



BUSINESS

BEHIND PERFORMANCE

12 March 1986

Dear

Thank you once again for agreeing to sit as a panelist on our Seminar. I am asking each panelist to prepare a statement or demonstration of roughly 10-12 minutes that deals with their specialized area, and I would like to let you know that there will be video (VHS format) and audio ($\frac{1}{4}$ " reel to reel) equipment available for demonstrations. We are compiling an information package for people attending the Seminars to take with them when they leave, so please prepare any information that you might have about your organisation or yourself. We would like to distribute this package to people as they enter the Seminars so if you have material let me know, and I will arrange to collect it.

As this is a community arts project and there is no charge of admission to the general public I regret that we will not be able to pay you a fee as such, but we will provide £20 to each panelist to cover travel and preparation expenses. We will also be serving a buffet lunch for the panelists from 12 noon - 1:30pm at the Brixton Recreation Center on each day of the Fair.

We are happy to count you among our panelists, and we look forward to making this a memorable three days. Please feel free to contact me at any time if you have questions or if you desire to meet with me to discuss any aspect of the Seminars.

Yours Sincerely,

Billy Banks

Note: Attached is a list of the panelists for each Seminar

12/3/86

BLACK MUSIC FAIR SEMINARS

We have organised three small panels of professional people from the music business including producers, managers, artists, agents and media representatives to discuss their experiences as related to Black Music and to answer your questions.

Production Seminar - Friday 21 March 2pm - 4pm Social Rooms
A theoretical and practical look at record, video, radio and live performance production of Black Music in the UK. There will be video and audio presentations by the panelists during this seminar.
Panelists:

- 1) Tony Hale - Head of Music, Capital Radio
- 2) Phil Fearon - Record Producer
- 3) Jackie Thomas - Video Producer
- 4) Orin Cozier - Music Development, RCA Records
- 5) Neil Frazier - Record Producer, Ariwa Records
- 6) Greg Parker - Performer/Producer

Management Seminar - Saturday 22 March 2pm - 4pm Social Rooms
A discussion of the various things involved in managing the career of a performing and recording artist, a look at music education and funding, and an investigation of the types of agreements and contracts that both manager and performer are required to comprehend and sign.

Panelists:

- 1) Keith Harris - Personal Management
- 2) Carroll Thompson - Performer/Composer
- 3) Graham Churchill - Commercial Operations Controller, MCPS
- 4) Michael Graubart - Head of Music Education, Morley College
- 5) Richard Crossland - Music Development Officer, GLA
- 6) A spokesperson from PRS Public Relations Dept. (to be named)
- 7) A spokesperson from the Musicians Union (to be named)

Marketing/Promotion Seminar - Sunday 23 March 2pm - 4pm Social Rooms
We will be taking a look at the roles of the people involved in marketing and promoting Black Music in the UK. We will discuss the duties of television and radio music programmers, of people in record companies, and of others involved in music promotion.

Panelists:

- 1) Wilf Walker - Concert/Tour Promoter
- 2) Saundra Butler - Researcher - The Music Box, Cable TV
- 3) Julian Palmer - UK A&R Manager for Black Product, CBS Records
- 4) Jane Evans - EMI Records
- 5) Eva Watts - Press Agent, Positive Publicity Agency
- 6) Claude Brooks - Booking Agent
- 7) Jay Visvadeva - Promoter, Asian Music Projects
- 8) Alex Pascall - Programmer/Producer, BBC Radio London
- 9) Ernie Harriott - Programmer/Presenter, LWR; Music Promotions

Invoices have been submitted to the REU for the following:

Management fee for William Banks; Expenses for panelists;
Audio and video equipment hire for demonstrations by panelists

THE PURPOSE AND OUTLINE OF THE BLACK MUSIC FAIR SEMINARS

As part of the Black Music Fair we are organising three small and select panels of professional people from the Music Business to provide a forum for open discussion between these panelists and people attending the Seminars. The Seminar topics are as follows:

PRODUCTION - Friday 21st March 2pm - 4pm
MANAGEMENT - Saturday 22nd March 2pm - 4pm
MARKETING/PROMOTION - Sunday 23rd March 2pm - 4pm

The individual panelists will be asked to prepare a statement outlining their work in the Music Business, career prospects for those looking to start or advance in the Music Business, and any topic that they feel will be beneficial to the overall aim of the Seminar. There will then follow an open discussion, and all of those in attendance will be invited to use the microphones situated around the Social Room to share their experiences in the music world and ask questions of the panelists. It is hoped that these Seminars will be of assistance in answering several important questions about the Music Business, and in establishing valuable contacts that may be used long after the BMF has closed.

