



PRO mpt trial programme trainees in rehearsal, watched by former Culture Minister, the late Glenn Adams

WHAT WE'RE ABOUT

PROmpt is a two-year, full-time overview of the Music Industry, particularly for hard-to-reach NEET youth (Not in Employment, Education and Training). The aim is to develop the creativity in the individual rather than deliver one-size-fits-all training.

Includes structured workplace experience and hands on involvement. It allows for self development in areas of specialization, giving emphasis to self-sufficiency, focused towards capacity building in proven employment situations. The emphasis will be on the intent to work together to develop unique, contemporary sounds and styles that will become globally appealing and marketable within an acceptable framework. Cultural roots and backgrounds in music may be fused, to form something exciting, new, different, yet identifiable as from the programme. However, this must all be absorbed within the potential of the trainees. Too often musicians try to aim too high on the level of musical acceptance – without realising there are millions of new, young listeners every year who don't want complex, elaborate styles.

CLASSICS vs CONTEMPORARY

Rudolf Nureyev interviewed by **Gore Vidal** shortly before the ballet dancer died in 1993: *"Two kinds of dancer: One, perfect steps, perfect moves; the other not so good, makes mistakes...but music goes right through body and onto audience."* - [Difference between Classical and Contemporary Music!](#)

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PROmpt is augmented to the
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EXECUTIVE

SUMMARY

2011

Contemporary Music is far more than a bunch of notes strung together – which takes it out of the bounds of formal music teaching. As Pop Guru **Brian Eno** (performer /producer U2, Coldplay, Paul Simon, Talking Heads and father of ambient music) puts most accurately:

"The problem really arises from thinking that Pop (contemporary) Music is primarily a musical activity. It is not, and never has been... would anyone care about it at all if it was just music? Pop has always been a melange of at least the following:

"melodies, sounds, language, clothes, fashion lifestyle, attitudes to age, authority, relationships, the body and sex, dancing, visual imagery, and the reassessment of value in all these things..."

When people get excited about 'music' and buy records, what they're actually buying is this whole big mixture... they're buying into a philosophy, a look, a set of feelings about cultural life."

GOALS and OBJECTIVES

TO PREPARE predominantly talented youth who might not otherwise gain creative development, regardless of colour, class, Creed, gender, economic background or academic record for a variety of careers in the global contemporary music industry.

TO HELP mould and develop new, identifiable, sounds, styles and songs that can, in turn, carve a modern, cultural and economic niche in the Global Music Industry. Drawing from the past, moulding with the creativity of the present to help spark the living culture of the future

TO CREATE role models, to bridge into communities via 'live' performances, creating communication and transformation across all boundaries.

Intake to include learners:

Assessed on creative potential - not academic achievement.

- Straight from school at 16 – or who have opted out of further academic learning (Wales has largest number of NEETs in UK – 35,000; 13% of 16 – 18year olds; 24% 18 – 24 year olds).
- Youths released from incarceration and socially disturbed backgrounds Parental abuse; Rape victims; Abandonment; HIV AIDs orphans and sufferers.
- Single parents (84% of Welsh teenage mothers are NEET).
Desperately poor and those cognitively and physically disabled.

Aims to help turn NEET back into TEEN



Full-time Centre of Excellence for out-of-school youth, aimed at developing Contemporary Music skills around an ambit of over 100 career streams. Two year, module based course allowing learners to progress at their own speed. Individual formal and creative priorities find their own levels with personal assessment of improvement rather than examination for certification.

Permanent programme with potential satellite off-shoots scheduled to open in Wales in 2011.

Non-academic youth get deterred and drop-out of examination-based programmes as they see it as a system to make them look small and in which they have already failed.

Full-time intake: +/- 200 primarily from youth to whom opportunities may not otherwise be available. Additional evening and weekend cross-cultural integration programmes planned.

Potential, aptitude, desire and determination must be evident at panel selection. Entry is NOT based on previous academic achievement.

Learners will be encouraged to develop new sounds and songs that identify with their indigenous culture of the region but fit with the ever-developing global industry. Youth will take from the past, model in the present for economic and social development and benefits in the future- rather than copy the styles and genres of global music-industry leaders.

This is NOT an academic or cultural music process but firmly grounded in giving potential economic and social development and focus for work in all aspects of the music industry.

SERVICES and PRODUCTS

Full-time (Monday to Friday) – 09.00 to 16.00 – training in:

- * Musical Instrument (Keyboard / Electric or acoustic guitar / Bass guitar / Drums / Percussion or, subject to arrangement, brass or other)
- * Musical styles with emphasis on drawing from indigenous to create something new
- * Vocals (Contemporary – new, non-classic approach, developed by Medical Scientists)
- * Ensemble
- * Movement, appearance, presentation and communication (on and off stage)
- * Song writing (core of the music industry – not composition – yet rarely taught)
Music Business including: Beginning in the Music Industry
Contracts: *Management *Agency *Recording* Music Publishing
*Other including Merchandising, PR, Book
Careers in the Music Industry
How to put an Act / Group Together
Copyright
Marketing
Radio and TV & Video
Communication / PR- How to use
- * Sound Technology / IT
Basic IT
Building your own home studio
Creating your own website
Marketing music – mainly on the web
- * Stage Presentation and Movement
- * Life Skills & Self confidence
- * Occupational Health and Safety / Stress / Anxiety
- * Information Technology and MIDI

plus... N.B. Fundamentals in Maths and Lanquaae 'bought in' as needed.

Only contemporary music can touch the mass and the individual at one; break down barriers while building awareness; improve work and social ethics with messages of hope and peace.

- Rod Harrod -