

# Prominent Youth of America

## Arts Programming Overview + Teaching Artist(s) Bio

### Programming

Thanks to partners such as the Republic Bank Foundation, the YMCA, and Best Buy's Teen Tech Center, PYOA offers The Arts of Music Education and Entertainment Program to Louisville youth, grades 1 - 12. PYOA curriculum focuses on educating youth about Music Business principles such as Copyrights, Publishing, Music Licensing, Music Synchronization, Broadcast Data Systems and more.

PYOA programming gives youth the opportunity to write, record and produce their own songs, as well as learn how to copyright, publish and monetize their music. PYOA participants become official songwriters and publishers with Performing Rights Organizations such as American Society of Composers, Authors and Publishers (ASCAP). Students learn transferable skills to prepare them for higher education, entrepreneurship, and/or occupations in broadcasting and radio. We serve 40 students from 6 JCPS schools. Our programs take place at New Directions Learning Center, Best Buy Tech Center, and the YMCA Republic Bank Learning Center.

## Teaching Artist(s) Bios(s)

**LaVon Clack** -was born in Louisville Ky, graduated from Louisville Doss High school and went on to study Business Marketing and Administration at Eastern Kentucky University, and Sullivan University. LaVon has continued in education and business in March 2022 LaVon Graduated from the 1st AMPED RTBI Cohort where he received certificates of completion in Entrepreneurship 1, University of Illinois at Urbana - Champaign; Understanding of Financial Statements, University of Illinois at Urbana – Champaign; Creativity and Entrepreneurship- Berklee College of Music; Customer Value in Price Strategy - University of Virginia; The Marketing Plan - IE Business, Entrepreneurship II - University of Illinois.

In 2020, LaVon Clack received an award in recognition of Outstanding Community Service by Louisville Metro Council. LaVon also serves as a Community Advisory Board Member at Republic Bank Foundation YMCA. In 2019 LaVon Clack founded Prominent Youth of America(PYOA) a local 501 ( c ) 3 nonprofit organization dedicated to youth development and community engagement. PYOA offers a variety of free programs and services to low income families that include Summer Learning Enrichment programs, Teen Advocacy Workshops, The Arts of Music Education and Entertainment, and Visual Arts programs. LaVon hosts annual Back 2 School drives to ensure students have supplies and other resources necessary to begin the school year. LaVon is dedicated to philanthropy and works diligently to build collaborative partnerships with organizations and agencies throughout Louisville Metro.

**Quinton Johnson** - Quinton is a graduate of the University of Louisville and currently works for radio Magic 101.3. Known as "DJ John Q," he performs anywhere music can influence the mood - radio,

corporate events, night life, weddings, athletics, and private parties. Past clients include the U.S. Military, Tommy Hilfiger, Victoria Secret, H&M, University of Louisville & University of Kentucky to name a few. Also featured weekdays on Magic 101.3 FM for the 5 O'clock Ride Out, ABC for WHAS 11's Great Day Live & Louisville Bride as the DJ for the "Hollywood Hitch." Member of The Honorable Order of Kentucky Colonels & The Elitegiance; a network of esteemed entertainers & music industry professionals. Dj John Q is talented, experienced, professional & versatile!

## **Artistic Content of Programming**

INPUTS: Access to internet, Computers, Pro Tools Software, Microphones, Speakers, Adobe Photoshop Video & Editing Software, Professional Recording Studio, Lightening, Video Recording

OUTPUTS: -Activities

4:30 Dinner

5:15 Clean up

5:30 Icebreakers 15 min

5:45 Homework Help/ Tutoring- PYOA Curriculum

6:45 Break snacks

6:55 continue Homework help/ Tutoring – PYOA Curriculum

The youth in PYOA will learn from professionals who have decades worth of experience in the fields of Education, Entertainment, Music Production, Graphic Design, Motivational Speaking, Philanthropy and more. JCPS Professional teachers will be readily available to help, as well as engage learners to increase development and growth by utilizing tools such as JCPS Virtual learning tools and CASCADE.

PYOA content curriculum teaches the fundamentals of Basic Music Business Principles related to Songwriting, Music Recording, Video Recording & Production, as well as, Marketing, Advertising & Promotion. All activities will be centered around learning Copyright Laws, Music Licensing & Sync, Nielsen BDS Soundscan, Publishing, Distribution, Marketing and more. The activities in the PYOA Curriculum are designed to scale youth up to a professional level, acclimate them into entrepreneurship, and help them to become productive citizens in society.

Week 1 – Week 3 Introduction to PYOA CURRICULUM Intro to Music Copyright Forms

Week 3 – Week 6 PRO'S Publishing (ASCAP, BMI)

Week 6 Neilson BDS SoundScan, ISRC Codes & UPC Codes

Week 7 Digital Music Platforms

Week 5 Music Video Platforms

Week 6 -Week 12 Music Production & Recording

Week 12- Week 18 Music Video for production

## **Educational Content of Programming**

We use the Center for Youth Program Quality measurements and assessment performance reports to measure the community impact of our Arts of Music programming. These are the same reports used by the Jefferson County Public School System (JCPS) to measure and report success. PYOA will provide music production and arts entertainment learning to Louisville students. Our baseline measurements include school attendance and reading scores among our elementary students, with a goal of seeing an average 5-point increase during the grant period. For middle and high school students, we measure school attendance, reading, and social/emotional understanding, with an average increase of 5 points.

## **Process for hiring, training, and evaluating performance/effectiveness.**

PYOA hires contractors to provide programming, as well as JCPS teachers and therapists to assist our students with homework and mental health access. The Executive Director oversees hiring, training, and evaluating contract teaching artists. Mr. Clack creates job descriptions and curricula that are approved by the Board of Directors. Job listings are posted on social media, the PYOA website, and shared via email with colleagues and other professionals in the field. Mr. Clack interviews candidates and contacts references listed on candidates' resumé. Contractors are required to pass a criminal background check and are required to attend orientation.

## **How are participants of all backgrounds and abilities included in programming?**

PYOA specifically tailors its programming to African American youth living in low-resource zip codes. We also make accommodations for learning differences. Our contract teachers and social workers share their JCPS training and knowledge with us and our students to ensure each child is given foundational support to reach their artistic, academic, social and emotional potential.

## **How do we engage teachers and community center staff before, during, and after programming?**

PYOA partners with JCPS and Evolve 502 to create "cradle-to-career" opportunities for students. We work together - teachers, staff, social workers, and community organizers, to link youth to resources, such as academic support, artist learning, and open new pathways to wealth generation.

We also provide surveys to teachers and students to learn about the students' progress and to make adjustments for future programming.

## **How do we engage participants in the creative and learning process?**

We encourage student engagement through games, activities, playing instruments, and learning new technology. Our students are immersed in professional-grade digital and music platforms. They are

given 1:1 attention when learning publishing, coding, videography, and more. They are encouraged to use their creativity to express their life experiences. PYOA provides a safe, compassionate, judgment-free environment where youth can present their ideas. We encourage their independence, while also helping them set appropriate boundaries for creativity. We use multiple methods of communications (visual, sound, etc.) to promote creative thinking and to accommodate differences in learning. Our teaching artists give direct feedback to each student to promote their creative growth.