

Strategic Music Partnerships Educational Supplemental Objectives For WMJS-LP FM:

The proposed station programming of WMJS-LP FM aligns with the stated educational objectives of Strategic Music Partnerships (SMP) and the Excellence in Music Academy (EMA) by providing a platform for educational purposes and advancing the growth and development of professional artists.

First, the SMP training program aims to educate artists about radio station operations and broadcasting. Through the programming on WMJS-LP FM, artists will gain valuable insights and knowledge about the inner workings of a radio station. This will enable them to navigate the industry more effectively and make informed decisions in their music careers.

Second, the programming offered by SMP on WMJS-LP FM will provide educational resources to assist music artists in building a sound foundation for their music business ventures. This could include programs or segments that focus on topics such as music industry trends, marketing strategies, copyright and licensing, and other relevant aspects of the business side of the music industry. By offering this educational content, SMP aims to equip artists with the skills and knowledge to succeed in their music careers.

Additionally, SMP intends to inspire music artists and nurture their creativity by providing platforms for artistic expression and showcasing talent. The programming on WMJS-LP FM can include opportunities for artists to have their music played, interviews with artists to discuss their creative processes, and other content that encourages exploration and artistic growth. By elevating the standards of performance and achievement within the industry, SMP aims to foster a culture of excellence and innovation among artists.

Moreover, SMP actively engages with various stakeholders in the music industry, fostering collaborations and partnerships. By connecting with music groups, artists, performing arts promoters, and independent artists, writers, and performers, SMP creates opportunities for socially disadvantaged music artists to advance in the music business. This commitment to inclusivity and diversity contributes to the overall educational objectives by promoting equal access and opportunities for artists from all backgrounds.

In summary, the proposed programming of WMJS-LP FM will advance the educational objectives of SMP and EMA by educating artists about radio station operations, providing educational resources for music business ventures, inspiring artistic growth, and fostering inclusivity and diversity within the industry. Through their expertise, resources, and partnerships, SMP aims to create a supportive and thriving environment for professional artists, equipping them with training, recognition, and support to succeed in the music business.