

# Creating and Developing a Commercial Music Program

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## Synopsis

*Commercial Music education has grown from the need to not only teach our students music, but to instill in them life skills such as responsibility, professionalism, teamwork, attention to detail, and organization, among others. Through the consumption, rehearsal, study, and performance of multiple genres, the history surrounding the various styles, and the study of standard business practices, we endeavor to develop these skills in our students while, at the same time, introducing them to a variety of musical genres including R&B, soul, jazz, Afro-Cuban, pop, folk, and bluegrass, among others.*

## Overall Thoughts on Consider

What is Commercial Music and what, specifically, is Commercial Music Education?

Preparing students for a 21<sup>st</sup> century landscape

- *Promotion/marketing skills – print & social media*
- *Legal skills – contract, copyright, licensing, etc.*
- *Communication – missed rehearsals, subs, schedule conflicts, etc.*
- *Personal Responsibility – self explanatory, hopefully...*
- *Organization & Time Management – see communication...*

Preparing musicians for a 21<sup>st</sup> century landscape

- *a combination of performance, recording, business, engineering, writing, arranging, technology...how many hats do you wear?*

## Laying the Groundwork

- *Why? Stand-alone program or complement to existing program?*
- *Make sure your house is in order*
- *Work on cultivating support*
- *Program needs e.g. instruments, PA, rehearsal space, etc.*
- *Choosing tunes*
- *Give ownership of the band to your students*
- *On and off-campus performances, guest artists, recording, etc.*
- *Branding*

## Objectives of the Kent Denver CMP

- *Utilize music as a vehicle to impart life skills such as responsibility, professionalism, teamwork, attention to detail, and organization, among others.*
- *Develop self and group confidence through multiple performances*

- *Provide multiple, once in a lifetime opportunities to record, tour, and learn from Grammy caliber musicians*
- *Develop a strong base of musical knowledge and technique*
- *Give our students a chance to shine in other areas*

## **Some of Our Discussions Center Around**

- *How to better represent the 6-12 model within music?*
- *Do our facilities meet our current need?*
- *Vision that informs facility in both MS and US.*
- *Peer Assisted Learning*
- *Budget implications*
- *How to scale our current pedagogical style throughout KD*
- *Create a single strategic music program that is mutually supportive*
- *How do other school programs affect the CMP and vice versa*
- *Is the current faculty supportive of the objective? Is this the best faculty to execute?*
- *Audience and community development – how can we serve our community?*
- *Community partnerships*

To achieve these goals, we're currently rewriting our curriculum, developing a program that focuses on styles not traditionally taught at the secondary level. Employing these genres and others, we also examine music theory, entrepreneurship, arranging, marketing, organization, conflict management, music history, cultural and sociological impacts of music, etc. - all skills needed in today's rapidly changing musical landscape.

## **Additional Areas to Consider**

- *What ensembles would you like to offer?*
- *What is the strength of your community network, i.e. your musical capital?*
- *Are YOU the best person for the job?*
- *Dealing with long standing bias(es)...*
- *Where to find charts? No really...*

## **Closing Thoughts**

- *How do we go about blending the best of traditional music education with 21<sup>st</sup> century teaching methods?*
- *It's not a matter of "reaching kids where they are," it's simply a matter of reaching kids.*
- *Support my students to better understand the skills needed to be successful in music, or in any career, as the creative, communication, and business skills necessary to succeed in music are crucial, no matter the occupation.*