

April 21st , 2016

## Greetings!

April is almost over and May is right around the corner which means the end of the semester is in sight! This month we caught up with MEBUS Alum, Tyler Stansell, who is currently working as a booking agent for EastCoast Entertainment. We are also gearing up for the Creative Adaptability Workshop in Senoia, GA this weekend and the MEBUS graduation next week! Check out what all has been happening at MEBUS!



## Alum of the Month Tyler Stansell



This month we are featuring Joel A. Katz Music and Entertainment (MEBUS) alum, Tyler Stansell. He graduated from KSU in 2014 with a Bachelor of Science in Communication with a focus in Media Studies. Tyler first heard about the MEBUS program through word of mouth and a few days later he met with Keith and Samantha and knew the certificate program

was something he wanted to be a part of.

## NEWS & EVENTS



### MEBUS Audio Production Class At Quarry

Students in the MEBU Audio Production class took a trip earlier this week to a state of the art recording studio right up the road called The Quarry. The studio was developed by and is home to the award-winning christian band Third Day.

During the visit, students heard from Head Engineer and Studio Manager, TJ Elias. TJ emphasized the importance of understanding the dynamics and the signal flow of the studio while showing students the mixing and production equipment.



### Creative Adaptability Film & TV MEBUS Workshop This Saturday!

Once accepted into the program, Tyler quickly began researching companies for his first externship. Commuting from Chattanooga, Tennessee, Tyler sought after an entertainment company in that area. After discussing it with MEBUS Director, Keith Perissi, Keith secured Tyler an interview with his colleague, Joe "Dixie" Fuller at Friends of the Festival. Tyler landed to externship position with Joe who is the talent buyer for the company. They are responsible for many of the events held in Chattanooga but their most featured event is the annual Riverbend Festival. Tyler assisted Mr. Fuller with everything from contract and rider management, artist hospitality, stage production, and anything else that was needed in order to produce a successful festival.

His second and final externship was with Rick Stowe, the managing partner at [EastCoast Entertainment](#) Atlanta. During his time there, Tyler's primary task was to observe Rick speak with clients to sell a band for a gig or to advance a date. Advancing a date is to prepare the essentials for the show such as getting load-in and load-out information, band hospitality, stage dimensions etc. Basically anything that happens after the contracts are signed. "I learned a lot from watching Rick. I took note of how he spoke with different types of clients,

corporate client vs wedding client/bride. Club date vs private party. Local/regional talent vs national talent. I also learned how to execute a sale and learned the booking process go from step A to Z. It starts with the first time you speak to the client and ends when the band is on their way home from the gig. Everything else is in between, the contract, riders, hospitality, advancing, payment, execution, etc." At the end of his externship, Tyler was offered a job as a booking agent/entertainment consultant for EastCoast Entertainment and began his journey as a agent in August of 2015.



As a booking agent/entertainment consultant, Tyler's primary goal is to match a client's wants and needs to what can be provided with their budget. Tyler works as part of the college division at EastCoast Entertainment, working with colleges and greek life organizations to book talent. He is currently responsible for UGA, LSU, GSU (Ga Southern), Valdosta, West Ga, and a handful of other smaller schools as well.

**Creative Adaptability and Keeping Georgia's Film & TV Industry Alive**



**PAUL JENKINS**  
Writer, Composer, Creator, Designer  
MEBUS Faculty

**SCOTT TIGCHELAAR**  
President of Raleigh Studios  
Atlanta

**BETH KEENER**  
Actress, Annie from The Walking Dead  
MEBUS Faculty

**REGISTER TODAY** [www.ksumebus.com/mebusevents](http://www.ksumebus.com/mebusevents)

MEBUS is traveling to Senoia, GA this Saturday for our final event of the semester! The city of Senoia has been the set for many films and tv shows but most recently has been known for being home to The Walking Dead.

