find out more.

the average UK listener tunes into 21.1 hours of live radio each week*

Sirius XM pays Howard Stern \$90m per year**

89% of Britons listen to radio every week*



* RAJAR, 2018
** Forbes, 2018
*** BBC, 2018



**BBC Radio reaches 34m weekly
listeners*****

**Apple's Beats 1 station
broadcasts in over 100
countries******

**BBC Radio producers
earn an average salary of
£40,000*******

**** LA Times, 2018
***** Glassdoor.co.uk, 2018



Reasons to Study at ACM

Do What You Love

ACM is made up of more than 2,300 performers⁽¹⁾, producers, songwriters, artists, business executives, game developers and technical services personnel across our three campuses in London, Guildford and Birmingham. People all doing what they love and a microcosm representing every corner of the industry that they one day want to work in.

Turn a Course Into a Career

93.8%⁽²⁾ of ACM Students are employed or are in continuing education within 6 months of graduating from our HE courses. We're really proud of this statistic, which is a testament to ACM's complete commitment to the career development of its students.

Whether you want to write beats, manage a band, be an A&R, or be a sound engineer, your career starts now at ACM.



Scholarships & Bursaries

⁽³⁾For the 2019/20 academic year ACM has made available scholarships worth over £130,000 combined to reward academic, technical, creative and/or are entrepreneurial excellence and will provide bursaries valued over £330,000 targeted at students from low income households and under-represented groups.

Alumni Network

Our network of graduates is over 13,000 students strong. They're working all over the world in the music and wider creative industries, and you'll meet many of them during the course of your studies. You'll know many of their names and will know much more of their work.

Access to Industry

Over 50% of the UK chart is mixed, mastered and/or recorded at ACM's very own studio environment, Metropolis. If you're listening to a song on the radio right now, the chances are that it has been creatively treated here, by us. ACM Students enjoy exclusive access and downtime at Metropolis.

State of the Art Facilities

We make 135,000 hours available every year exclusively for performance, recording and creative needs of our students. Bookings are free and accessible into the evenings and on weekends, to ensure that our equipment, rehearsal rooms and recording studios are here, no matter when inspiration strikes.

Awarding Excellence

ACM has received 4 Independent Higher Education awards for providing the highest quality of personal and professional development to our students, including the Outstanding Support for Student Learning Experience award, Industry Partnership of the Year, Technology in Learning, and Breakthrough course: Innovation in Design or Delivery.^(*)

One-to-One Learning

ACM provisions over 276 one-to-one academic and industry tutorial slots each week, covering a range of subjects from Acoustics to the Zither. No matter which discipline you choose to study at ACM, you can access meeting opportunities with our entire teaching faculty.





Personalise Your Studies

ACM's pioneering higher education curriculum covers over⁽⁵⁾ 100 different subject areas, meaning that you can flavour your studies according to your own interests and ambitions.

Our BA (Hons) Music Industry Practise covers routes for musicians, creative artists, producers, tech services, Business, Gaming and new to 2019 Rap&MC pathway.

Industry Opportunities

This year, more than 150 ACM students are taking part in festivals around Europe. Midem, The Brits, The Great Escape, BBC Introducing , MMF are just a few of the opportunities and partnerships we are proud to offer.

World Class Tutors

Over 550 staff members will be there to guide and help you through your studies.

Queen, Motorhead, Johnny Marr, Chase & Status, Stormzy, The Spice Girls, David Bowie are just a few credits that our dual professional tutors hold plus all of the qualifications you would expect your FE/HE lecturer to have.

Your Journey Starts Here

If you're under 19, studying a further education course at ACM can be free. Our range of Level 2 and Level 3 courses allow you to study music now and keep your options open for the future. If you're older and/or you'd like to join us for Degree studies instead, it's important for you to know that our range of Higher Education study programmes are designated and approved for student loans.

It's All About You

But there's only 1 person we want to talk about, now. And that's you. Our small enough to care, big enough to make a difference mantra means that we want to know about you, your history and all of your ambitions for the future. We'll help you build bespoke programmes of activity to bridge the gap between where you are now and where you one day want to be.

