

**University of Rochester
Department of Electrical and Computer Engineering
Audio and Music Engineering Seminar Series**

Current Trends in Music For Advertising

**Douglas Hall
Propeller Music
Newark, NJ**

**Wednesday, February 28th
12:00PM – 1:00PM
601 Computer Studies Building**

Abstract: Great music is THE most powerful and cost-effective way to propel a message into the awareness of your audience. From setting the right tone to dramatically increasing memorability, music is a key ingredient in successful storytelling. This talk will be an open discussion about changes in the music business and how it affects music for advertising.

Bio: Douglas Hall is an award-winning creative director/composer who leads a team of world-class composers, recording artists, and producers on the mission of providing you with the best music for your commercial, film, or media project.

PROPELLER's creative director/exec producer/composer Douglas Hall is one of the industry's most accomplished and versatile media composers. Formerly senior composer at Elias/NY as well as CD/composer-in-chief at Clio-winning Mess Hall Music and Sound Design, Doug has composed music for well over 1000 TV spots, including AFLAC, AT&T, Bank of America, BMW, Bose, Burger King, Calvin Klein, Chase, Citibank, Coca-Cola, Compaq, Dell, Dodge, FedEx, Ford, JC Penney, Jeep, Land Rover, Mass Mutual, MasterCard, Mercedes, Nabisco, The New York Times, Nike, Partnership For a Drug-Free America, Sprint, UPS, Turbo Tax, Visa, and Washington Mutual. His music has also appeared in feature films, prime-time TV, and major-label recordings.

Inspired by all genres of music and empowered by new technologies, Doug doesn't let his extensive training and experience get in the way of achieving the completely unexpected. Resourceful and imaginative, yet collaborative, Doug will bring the music you hear in your head to life in sonic technicolor.

In addition to his own composing, arranging and sound design, Doug is an expert at discovering exciting new talent. PROPELLER's services include the creative input of some of the world's best composers, musicians and sound designers.

Pizza and soda provided