Following is an outline of each Seminar:

PRODUCTION - a discussion of the several types of 'production' in the music business: record, tape, video, compact disc, and music radio production; a look at repertoire, sound, lighting, and costume preparation for concerts and tours; and an investigation of the producer's role.

Proposed panelists:

- Greg Carter*
- 1) Phil Fearon - record producer (confirmed)
 - 2) Tony Hale - Head of Music, Capital Radio (confirmed)
 - 3) Ashanti (Jaye Williamson) - touring musician (Confirmed)
 - 4) Alex Pascall - radio producer
 - 5) Albert Bailey - video producer and sound technician
 - 6) Neil Frazier - record producer
 - 7) David Rodigan - radio producer

MANAGEMENT - a discussion on the manager's responsibilities and obligations to the musician he/she represents, and an examination of the various types of agreements and contracts that a manager is required to comprehend and sign on behalf of his/her client. We will look at the record company's role in advancing a musician's career and the roles of mechanical and performing rights protection societies, publishing companies, and the musicians union.

Proposed panelists:

- 1) Keith Harris - manager (Stevie Wonder, Junior and others) (Confirmed)
- 2) Ervin Spelvern - solicitor for musicians union (confirmed)
- 3) Margaret Brace - music publisher
- 4) Graham Churchill - MCPS, Commercial Operations Controller (Confirmed)
- 5) Julian Bentley - manager (Black Britain and other groups)
- 6) Bob Noland - General Manager, Jive Records
- 7) Billy Ocean - vocalist
- 8) Carroll Thompson - vocalist

BMF SEMINAR OUTLINE (cont.)

MARKETING/PROMOTION - a most important discussion on what it means to market and promote a music group, and the roles of those involved. We will be taking a look at the role of the concert promoter, the TV and radio music programmer, and we will discuss the duties of people in the Marketing and Promotion departments of record companies as well as those of booking agencies and record shops.

Proposed panelists:

- 1) Roger Upright - International Manager, Motown Records
- 2) Wilf Walker-- Concert Promoter (Confirmed)
- 3) Saundra Butler - promotions, The Music Box (Cable TV) (Confirmed)
- 4) Linda Rogers - Head of Promotions, Streetwave Records
- 5) Claude Brooks - booking agent
- 6) Mathew Koenig - manager, Tower Record Shop
- 7) Spencer Williams - General Manager, Entertainment Enterprise
- 8) Juliet Roberts - vocalist
- 9) A music editor and critic from one of the major publications
- 10) Richard Crossland - GLA 11) Trevor Phillips - LWT

The list of proposed panelists is subject to change as we continue to contact key people in the music business and attempt to ensure that each panel represents a true cross section of people involved in Black Music. It is also our intention to limit panel participation to a maximum of seven people except in the case of the Marketing/Promotion Seminar where due to the vast amount of material involved the panel might consist of nine persons.

Proposed panelists:

- 1) Phil Pearce - record producer (confirmed)
- 2) Tony Dale - Head of Music, Capital Radio (confirmed)
- 3) Andrew (Jive) Williamson - touring musician (confirmed)
- 4) Alex Barclay - radio producer
- 5) Albert Bailey - video producer and sound technician
- 6) Neil Fraser - record producer
- 7) David Rodgers - record producer

MANAGEMENT - a discussion on the manager's responsibilities and obligations to the musician he/she represents, and an examination of the various types of agreements and contracts that a manager is required to comprehend and sign on behalf of his/her client. We will look at the record company's role in advancing a musician's career and the roles of mechanical and performing rights protection societies, publishing companies, and the musicians union.

Proposed panelists:

- 1) Keith Harris - manager (Stevie Wonder, Junior and others) (confirmed)
- 2) Erya Spelvers - solicitor for musicians union (confirmed)
- 3) Margaret Grace - music publisher
- 4) Graham Churchill - MOPS, Commercial Operations Controller (confirmed)
- 5) Julian Bentley - manager (Black Britain and other groups)
- 6) Bob Holland - General Manager, Jive Records
- 7) Billy Brown - vocalist
- 8) Cornell Johnson - vocalist