

Tekst 7

Music Moguls donate \$70 million to University of South California

based on an article by Jenna Wortham

- 1 The record producer Jimmy Iovine and his business partner Dr. Dre have a keen eye for talent. Between them, the two have jump-started the careers of stars ranging from Lady Gaga to 50 Cent to the Black Eyed Peas. Now they think they can help create the next Steve Jobs, legendary founder of the Apple company.
- 2 The music moguls, who founded the wildly popular Beats headphone business, are giving \$70 million to the University of Southern California to create a degree that blends business, marketing, product development, design and liberal arts. The contribution is relatively modest, as donations to universities go, but the founders' ambitions are 30, as they explained in an interview in the elaborate presidential dining room on the lush U.S.C. campus: "If the next start-up that becomes Facebook happens to be one of our kids, that's what we are looking for," said Mr. Iovine.
- 3 Like many celebrities, Mr. Iovine and Dr. Dre have been seduced by the siren call of the tech world, which has lured stars like Justin Bieber, Tyra Banks and Leonardo DiCaprio to finance a start-up or develop their own idea. They have had more success than most with Beats, a private company that they say makes \$1 billion in sales annually.
- 4 Still, the world of academia is 32 Mr. Iovine and Dr. Dre. Neither went to college. And during the interview, Mr. Iovine confessed more than once that he was "out of my depth" when it came to discussing details of the program. He referred those questions to Erica Muhl, dean of the university's fine arts school, who will be the inaugural director of the program and in charge of devising the curriculum, selecting professors and reviewing applications.
- 5 The details of the four-year program, officially *the U.S.C. Jimmy Iovine and Andre Young Academy for Arts, Technology and the Business of Innovation*, are still being completed. The first class of 25 students will enter in fall 2014, selected for their academic achievement, the university said, as well as their ability for "original thought."
- 6 "I feel like this is the biggest, most exciting and probably the most important thing that I've done in my career," Dr. Dre said. Part of the endowment includes several full scholarships, he said, to help financially disadvantaged students to "go on to do something that could potentially change the world."



- 7 Still, the endowment does not rank high among gifts to educational institutions. But Rae Goldsmith, the vice president for resources of the Council of Advancement and Support of Education, which tracks donations above \$100 million to colleges and universities, said that regardless of the size the donation was meaningful because it was rare for donors to establish new departments and courses of study.
- 8 The idea for the program came to Mr. Iovine and Dr. Dre not long after creating the Beats company, when they found themselves with a problem familiar to Silicon Valley entrepreneurs: the rapidly depleting reservoir of potential employees, including software engineers and marketing savants.
- 9 They hope that the program will supply not only future employees for Beats' current business, but also for a new venture, a streaming music service, Beats Music, that is expected to make its debut later this year. Mr. Iovine compared their thinking to the approach to a typical business problem of "how do we make the best product?" "In this case," he said, "the kids are the product."
- 10 Mr. Iovine acknowledged that their plan was ambitious but said the pair were not afraid to take risks. "We have no idea where this is going," he said. Dr. Dre said, "It's definitely a stepping stone to something." And Mr. Iovine jumped in, 35, "But we're not quite sure what it is."

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- “stars ranging from Lady Gaga to 50 Cent to the Black Eyed Peas”
(paragraph 1)
- 1p 29 What are these artists meant to exemplify judging from this text as a whole?
- They are meant to make clear that Dr. Dre and Jimmy Iovine
- A are interested in a variety of genres.
 - B have had great professional success.
 - C use their money to finance new artists.
 - D work best when operating as a team.

- 1p 30 Which of the following fits the gap in paragraph 2?
A controversial
B impressive
C unpretentious
D unusual
- 1p 31 What becomes clear about 'many celebrities' in paragraph 3?
A The success of their careers depends on technological innovations.
B They are asked by technology companies to donate money.
C They hope to become more notorious by investing in technology.
D They like being involved in initiating technological developments.
- 1p 32 Which of the following fits the gap in paragraph 4?
A a cause for concern to
B a place of comfort for
C far from familiar to
D out of bounds to
- 1p 33 Geef van elke van de volgende beweringen aan of deze wel of niet overeenkomt met de inhoud van alinea 5 en 6.
Students wanting to follow the program
1 need to have scored good grades and be creative.
2 receive a grant if they make educational progress.
Noteer "wel" of "niet" achter elk nummer op het antwoordblad.
- "Still, the endowment does not rank high among gifts to educational institutions." (alinea 7)
- 1p 34 In welke zin is dit punt al eens eerder gemaakt?
Citeer de eerste twee woorden van deze zin.
- 1p 35 Which of the following fits the gap in paragraph 10?
A adding a new perspective
B contradicting his partner
C finishing the thought
- "Music Moguls donate \$70 million to University of South California" (titel)
- 1p 36 Leg uit wat volgens de tekst het probleem was dat hen hiertoe heeft aangezet.