In this Creative Adaptability workshop we will discuss the need for well-trained talent both in front of and behind the camera, ways to keep all aspects of the project here in Georgia, utilizing Georgia's workforce, and how studios, actors, and creators are adapting to the growth. We will also answer the following questions:

Why are most - if not all - Georgia filmed projects being sent back to Hollywood for post-production? Why is Georgia falling behind in the creation, development and production of homegrown intellectual property?

The panel will include MEBUS faculty [Paul Jenkins](#) and [Beth Keener](#) along with Scott Tigchelaar, President of Raleigh Studios Atlanta! The event will be on April 23rd at the Senoia Methodist Church from 10:00am - 12:00pm and is open to the public.

For any questions please contact Samantha Lane at [slane16@kennesaw.edu](mailto:slane16@kennesaw.edu) or 470-578-7670.

REGISTER ONLINE AT [www.ksumebus.com/mebusevents](http://www.ksumebus.com/mebusevents).



The most beneficial experiences Tyler got out of the program were classroom visits from MEBUS faculty member Tanner Smith, who spoke on artist and venue booking, the technology projects, and the real world experience gained through externships. These opportunities provided Tyler with the essential skills to succeed in his career. "I can't stress enough how essential hands-on work and experience is to the entertainment industry," says Tyler. He encourages students to "put in the hours and do the grind. Be open to change and look for opportunities." One of the quotes that stuck with Tyler was one from MEBUS Director, Keith Perissi, "You must be present to win."

It's important to have an end goal but it's more important to be fluid in the entertainment industry, explains Tyler. "In order to get to my goal of artist management, I realized I had to acquire a varied skillset and a contact list miles long, so I started looking for opportunities." The way to get your job may be through who you know but it's your skills that will allow you to keep your job and to excel. Shake as many hands as possible, never burn a bridge, build your skills and do the work.

-Livi McGill

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**MEBUS Guest Lecture  
GRAMMY Award-Winning  
Songwriter and Producer  
Daryl Simmons**



**Upcoming Atlanta Concerts**

**Eric Paslay & Clare Dunn**

Atlanta Blaze Home Opener Post Game Concert - Fifth Third Bank Stadium  
Kennesaw, GA  
[TICKETS & INFO](#)

**Taylor Marie & Carly Burruss**

April 30th - Mill Street Music Festival  
Covington, GA  
[TICKETS](#)

**Zach Seabaugh - NBC's The Voice**

May 12th - Eddie's Attic  
Decatur, GA  
[TICKETS](#)

**Styx**

May 15th - Verizon Wireless Amphitheatre  
Alpharetta, GA  
[TICKETS](#)

**Cage The Elephant**

May 20th - Infinite Energy Center  
Duluth, GA  
[TICKETS](#)

**Cody Oliver**

May 27th - Center Stage  
Atlanta, GA  
[TICKETS](#)

**Selena Gomez**

June 9th - Philips Arena  
Atlanta, GA  
[TICKETS](#)

The MEBUS house had a very special guest on Tuesday, April 19th, when





We welcomed Grammy Award-Winning Songwriter and Producer, [Daryl Simmons](#)! Simmons spoke to MEBUS 3100 students on his experience in the music industry and working with artists such as Bobby Brown, Toni Braxton, Babyface, Aretha

Franklin, Mariah Carey and more!

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The purpose of the multi-disciplinary program is to provide the foundation of practical experiences, on-the-job training, and exploration of career opportunities in the music and entertainment industry. Success in the music and entertainment business requires a variety of skills from diverse fields.

The mission of the Music and Entertainment Business Program is "to educate students to become professionals in an environment that motivates and enriches their intellectual curiosity to the level where they see themselves making music and entertainment their full lifetime career."

Joel A. Katz



Coles College of Business

Joel A. Katz

Music and Entertainment Business Program

3209 Campus Loop Rd.  
House 55  
Kennesaw, GA 30144  
470-578-7670  
ksmebus@kennesaw.edu  
www.ksmebus.com



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