Mr. Van Taylor

Music as the Bridge to Global Peace

Lecture Series

BOOKING NOW

Over **30 years** entertaining our troops

As band leader for MWR, AFPEO, USO and Armed Forces Entertainment

Performances also available

Award winning music producer, songwriter, publisher, promoter, artist developer educator, and musician

(716) 855-1754

Topics include:

- The Business of Music: Levels 1, 2, 3
- Music as a tool to promote Peace between nations
- Community leadership and change-making
- Marketing in the new economy

TaylorMadeJazz.com

The Business of Music

This session is intended for students interested in starting a band, becoming a songwriter, or expanding their opportunities as a cover artist. The best setting for this session is a classroom or small auditorium. This session could also apply to a young student interested in becoming an attorney, and can also help with a person interested in becoming a recording studio owner or engineer.

The business of music is a short introduction into a world that generates billions of dollars annually through music.

We take for granted all of the music we hear daily: on the radio, in the store while we shop, in elevators, on TV, in radio commercials, the soundtracks to movies-- what it means is someone is getting paid. "Where does it start" and "How does this happen" are two of the questions addressed in the workshop.

There are young artists starting bands every day. There are young writers creating songs who may never intend to become part of a band, and there are musicians and singers who may only be interested in cover songs and how to re-make or re-record them.

My objective is to enlighten young artists about the business side of the music industry. It is also intended to take the mystery out of questions often asked, and to answer questions that should be asked.

The music business has very few free moments. In other words, you pay for everything, including knowledge. The time it has taken for someone to type this document, to the time you have taken to read it, is valuable. Yes, on stage, off stage, loading and unloading your band equipment, writing a song, writing a poem, a lyric, a music score or recording it on a small recorder-- your time has monetary value.

- Copyrighting your songs
- Publishing your songs
- Weekend band versus career entertainers-- Long and short-term planning
- Preparing yourself for doing business with venues
- Marketing and promotions of your band and or products
- The Internet
- Reaching out to major labels and distributors
- Self-distribution

This and much more make up the Business of Music workshops. These workshops are in 3 groups:

101 The Basics of Music Workshop
*****101 is condensed for schools. Workshops are 45 minute sessions, with Q&A***
102 So, You Think You Are Ready
103 You Are Serious

I hope we can show you how to start the right way down a path that can be very rewarding, and not down a path of nightmares like days gone by for so many artists.

Van Taylor

Let's Begin
716 855 1754

Young Audiences of Western New York
716 881 0917

Young Audiences of Rochester
585 530 2060

Mr. Van Taylor is a songwriter, publisher, band leader, artist developer, tour manager and community leader who has transformed and helped advise the careers of performers such as James Johnson (known as Rick James), Shawnymac (Shawn McQuiller of Kool and the Gang), Lance Diamond, Robby Takac (of the Goo Goo Dolls) and many others. He is a tremendous believer in education and has worked both individually and with Young Audiences of WNY to bring his program PEACE & HARMONY THROUGH MUSIC to students of every age across WNY and Rochester. He has toured the world – starting with Bob Hope and continuing with the Armed Forces Entertainment. He is on the board of the Buffalo Music Hall of Fame, and is the founder and leader of the international, award-winning band Taylor Made Jazz. Information can be found at www.TaylorMadeJazz.com.

Speaker Pricing

Mr. Van Taylor

- 45 minutes: $300
- 60 minutes: $350
- 90 minutes: $500

Add performance by three piece band: $300

This program is also available at: Young Audiences of WNY and Young Audiences of Rochester.

To book through **YA-WNY** call: **716-881-0917** and speak to Cynnie Gasch.
Possible funding available through BOCES Shared Assembly, and other support avenues.
***price may be different*

To book through **YA-R,** call**: 585-530-2060** and speak to Ann Hendershot.
Possible funding available through BOCES Shared Assembly, and other support avenues.
***price may be different*

To book **independently,**call: **716-855-1754** and speak to Mr. Van Taylor