¹ 2019/20 cohort across FE/HE, full-time and part-time studying at ACM campuses.

² <https://www.hesa.ac.uk/news/27-03-2018/experimental-uk-performance-indicators>

³ Bursary and scholarships as indicated in 2019/20 Access and Participation Plan <https://www.acm.ac.uk/ofs-registration/>

⁴ <http://independentthe.com/events/independent-higher-education-awards-2018/>

⁵ <https://www.acm.ac.uk/courses/higher-education/>





A Day in the Life of an ACM Production Student

At ACM, every day of the week is different. You could attend a lecture, seminar, workshop, or practical session covering the modules you've been assigned for that term; book a one-to-one tutorial, in which you can discuss your personal goals and issues with a tutor of your choice; take part in private production sessions with your own collaborators in a pre-booked ACM studio; get involved in extracurricular activities, such as visits to Metropolis Studios; and much more. Below is just one example of the many possible schedules you might consider over the course of a single day at ACM.

9am: Individual study session

10am: Studio Recording Technique Seminar

12pm: Break

12.45: Media Composition Skills Workshop

2.45: One-to-one Tutorial

3.15: Music Information Technology Workshop

4.15: Break

4.30: Elective Module Class

6pm: Break, study session

7 – 10: Personal production session in ACM studio (pre-booked)

tutor inter view

RACHEL H



How did you first get into music?

When I was a child, the record player at home always had records spinning round. I loved listening to all kinds of music, from The Rolling Stones to The War of the Worlds. If the record player wasn't on, the radio was. Music was always around me.

As soon as I started earning money, I started buying records. I would also listen to the Top 40 every Sunday, record it onto a cassette tape, and play it over and over again.

What makes working in radio special to you?

My passion for radio started when I was recording BBC Radio 1's Top 40 onto tape every Sunday night. I loved listening to the DJs and waiting to hear my next favourite song. I love the fact that radio is "now"; it can paint a picture in your mind, and I can listen to and enjoy the radio when doing other things.

Working in radio is exciting and challenging. Writing scripts and creating content that will go out on air for people to hear is a very rewarding feeling. It can be very long hours, but it is always great fun.

Can you tell us a bit about your career so far?

I started working at Berwick Street Studios in London in the late 90s. Electronic dance music had just started to go mainstream, and it was a very exciting time in the music industry. I was networking, met a lot of interesting musicians and producers, and started working closely with dance music producers arranging remixes for major record labels. I then set up Main Source, my own promotions company, working with drum & bass artists and labels, and was instrumental in taking the genre to the mainstream.

I was then asked to join BBC Radio 1 FM and produce the drum & bass and UK garage shows, and from there joined the team who set up BBC Radio 1Xtra. I continued working freelance with the BBC, producing a programme for the visually impaired called 'In Touch' for Radio 2. After becoming a mum, I started working with community and college radio stations around the UK, working on their education programmes. I went back to university and got my PGCE, and that's how I'm now at ACM. I run the Broadcast Studies module here, and work closely with students and Eagle Radio, teaching about all areas of the radio industry as well as lecturing on the Business degree programme.

What's been the biggest challenge you've faced while working in music, and how did you deal with it?

I haven't really faced too many challenges while working in the music industry. If I had to say something, it would probably be about gender inequality in the workplace.

Which skills and attributes have been integral to your success?

I am passionate about what I love: music. I am motivated, and this has helped me achieve my aims and goals.

What advice would you offer to future ACM students?

Follow your dreams, work hard, and be willing to get involved with projects that may be out of your comfort zone. All experience is a key part of your development. Be helpful and kind and put in the extra hours. They will pay off.

a l u m n u s i n t e r v i e w

JOE HAMILTON



Can you tell us about yourself? What have you been up to since graduating?

After graduating from ACM, I sent out countless job applications for anything and everything within the music industry before landing a job at an independent radio promotions company called

Hart Media. After four years working my way up to promotions manager there, I was headhunted by [PIAS] to join their promotions team. I work with a variety of artists to promote them across radio, TV, streaming, instore/retail and online channels. I also manage an electronic producer (and ACM alumnus) called Joe Turner, and run my own label, Audio Deli Records.

What's been the top highlight of your career so far?

