

SEMM Foundation

Section II, Item 2a

With respect to Section II, Item 2a, the proposed station will be used to advance our education program in many ways. Most importantly, the proposed station will allow SEMM Foundation's educational program to broaden the support of the arts through our music education offering and the opportunity to provide additional awareness, training, appreciation and support for music and the arts in the communities we serve. The station will help build, advance and support the music created by local students and artists. The station will provide an additional educational opportunity and allow the artists and those that support the art, to share the music with potential listeners in the Columbus Metropolitan area.

Radio will allow for the education and appreciation of the arts as it relates to music and those homegrown local musicians and venues that support live music and live music events. In addition to the hands on vocal and instrumental music education, students will have the opportunity to learn and incorporate the various operational and business aspects regarding the production of music from recording to ultimately how it is produced, programmed and broadcast by radio. Music, news, events and the development of other arts, community services and educational content will be shared by neighboring communities, and as a result, bring communities closer together.

If SEMM Foundation is the successful applicant to receive a radio station license, we will expand our music training and intern program as described in our Section III response and provide students the opportunity to learn all aspects of radio station broadcasting, operations, hosting, engineering and production. In addition, we will provide the broadcast of news, community services information, school and community music related education information.

SEMM Foundation Proposed Programming Schedule - Exhibit

WEEKDAY EARLY MORNING

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12:00 AM							
1:00 AM							
2:00 AM							
3:00 AM							
4:00 AM							
5:00 AM							
6:00 AM							

Our Broadcast Day Will Begin With:

Music Through The Night

Start your day listening to our verifiable smorgasbord of a specially blended variety of jazz music consisting of the right mix of Contemporary, Straight Ahead Jazz, Soul Jazz, Jazz Funk, Latin Jazz, Trad Jazz, Bebop, Big Band, all your Classic Jazz favorites, with a touch of Classic R&B and the wonderful music of our own local musicians and more until 7 a.m.

WEEKDAY MORNING DRIVE TIME

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7:00 AM						
8:00 AM						
9:00 AM						

The station will jumpstart the listeners day as the morning **live host** provides a morning drive time blend of great jazz favorites along with local news and information about current events in and around Columbus.

WEEKDAY MID-MORNING

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
10:00 AM						
11:00 AM						

Live Hosted Local community news, sports, school related music education information.

Live Hosted Community Social/Financial Services Information

Live Hosted Jazz History Music Education Information

Live Hosted Community Health & Fitness

Live Hosted Community Sports

Live Hosted Community Review Topics

Live Host Gospel Jazz
Live Host Gospel Jazz
Live Host Classic Jazz

WEEKDAY AFTERNOON

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
12:00 PM						
1:00 PM						
2:00 PM						

Mid Afternoon Music Matinee - A Live Host delivers local music related news and events happening in and around central Ohio along with local school music education topics happenings and plays the very best in today's and yesterday's urban contemporary/smooth jazz, classic jazz favorites, and the music of Columbus and central Ohio's local bands and musicians.

Live Host Smooth Jazz
Live Host Smooth Jazz
Live Host Classic Jazz

WEEKDAY EVENING DRIVE TIME

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
3:00 PM						
4:00 PM						
5:00 PM						
6:00 PM						
7:00 PM						

A **Live Host** including **Student Interns**, will present news, weather, community affairs, commentary and jazz music during the evening drive time by a live host along with a recap of information about current events in and around Columbus.

Live Host Smooth Jazz
Live Host Smooth Jazz
Live Host Smooth Jazz
Live Host Smooth Jazz
Live Host Smooth Jazz

WEEKDAY EVENING

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8:00 PM						
9:00 PM						
10:00 PM						
11:00 PM						
MIDNIGHT						

Live Hosted - Jazz Variety, News & Information

From A to Z - **Live Hosts**, including **Student Interns**, provide a review of jazz and all of its sub-genres. along with local news, weather and information about current events in and around Columbus.

Daily Broadcast Signoff

Live Host Contemporary
Live Host Contemporary
Live Host Contemporary
Live Host Contemporary

SEMM Foundation
Section III, 1a - Exhibit 2

(Continued)

Our Give Back and Pay Forward Philosophy

As concerned parents and educators, either through our own personal experience of having school aged children in the public school system, or in discussing the current state of music education programs in the public school system with teachers and administrators, realized current economic conditions had made it difficult for instrumental band and vocal instructional school programs to fill the student's learning needs alone.

We also realized there were a number of school aged children with musical talent or limited training who may not be participating regularly in an organized school program and for those students, we wanted to reach out and introduce them to this art form.

Through a special partnership with the Columbus City Schools during the 2010-2011 school year, the Academy developed and implemented an unprecedented scholarship program to provide free and reduced fee private music instruction to an anticipated 186 school children from elementary through high school. Our "Give Back and Pay Forward Music Arts Initiative" is a program we believe will help students reach their potential.

