

January 29th, 2016

## Greetings!

Happy 2016! The new year has already brought many exciting opportunities to MEBUS and we cannot wait to share them with you. We recently welcomed a new member to the MEBUS Faculty and are excited to introduce him to you in this issue. There are many exciting events coming up so make sure and mark your calendar. As always we thank you for being a part of this program and look forward to another great year at MEBUS!



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## MEBUS Spotlight of the Month

### Paul Jenkins

Creator, Screenwriter, Producer, Director and Now MEBUS  
Instructor

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## NEWS & EVENTS



### The One & Only MEBUS Mixer of Spring 2016!

Don't miss the Spring Mixer next Thursday, February 4th! Get to know your new classmates and check out the awesome new talent in the program! We will have great food, performances, and of course trivia and giveaways! Mixer is from 6pm - 8pm here at the MEBUS House!

#### Performers Include:

Daniel Rotenberg  
Kali Arnott  
Brittany Griffith  
Simon Needle  
Jenni Owens  
Sam Rusch

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As the Joel A. Katz Music and Entertainment Business Program (MEBUS) continues to grow, so do the amount of opportunities presented to the students. The newest member of the MEBUS faculty is Paul Jenkins. He has been part of the entertainment industry for over 20 years resulting in hundreds of world-renowned publications, films, video games, and new media.

Despite being told Los Angeles is where he needs to be to find success, Paul chose to spend his career outside of L.A. He has found living and working away from L.A. provides him with a creative advantage. At the age of 22, Paul began working with the creators of the Teenage Mutant Ninja Turtles and became instrumental to the creation of the franchise. The movies were done outside the realms of LA and NY and soon TMNT took off; proof one does not need LA to be successful. "Why am I going to seek what is sold as a dream when I'm already living the dream," says Jenkins.

Paul Jenkins is a creator because he loves the process of creating. Being able to see his work from start to finish keeps him motivated. Paul is a big supporter of education and wants to help students find and develop their drive and motivation for creativity. He was driven towards KSU MEBUS and the university's willingness to try new concepts to provide students with the best experience, knowledge, and the newest opportunities. Through MEBUS, Paul is working towards teaching his students to be creatively confident and providing them with the knowledge and skills to succeed in this competitive industry.

Currently, Paul is working on projects in all platforms: novels,



**Steve Koonin, CEO of  
the ATL Hawks, Guests  
Lecturer for MEBUS**

We have a very special guest lecturer coming to speak to KSU faculty, staff and students on March 15th! [Steve Koonin](#) was recently named the CEO of the Atlanta Hawks last April and was previously the President of Turner Entertainment Networks for 14 years. This longtime entertainment and marketing veteran will be discussing his impressive career while providing students with advice on how to succeed in the ever changing world of entertainment.

March 15th - 2:00pm  
Burruss Building 151



**LONDON IS STILL**

films, video games, and a comic book series. Paul is building a studio in Norcross, GA that he is planning to turn into a "sustainable environment of interactive engagement." Once the studio is up and running he wants to open it up for educational opportunities for MEBUS students. With the fast growing entertainment industry in GA, there is a lack of experienced workers. With Paul's new studio, he plans to give MEBUS students the opportunity to gain real experience working on the sets; fueling the growth of the entertainment industry in Georgia.

-Livi McGill

## CALLING YOUR NAME!

The deadline to apply is quickly approaching and so are the final two info sessions! Make sure you have at least started your application and submitted your deposit by March 1, 2016. Take a look at the application online [HERE](#). If you have questions or concerns mark down the dates below for upcoming info sessions with our Education Abroad Coordinator, Erin Rasche.

Study Abroad Info Sessions:  
*Sessions held at the MEBUS House*

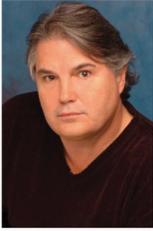
February 3rd, 5:00pm  
February 9th, 1:00pm



Joel A. Katz  
Music & Entertainment  
Business Program

### Artist Management Seminar

FEATURING



**CHARLIE BRUSCO**  
LEGENDARY ARTIST  
MANAGER  
**RED LIGHT**  
MANAGEMENT

AND MORE!



### Artist Management Seminar

Don't miss MEBUS' first event of the semester February 25th in the Prillaman Auditorium (HS1000) at 2:00pm. We will have an array of speakers at the seminar including legendary manager Charlie Brusco

from [Red Light Management](#) Atlanta. Brusco has managed acts such as The Outlaws, Lynyrd Skynyrd, Peter Frampton, Styx, Collective Soul and many more! Other speakers include John Driskell Hopkins & Coy Bowles of the Zac Brown Band, Tanner Smith and Anthony Diaz of [Sixthman](#) and MEBUS Alum Ashley Majher who also works at Red Light Management.

This event is open to all KSU Faculty, Staff and students. Hope to see you there!

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

[ksumebus@kennesaw.edu](mailto:ksumebus@kennesaw.edu)

[www.ksumebus.com](http://www.ksumebus.com)



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