I've had some amazing moments so far, such as being part of #1 album campaigns, going on radio tours with artists around the UK, and being "papped" outside the BBC with Joss Stone! With my role, I have been lucky enough to meet some really cool names like Jack White, Leroy Hutson, and Martin Freeman, which is always going to be a highlight. But as simple as it may sound, my top highlight so far was receiving my first ever presentation disc for Public Service Broadcasting's Race for Space album. It was a really proud moment, and to own something physical for all the hard work felt very rewarding.

What made you choose to study at ACM?

The beautiful thing about ACM is that there are so many great educational paths to choose from – and because of the way the college and classes are structured, it enables you to learn a bit about everything in some way or another. There were a lot of great extracurricular classes and activities for people to try, and there was a great network of knowledgeable tutors. Guildford also seemed great, lots of bars and venues, restaurants, and clubs – and of course it was close to London, without the same extortionate prices!

How did your course at ACM prepare you for life in the music industry?

ACM gave me a great all-round understanding and knowledge of the industry. I had a great mix of tutors, some of whom were brutally honest with

me about how incredibly tough it can be to work in the music business and went out of their way to help me find internships whilst studying.

What was the most useful thing you learnt at ACM?

Aside from becoming independent and meeting some of my (still to this day) best friends, I think the most useful thing I learnt at ACM was what I did not want to do with my career. When I first joined ACM, I was surrounded by so many amazing and talented people that I knew straight away music was the career I wanted to pursue, but I wasn't too sure which area I wanted to work in. ACM enabled me to discover the best path for myself, and equipped me with everything I needed to finish with a qualification and find a job.

A lot of colleges and universities don't have the same flexibility and choices as ACM – and I honestly think that without these, I would've dropped out of uni and settled for a second-choice career.

What advice would you offer to future ACM students?

Work experience is key. If you can't find any work placements, start your own projects. It's a tough industry to get into, so show people that you're keen and you want it. Take advantage of all the extra classes, activities, events, and tutors that ACM has to offer. Reach out to new people, and start building relationships. Egos get you nowhere, apart from bad-mouthed. Be patient, work hard, and even when times are difficult, just keep swimming.

BBC MUSIC
introducing...



**THE GREAT
ESCAPE**



The Leadership Team

The leadership team are a diverse group of highly experienced individuals from across the creative industries, each specifically recruited to lead and ensure continuous development here at ACM.

Every member of the team holds an influential position within the music industry, and uses a wide range of skills, experience, contacts and know-how to ensure that our learning experiences are progressive and immersively connected to the real-world creative industries.

We are a team of experts with high-status reputations that open doors, and have literally been there, done it, and are still constantly interacting with the music industry.

We collaborate together to identify exciting opportunities and create student pathways that combine to form a multifaceted structure, ensuring innovative learning at a world-class level.

BBC Introducing, the BRITs, MIDEM, The Great Escape, Tileyard, the BMAs, and the UMAs are just some of the industry events that we support, attend, and collaborate with.

Learning by doing is key at ACM, and earning by doing is also encouraged and facilitated while you study through our many platforms.

Working alongside an exceptional team of highly skilled tutors, we are collectively leading the way in music industry education here at the heart of ACM.

ACM



TWENTY-FIVE
YEARS OF
CREATIVE
INDUSTRIES
EDUCATION

GUILDFORD. LONDON. BIRMINGHAM.
creative. industries. education.

Diploma and Degree courses available
Saturday school, half term workshops
Study in a one of a kind environment
More free bookable studios than any other institution
Professional tutors direct from the music industry
Mentoring and Artist development
In house record labels
Scholarships and bursaries available

“This is obviously a great place. If you’re here you’re dedicated and this is a great environment for that. Dedicate yourself, this is the place to do it!”

- Chad Smith / Red Hot Chilli Peppers



Collab

Brand new for 2019 is Collab, the app that enables campus collaboration for the ACM community. Totally free to use, Collaborate in just 4 clicks. Developed exclusively for students attending ACM.



ACM Development Programme

New for 2019, the ACM Development Programme will offer one-to-one mentoring and development for all students, designed to maximise and open access.

