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DePaul University Launches Blue Demon Records, a Student-Run Record Label Bridging Music, Business, and Real-World Industry Experience.

Chicago, IL - January 20, 2026 - DePaul University's School of Music has launched Blue Demon Records, a student-run record label designed to give students hands-on experience in every facet of the modern music industry.

The label brings together students from the School of Music and Performing Arts Management programs, with students specializing in A&R, Business and Legal Affairs, Sync Licensing, Merchandising, Marketing, Publicity, and Artist Development. As the program grows, additional label departments and industry roles will be added across future academic terms.

During its inaugural year, led by Roger Jansen and R.J. Inawat, Blue Demon Records signed its first roster of artists and began recording and production in partnership with DePaul's Sound and Recording Technology program. Students are also collaborating with Grammy-winning producer and engineer Ryan Freeland to develop and release original music from the label's artists.

"Blue Demon Records is built to mirror a real-world label," said the program's faculty leadership. "Students are not just studying the industry - they are running a label, making decisions, and building careers while developing emerging artists."

The student-run label focuses on artist development and release strategy, offering in-house support in marketing, PR, live event coordination, recording and production, and legal and business operations. The initiative is designed to prepare students for careers in music, entertainment, and creative entrepreneurship while providing emerging artists with a professional development platform.

Artists interested in working with Blue Demon Records can contact the label at depaulbluedemonrecords@gmail.com