



The Recording Academy®

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NEWS RELEASE

GRAMMY U® PRESENTS ERA OF THE ENGINEER WITH THREE-TIME GRAMMY® NOMINEE YOUNG GURU

*Educational Program Will Hit 13 Cities Across The Country
To Explore The Importance Of Audio Engineering And Music Making*

SANTA MONICA, Calif. (March. 5, 2013) — GRAMMY U® — a program created to prepare college students interested in pursuing a career in the music industry — announced today the **Era Of The Engineer** tour with GRAMMY® -nominated engineer/producer **Young Guru** — an educational program, that will launch April 8, 2013, in Philadelphia and make 13 stops across the United States. This exciting new platform will offer college students the opportunity to explore the importance of the audio engineer's role in today's do-it-yourself recording climate through town hall discussions and in-studio sessions. For GRAMMY U coverage, updates and breaking news, please visit our social networks on [Twitter](#) and [Facebook](#).

A three-time GRAMMY nominee and member of The Recording Academy® Producers & Engineers Wing® Advisory Council, Young Guru possesses more than a decade of experience in sound engineering, production and A&R for acclaimed labels Roc-A-Fella Records and Def Jam Recordings. Throughout his expansive and diverse career, he has collaborated with artists such as Beyoncé, Drake, Jay-Z, Rick Ross, and Snoop Dogg, among others. Recognizing the accessibility people have to make music in today's world, Young Guru created the Era Of The Engineer lecture series to emphasize and teach about the importance of audio engineers and the record-making process.

The 13-city tour, sponsored in part by HP and Disc Makers, will launch Monday, April 8 in Philadelphia and conclude on Sunday, April 28 in Memphis. GRAMMY U students and members of the P&E Wing are invited to attend the 90-minute lecture panels. Additional tour dates include:

- April 8: Philadelphia, Drexel University
- April 9: Seattle, JBL Theater at, EMP Museum
- April 10: Berkeley, Calif., Fantasy Studios
- April 12: Los Angeles, The Recording Academy
- April 15: Chicago, SAE Institute
- April 16: Washington D.C., SoundExchange
- April 17: New York City, NYU at the Clive Davis Institute of Recorded Music
- April 22: Oklahoma City, Academy Of Contemporary Music, University of Central Oklahoma
- April 24: New Orleans, Loyola University
- April 25: Miami, Miami Dade College
- April 26: Atlanta, Emory Center for Ethics (will be streamed live at www.ethics.emory.edu)
- April 27: Murfreesboro, Tenn., Middle Tennessee State University
- April 28: Memphis, Royal Studios

About GRAMMY U

GRAMMY U is a unique and fast-growing community of full-time college students primarily between the ages of 17 and 25, who are pursuing a career in the recording industry. The Recording Academy created GRAMMY U to help prepare college students for their careers in the music industry through networking, educational programs, and performance opportunities. GRAMMY U is designed to enhance students' current academic curriculum with access to recording industry professionals to give an "out of classroom" perspective on the recording industry. For GRAMMY U coverage, updates and breaking news, please visit social networks on [Twitter](#), [Facebook](#) and [Instagram](#).

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