The Development Programme is made up of mentors direct from industry who will provide dedicated career progression strategy and know-how for students across all campuses.

Industry Link



The Industry Link department is dedicated to supporting the professional development of students, helping them take their first steps into the music industry.

Industry Link connects students to industry through regular networking events, work placements, industry performances, gigs, showcases and audition opportunities.

Industry Link Events Team



New for 2019, join the Industry Link Events team and learn how to organise events, work behind the scenes and understand every aspect of the live industry. Get a CV full of industry experience as you learn at ACM.

Record Labels



Metropolis Blue and Metro Sound are our in-house student-led labels in partnership with the world-class Metropolis Studios in London.

Metropolis Blue is a label for bands, singers and songwriters. Metro Sound is dedicated to electronic, hip-hop, grime and underground music, and aims to support electronic producers and artists.

Both labels are partnered with AWAL for digital distribution.

You can get involved with our labels in 2 ways:

1. Join the label team. Get involved across all different divisions of a record label, from A&R to PR, design, promotion, booking and more. Learn by doing and gain great experience for your CV.
2. Release music through Metropolis Blue. Get the full support from a complete label team who will help you develop a plan and strategy for your music.



We hold bi-weekly meetings alongside A&R workshops to discover new talent as well as showcases each term, making sure we keep industry aligned with our plans, releases and signings.

Get involved and find out more:
Metropolis Blue

www.metropolis.blue

Email: music@metropolis.blue

Metro Sound

www.metro-sound.co.uk

Email: music@metro-sound.co.uk

Pro Workshops

Pro workshops

Pro Workshops are an amazing addition to ACM's Student Experience. Outside of the regular timetable there is a rich source of Extra Curricular Activities open to all ACM students. Pro Workshops run throughout the ACM academic year, covering every discipline.

Workshops include: Intro to drums, Metal Workshop, Theory Godfather, Soul Workshop, EMP Mix Doctor, Songwriting Workshop, Keyboard Fundamentals, Acoustic Guitar Club, Recording Workshop and Jazz Club.

ACM Podcast Series

Made by students, for students, listen to the ACM Podcast and learn on the go. Stream our 20-minute bite-sized versions for insightful conversations of advice, knowledge and learning from key industry experts.

The Podcast series covers genres such as wellbeing, business, education, creative, entrepreneurial and music industry topics.

ACM on Spotify

ACM hosts 11 Spotify playlists featuring alumni and current students which are curated to showcase the wide range of talent that is grown in ACM amongst the many disciplines and music genres. Playlists include This ACM, This ACM – Beats, This ACM – Alumni, This ACM – Chill and many more. Search on Spotify to find and subscribe.

Women in Music



A brand new initiative for 2019.

Get inspired each and every term with a host of activities celebrating women in music. Watch out for workshops, masterclasses and networking events direct from the leading females in music. Available at every campus.

ACM TV

New for September 2019, ACM launches a new YouTube channel dedicated to showcasing talent, skills, tutors and music industry strands.



Content will be filmed and published on a daily basis.

YouTube: www.youtube.com/c/AcmAcUk



facilities & sponsors

ACM is proud to have formed strong industry partnerships with leading manufacturers and key brands at all of our campuses. These partnerships and relationships extend further than the provision of great gear for students to work with in classrooms and studios. They also involve knowledge exchange, placements, masterclasses, employment, and the process of feeding each partner's state-of-the-art technology directly into the curriculum through co-written modules and electives with our top industry focussed educators.





Metropolis

What do Adele, Queen, Kendrick Lamar, Amy Winehouse, Drake, The Rolling Stones, George Michael, Michael Jackson, Elton John, Noel Gallagher, Harry Styles, Paul McCartney, Madonna, and Mark Ronson all have in common? They are just some of the many global artists who have made music at Metropolis Studios. Established in 1989, Metropolis – located on London's Chiswick High Road – is Europe's largest studio complex, where over 50% of the UK Top 40 Chart is mixed, mastered, and/or recorded in an average year.

