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Berklee College of Music launches independent record label

Posted by Matt Rocheleau October 30, 2013 01:42 PM

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By Matt Rocheleau, Town Correspondent

The Berklee College of Music has launched an independent record label to give students “real-life record making experience,” campus officials announced.

The label, Berklee Internet Radio Network Cooperative Records or birnCORE, records independent artists who visit performance facilities at the college’s campus.

Student engineers work with the artists to mix the albums and the label then releases LPs digitally at no costs to the artist, prices each to sell at about \$5 and splits half of revenues with artists.

“Harnessing the impressive roster of performers already visiting campus, birnCORE’s model focuses on simplicity,” said a statement from Berklee, which launched the label this month.

“While earning academic credit and on-the-job training, students gain real-life record making experience at birnCORE,” campus officials said. “Music business students act as artists and repertoire executives, while music production and engineering students earn album credits as mixing and recording engineers. Students are also the creative forces behind the album art.”

“A birnCORE record costs artists nothing; their only investment is promoting the birnCORE album to their fans,” the college added.

Matt Rocheleau can be reached at mjrochele@gmail.com. Looking for more coverage of area colleges and universities? Go to our [Your Campus pages](#).

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