



Quick Search



Search in: ▼

► [SFGate Home](#)  
► [Today's Chronicle](#)

► [Sports](#)  
► [Entertainment](#)

**News & Features**

- [Business](#)
- [Opinion](#)
- [Politics](#)
- [Technology](#)
- [Crime](#)
- [Science](#)
- [Weird News](#)
- [Polls](#)
- [Photo Gallery](#)
- [Columnists](#)
- [Travel](#)
- [Lottery](#)
- [Obituaries](#)

► [Personal Shopper](#)

► [Classifieds](#)

- [Jobs](#)
- [Personals](#)
- [Real Estate](#)
- [Rentals](#)
- [Vehicles](#)
- [WebAds](#)

**Regiona**

- [Traffic](#)
- [Weather](#)
- [Live Views](#)
- [Maps](#)
- [Bay Area Traveler](#)
- [Wine Country](#)
- [Reno & Tahoe](#)
- [Ski & Snow](#)
- [Outdoors](#)
- [Earthquakes](#)
- [Schools](#)

► [Entertainment](#)

- [Food & Dining](#)
- [Wine](#)
- [Movies](#)
- [Music & Nightlife](#)
- [Events](#)
- [Performance](#)
- [Art](#)
- [Books](#)
- [Comics](#)
- [TV & Radio](#)
- [Search Listings](#)

**Living**

- [Health](#)
- [Home & Garden](#)
- [Gay & Lesbian](#)
- [Horoscope](#)

**Resources**

- [Search & Archives](#)
- [Feedback/Contacts](#)
- [Corrections](#)
- [Newsletters](#)
- [Promotions](#)
- [Site Index](#)

**Subscriber Service**

- [Missed Delivery](#)
- [Vacation Hold](#)
- [Subscribe](#)
- [Contact](#)

## Free music lessons thanks to file sharing

### Noted school at odds with recording industry viewpoint

[Benny Evangelista, Chronicle Staff Writer](#)

The recording industry has gone to war against file sharing, but a prestigious Boston music school is embracing the technology.

The Berklee School of Music, which has an alumni roster that includes Quincy Jones, Diana Krall, John Mayer and Melissa Etheridge, on Monday began giving away music lessons that are free to be downloaded, copied and passed around using popular file-sharing networks such as Kazaa and LimeWire.

Moreover, the school hopes its new program, called Berklee Shares, helps teach future musicians and recording industry executives to accept, not fear, online file sharing as the new future of the music industry.

"We thought it would be a good idea to encourage a debate on this subject, that file sharing is not going to go away," said Dave Kusek, associate vice president of the 3,800-student school.

The school does not advocate giving away music for free but says the record industry should find new ways to profit from file sharing, he said.

"Suing customers is the wrong thing to do," he said. "They're never going to stop it unless they shut down the Internet. So why not embrace it?"

That message runs counter to one being promoted by the Recording Industry Association of America, which has engaged in a controversial strategy to combat illegal file sharing by filing federal copyright infringement lawsuits against 341 individuals who the trade group claimed were offering songs for others to download.

An estimated 60 million Americans, and tens of millions of people outside of the United States, have downloaded songs for free using file-sharing programs, a popular activity that the record industry says is also the root cause of a 31 percent drop in CD sales since mid-2000.

An RIAA spokeswoman said the distinction between what her group and the college advocates is that the choice is Berklee's, not "the choice of some profiteer who is choosing to distribute their intellectual property without their permission."

The school's new program is an extension of the courses the college offers through its online education program started in November 2002, [www.berkleemusic.com](http://www.berkleemusic.com). The online music school offers 15 courses, at \$600 each, and now has about 600 students.

Tuesday, November 11, 2003

**San Francisco Chronicle**  
► [CHRONICLE SECTIONS](#)

- [Printer-friendly version](#)
- [Email this article to a friend](#)

**More Business**

**Pender: Bank merger's challenge**

**IBM says testimony, medical files differ**

**AMD wants Intel to send internal papers overseas**

**Convention business slowly bringing more dollars to SF**

**Mutual fund probe extends into state**

**Nuns want change in Cisco pay**

**Daily digest**

**Steering through rental car rates**

**Ad agency cuts staff by 75%**

**Free music lessons thanks to file sharing**

**Business & Finance**

► **Get Quote:**

Detailed ▼

[Symbol Lookup](#)

► **Main Business & Finance Page:** Stock quotes, portfolio, funds and more...