Thanks to our unique relationship with Metropolis, ACM students enjoy an access all areas pass for live performance events, industry conferences, and recording during downtime. Production students at ACM also get the chance to visit Metropolis for bespoke masterclasses and events, where Grammy Award-winning engineers such as Liam Nolan and Paul Norris explain recording techniques for live instruments such as drums and piano, as well as mixing masterclasses involving hands-on desk and audio equipment instruction. There are also session sittings and masterclasses with our Grammy Award-winning mastering engineers in their personal studios as well. Subject to availability, masterclasses from industry professionals held in the upper floor bar area, covering such topics as sync, A&R, and general music business advice related to individual career pathways, are included during these visits.



COURSES

ACM Guildford Degree

2 Year Accelerated Program

BA(Hons) Music Industry Practice

» Musician Study Route

Guitar | Bass | Drums | Vocals | Keys

» Creative Artist Study Route

» Rap and MC Route

» Producer Study Route

» Technical Services Study Route

» Business and Innovation Study Route

> BA(Hons) Music Industry Practice

The Foundation Year (Level 0)

Diploma

> UAL Level 2 Diploma

Music Performance and Production

> UAL Level 3 Extended Diploma

Music Performance (Guitar | Bass

| Drums | Vocals | Keys), Music

Production and Songwriting.

Saturday Courses

Expand your love of music with our range of Saturday courses for young people and adults in Performance, Production and Songwriting.

ACM London (Clapham) Degree

> BA(Hons) Professional Music Performance

Guitar | Bass | Drums | Vocals

> BA(Hons) Commercial Songwriting

> BA(Hons) Creative Music Production

> BA(Hons) Music Business & Innovation

> BA(Hons) Game Development

ACM Birmingham Degree

> BA(Hons) Music Industry Practice

» Musician Study Route

Guitar | Bass | Drums | Vocals | Keys

» Creative Artist Study Route

» Rap and MC Route

» Producer Study Route

» Business and Innovation Study Route

» Tech Services

Diploma

> UAL Level 2 Diploma

Music Performance and Production

> UAL Level 3 Extended Diploma

Music Performance (Guitar | Bass

| Drums | Vocals | Keys), Music

Production and Songwriting.



Customize your journey. Become who you want to be.

ACM's award-winning flexible curriculum offers over 160,000 possible module combinations. In the table opposite, we've put together a customizable set of core, mandatory, and elective modules that you can mix to best fit your personal career goals.

For more information, check out the Courses section of our website at <https://www.acm.ac.uk/courses/> and visit us for an Open Day soon!

		BA (Hons) Music Industry Practice, Producer Route (Contemporary Music Production)	
Course Modules	Level 3 Extended Diploma (Music Technology)	Foundation Modules (Extra Year)	<ul style="list-style-type: none"> Basic Sequencing & Software Music Theory Music Culture Studio Skills Introduction to Live Sound Sound Creation & Synthesis Music Industry Overview Online Presence
	<ul style="list-style-type: none"> Music Culture Professional Industry Practice Event Management Audio Principles Studio Production Composition Skills Critical Listening for Producers Sequencing Skills 	Producer Modules	<ul style="list-style-type: none"> Audio Fundamentals Studio Recording Technique Acoustics Media Composition Skills Music Information Technology Creative Software Skills Creative Audio Technology Production Analysis Advanced Music Production Studies Live Sound
		Mandatory Modules	<ul style="list-style-type: none"> Cultural Perspectives Music Industry Studies Exit Specialism Portfolio Research Project
		Relevant Zero Credit Electives	<ul style="list-style-type: none"> Audio Technical Support Digital Marketing & Social Media Skills Radio Presentation & Production Self-Employment
		Relevant Credit Bearing Electives	<ul style="list-style-type: none"> Broadcast Studies

We're Listening.

#THISISACM

STUDENT LABEL
RELEASE
~NEW MUSIC
GROW ^{YOUR} ART~
UNDERGROUND
DJ'S THE BEST
ELECTRONIC
~ MUSIC
YOUR ^{Promote} BRAND



METRO
SOUND

Expert Tutors.

#THISISACM



BEST IN THE
BUSINESS
STRAIGHT *from the*
INDUSTRY
REAL WORKING
MUSICIANS
ALWAYS HERE
TO HELP
EXPERT
ADVICE

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