



July 31, 2020

Dear Professor Willey,

I am writing to encourage and thank you for writing your *Introduction to the Music Industry: Southern Edition*. Samford University is starting a new program in Commercial Music and this text has been nothing short of godsend.

As you aware, there are many texts available to introduce students to the concepts and layout of music business. However, none seem to both introduce students to the field, while also capturing the entrepreneurial spirit required for today's marketplace. The field is truly DIY at this point, and your text does a great job of helping students learn about the tools they will be using as independent artists. Furthermore, your web resources have been invaluable as I've put together curriculum and assessments.

Finally, the unique approach you have taken by creating a text that is location-specific is so logical, it's a wonder that it hasn't already been taken advantage of! For students to be able to see the fields of opportunity right in front of them (vs having to live in NY, LA, or Nashville) is encouraging and practical for them. Truly, your text will help form the bedrock of a multidiscipline curriculum that I hope will produce some of tomorrow's industry leaders and creative artists.

Thank you for your hard work in creating this text, and do please keep in touch with me as you continue to update it.

Sincerely,
Professor Steven Potaczek
Assistant Professor and Director of the Commercial Studies program
Samford University
800 Lakeshore Parkway
Birmingham, AL 35229