► **SFGate Technology:** It's a high-tech world -- we just plug you into it...

**ChronicleJobs TOP JOBS**

► **FINANCE**  
WOULDN'T YOU REALLY RATHER LIVE IN S

► **RESTAURANT**  
Manager Upscale rest.



Photos from AP  
[sfgate.com/buyphotos](http://sfgate.com/buyphotos)

For Berklee Shares, the school offers 80 individual lessons in downloadable formats like MP3s, QuickTime movies and PDF files. The courses, which come with embedded audio and graphics, cover a range of music lessons, such as "basic hard rock trumpet" and "arpeggios for keyboards."

There are also music business courses, including an apropos lesson titled "Lawyers' Role in the Music Business."

Berklee is also encouraging people to download the courses from the college's Web site, [www.berkleeshares.com](http://www.berkleeshares.com), and share them freely with others, especially using file-sharing programs like Kazaa and LimeWire.

File sharing is a key promotional tool for the vast majority of musicians who derive their income or enjoyment from performing, not by selling records, Kusek said.

"Our charge is to teach students young and old about what the business is going to be like in five years, and for us to say those file sharers are evil ... is just not practical," he said.

Kevin Martin, whose band The HiWatts found success by offering free song downloads in an online promotion sponsored by the makers of Yoo-hoo Chocolate Drink, was encouraged that a music college was promoting file sharing.

"I'd rather you download my music and come see me live than buying my record and not come see me," Martin said. "You have to embrace the change, and the major labels have not embraced it."

*E-mail Benny Evangelista at [bevanalista@sfchronicle.com](mailto:bevanalista@sfchronicle.com).*

on peninsula.

---

► **NURSES**

FT OHNA & Nurse  
Case Mgr. - SF. UR &

---

► **NURSING**

The Right Place To Bel  
Mills Peninsula

---

► **HOTEL**

The Stanford Park  
Hotel, the only 5

---

► **SALES**

SALES POSITIONS  
HUMANA

---

► **DATA**

Entry Specialist for  
busy SF Realtor

---

► **SALES**

Independent  
Representative  
[QuickLink-Net](#)

---

► **RECEPTIONIST**

Full-time opening

---

► **DENTAL**

RDA. Part Time  
Immediate Opening  
for

---

► **BIOTECH**

Research Associate  
[Genentech](#)

---

► **NURSING**

RNs-Ambulatory  
Surgery Center  
Waverly Surgery Ctr

---

► **TEACHERS**

AOBA-JAPAN  
INTERNATIONAL  
SCHOOL has

---

► **RESTAURANT**

POSITIONS  
AVAILABLE  
[CHEESECAKE  
FACTORY](#)

---

► **SALES**

Regional Sales Rep  
Book Mfg/Printing  
[Sheridan Books, Inc.](#)

---

► **ACCOUNTING**

SYSTEMS  
SUPERVISOR \$85,944  
- \$99,492

---

► **AIRLINE**

FULL TIME FLIGHT  
ATTENDANTS NORTH  
AM

---

► **MEDICAL**

PTs! Find Job Satisfaction!

[SunPlus](#)

► **MANAGEMENT**

Smarte Carte Inc seeks Assistant Man

► **SECURITY**

LIGOURI ASSOCIATES, INC Hiring Now I

► **ENGINEER, ARCHITE**

ARCHITECT ENGINEER - PE SE  
[GBDH DESIGN GROUP](#)

► **PUBLIC RELATIONS**

Fund Development Manager  
[Blood Bank of the](#)

► **ACCOUNTING**

PREMIER East Bay CPA firm is seeking

► **PHARMACIST**

SAN FRANCISCO MEDICAL CENTER  
[SF VA Medical Center](#)

► **EDUCATION**

FACULTY OPENINGS 2004-2005  
[CHABOT-LAS POSITAS](#)

[About Top Jobs](#)  
[View All Top Jobs](#)

Page B - 3



[Get 50% off home delivery of the Chronicle for 12 weeks!](#)

©2004 San Francisco Chronicle | [Feedback](#) | [FAQ](#)

Chronicle Sections 

Real People



SFGate.com Personals