We also believed and have come to realize that this program would create a "trickle up" economic benefit to retail music stores and others in which these students have now become customers; buying reeds, slide oil, sheet music and even instruments. Chances are, these students would not have been customers had we not reached out to teach them or rejuvenate their musical interests.

Students of all ages, abilities and levels develop skills and a love of music through private and group lessons with their chosen instrument. Private and group music study is offered year-round and includes: Instruction in classical, contemporary, jazz, blues, Latin, pop, classic R&B, jazz funk and popular styles for students of all ages.

- Instruction that includes teaching and building a solid foundation ... from proper technique, sight reading, ear training and music theory, to improvisation and more.
- Lessons take place once a week at a regularly scheduled time and may be 30 or 60 minutes in length. Students must have an instrument available for daily practice.

We provide the tools necessary for building a solid music foundation as outlined but not limited to the following techniques:

- Fundamentals
- Breathing, Posture
- Tone Development
- Intonation
- Technique
- Scales, Arpeggios, Scales and More Scales
- Tips and Tricks
- Reading, Theory, Composition, Improvisation
- Music Production
- Student Intern Program

Scholarship program offers students free music lessons

Wednesday, September 29, 2010 12:03 PM

By KEVIN PARKS

ThisWeek Community Newspapers

Perhaps the next great jazz saxophonist, a rock and roll drummer destined for world renown or an opera singer with a future of fame and fortune is even now crossing the threshold of a music school in the Northland area.

The "Give Back and Pay Forward Music Arts Initiative," a pilot program, got under way last week.

The schools chosen for the test project following negotiations between school district officials and Ron "Sax" Johnson, director of music operations for the school that bears his nickname, include: Linden McKinley High School, Brookhaven High School, Beechcroft High School, Columbus Global Academy, Medina Middle School, Como Elementary School, Huy Elementary School, Maize Elementary School, North Linden Elementary School, Linden STEM Elementary School, Windsor STEM Elementary School, South Mifflin STEM Elementary School and Hamilton STEM Elementary School.

Johnson, a professional musician and private instructor with a great deal of experience in both ends of the business, said that he eventually expects 186 students from these schools to take advantage of the scholarship program offering 12 free weekly private lessons.

According to Johnson's announcement of the program, Sax Entertainment Music Academy's more than 15 degreed and professional instructors will offer vocal training as well as lessons on saxophone, flute, clarinet, trumpet, trombone, French horn, baritone, tuba, violin, viola, cello, string bass, drums/ percussion, piano and guitar.

The idea for the scholarship program, Johnson said, came to him as a result of some of his students telling him they would be forced to stop taking lessons because their often single-parent families could no longer afford them.

Rather than disappoint these children, Johnson offered free lessons to as many as he could in his spare time. It occurred to him that others on the faculty at Sax Entertainment Music Academy might also be willing to lend their teaching talents to young people in need when paying students weren't taking up their time.

"It won't kill you," Johnson said he told them.

They agreed.



Sax Entertainment Music Academy instructor Jason Branscum of Clintonville watches and listens as Beechcroft High School junior Melissa Zimmerman plays during their lesson last week. The free lesson is part of the "Give Back and Pay Forward Music Arts Initiative" being offered by Sax. Zimmerman is a member of Beechcroft's marching and jazz bands.

COLUMBUS CITY SCHOOLS

Columbus City Schools & SAX Entertainment Announce Music Scholarships

Private Instrumental and Vocal Music Lesson Scholarships to students at 13 Columbus Schools



Sax Entertainment, in partnership with Columbus City Schools, is offering "Give Back and Pay Forward Music Arts Initiative", which provides reduced fee, partial and full music scholarships for private vocal and instrumental music lessons to students that qualify.

To meet the cultural and linguistic demands of the students, in addition to English, the Academy's degreed and professional instructors with national and international credentials teachers can converse with students in Spanish, French and German.

- List of schools: Linden/McKinley STEM, Brookhaven HS, Beechcroft HS, Columbus Global Academy, Medina MS, Como ES, Hux ES, Maple ES, N. Linden ES, Linden STEM, Windsor STEM, S. Milfin STEM, Hamilton STEM

Over the course of the school year, approximately 186 students, comprising 162 instrumentalists and 24 vocalists, will receive full scholarships. Reduced fee lessons will also be available to all other students who wish to sign up and receive private and/or group lessons.

Scholarship lessons for Session 1 begin Monday, September 20, 2010. Upon completion of the lessons, there will be a concert for family and friends at a venue to be announced in the future. For more information, contact your school's music teacher. Private lessons will be held after school at the SAX Academy, 6029 Cleveland Ave (near I-270).

Saxophone | Baritone | Drums/Percussion | Flute | Tuba | Piano | Clarinet | Violin | Guitar | Trumpet | Viola | Vocal | Trombone | Cello | French Horn | String Bass

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