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GWU Distinguished Artist Series Hosts Kennedy Center Music Education Director

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Office of University
Communications

March 29, 2018

Jennifer M. Bowman has More Than a Decade of Experience in Arts Management

BOILING SPRINGS, N.C.—The next program in the Distinguished Artist Series at Gardner-Webb University features a lecture by a music industry professional. Jennifer M. Bowman, director of Music Education at the John F. Kennedy Center for the Performing Arts in Washington, D.C., will share insights from her experience in arts management. The presentation is free and open to the public and will be held on April 12 at 8 p.m. in Hamrick Hall’s Blanton Auditorium on GWU’s main campus.

Jennifer Bowman

Bowman’s seminar, “The Business of the Arts, Or What I Wish Someone Had Said When I Was 18,” is sponsored by the Gardner-Webb University School of Performing and Visual Arts, The Center for Ethics & Entrepreneurship and the Alfred & Shirley Wampler Caudill Endowed Fund. She will discuss how skills in marketing, communications and networking are beneficial for performers, artists, educators and other music professionals. Bowman will cover various topics, including copyrights and contracts, research opportunities, resumes, websites and social media.

A native of Houston, Texas, Bowman holds a master’s degree from the Peabody Conservatory of Johns Hopkins University in Baltimore, Md., and a bachelor’s degree from Dartmouth College in Hanover, N.H. Bowman is responsible for developing education programs for the Kennedy Center in collaboration with the National Symphony Orchestra, Washington National Opera, and the center’s hip hop, jazz, chamber, and electronic music season.

She began her career in 2007 at the Arts Management Institute at the Kennedy Center, where she coordinated professional development programs for chief executives and staff for over 600 arts and cultural organizations in the U.S. and abroad. Until recently, she spent five seasons managing Folger Consort, the early music ensemble at the Folger Shakespeare Library in Washington, D.C. She is an active volunteer in the community, serving as a grant panelist for arts councils in D.C. and Maryland, steering committee member for Emerging Arts Leaders D.C., as well as a mentor for the Asian and Pacific Islander American Scholarship Fund.

The Distinguished Artists Series at Gardner-Webb University is a collaboration of the departments within the School of Performing and Visual Arts—Art, Music, and Theatre. The goal is to present a wide array of professional artists to members of the GWU campus and community. For more information, call the Department of Music at 704-406-4448.

Auxiliary aids will be made available to persons with disabilities upon request 48 hours prior to the event. Please call 704-406-4270 or email disabilityservices@gardner-webb.edu with your request.

Located in the North Carolina foothills, Gardner-Webb University is a private, Christian, liberal arts university that prepares students to become critical thinkers, effective leaders and compassionate servants in the global community. Emphasizing a strong student-centered experience and rigorous academics, Gardner-Webb ignites learning and service opportunities for undergraduate and graduate students. Ignite your future at Gardner-Webb.edu.