

March 25th, 2016

## Greetings!

Spring weather is finally here which means the yellow cloud of dust is covering everything that steps outside. We are more than halfway finished with the semester and the end is in sight! This month we highlighted one of our current students, Shannon Grogan, who is interning for The Adam Bomb Show at Q100. Check out her story and other exciting things happening at MEBUS below.



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## Student of the Month Shannon Grogan

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Shannon Grogan is a rising senior pursuing a Bachelor of Science degree in Public Relations, with a minor in engagement marketing and a certificate with the Joel A. Katz Music and Entertainment Business Program (MEBUS). She first heard about the program when MEBUS

faculty, Danny Howes, spoke to her public speaking class.

## NEWS & EVENTS

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### Steve Koonin Discusses Brand Development

Last week MEBUS brought the CEO of the Atlanta Hawks to campus to speak to KSU faculty, staff and students about building a successful brand. Steve Koonin gave insight into the world of entertainment marketing from his longtime experience with The Coca Cola Company, Turner Entertainment Networks, and now the Atlanta Hawks.

Koonin has transformed the culture of the Atlanta Hawks by reengaging fans through social media, events, exciting halftime entertainment, and community development.



Danny's presentation opened her eyes to new opportunities she didn't know were offered here at KSU. She is currently in the MEBU 4100 class and has been interning with the [Adam Bomb Show](#) at Q100 for the last two semesters. The popular weeknight show is known for playing the top 40 hits, hosting the biggest stars, and juicy celebrity news. Adam hosts the show, a podcast series, and writes a blog, which keeps Shannon very busy.

While working for the Adam Bomb Show, Shannon interacts with many different people on a daily basis. She works with Adam to plan discussion topics for the show and finds listeners to interview. She also takes on the responsibility of putting together the logistics for Adam's appearances and travel. Through Shannon's experience in radio she has learned the importance of using social media to connect with people and how to interact and network with others. Shannon has taken what the MEBUS program has taught her about networking and utilizes it each day at the Adam Bomb Show. She has also applied her knowledge of Logic Pro that she gained from MEBUS to assist Adam with producing his podcasts.



Shannon with Adam Bomb



### MEBUS Class Project Coming to Life

Every semester MEBU 3100 students work on a class project that includes promoting and assisting in brand development for a local artist. This semester students have had the opportunity to work with Anthony Crane.

The class has specifically been working to promote his new single, "[Windchimes](#)," along with the release party for this single on April 8th! Students have spent countless hours on this project in areas such as graphic design, social media marketing, touring and booking, brand development, and video and audio production.

See the students hard work come to life and witness Crane's talent live on April 8th at Smiths Olde Bar. Get your tickets [HERE](#).



The MEBUS program puts a strong emphasis in bringing a variety of faculty and guest speakers to the classroom. Shannon's favorite and most influential speaker was Tai Anderson, bassist of the band Third Day. Tai has lectured on marketing and branding in

the entertainment business. The biggest thing that Shannon took away from his presentation was Tai's article on "[10 Ways to Run Your Business More like Taylor Swift](#)." This article reaffirmed her of her passion for entertainment marketing and confirmed her choice of enrolling in the MEBUS program.



Shannon's dream job is to work in management or PR for a record label or work for a PR firm in Nashville. During the remainder of her time in the program she hopes to add more experience in management and marketing. Shannon is looking forward to utilizing the skills she acquired from the MEBUS program and the Adam Bomb Show in future endeavors.

-Livi McGill

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## Creative Adaptability and Keeping Georgia's Film & TV Industry Alive - MEBUS Workshop

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The flyer features a yellow header with the Kennesaw State University logo and the 'Joel A. Katz Music & Entertainment Business Program' logo. The event is scheduled for April 23, 2016, from 10 AM to 12 PM at Senoia UMC, 229 Bridge Street, Senoia, GA 30276. Contact information for Samantha Lane is provided. A filmstrip graphic shows three speakers: Paul Jenkins, Scott Tigchelaar, and Beth Keener. The bottom of the flyer includes ticket pricing and a registration link.

**KENNESAW STATE UNIVERSITY**  
Coles College of Business

**Joel A. Katz**  
**Music & Entertainment**  
Business Program

**APRIL 23, 2016**  
**10AM - 12PM**  
**SENOIA UMC**  
229 Bridge Street  
Senoia, GA 30276

For more info contact  
**Samantha Lane**  
slane16@kennesaw.edu

**TICKETS \$20**      **REGISTER TODAY** [www.ksumebus.com/mebusevents](http://www.ksumebus.com/mebusevents)

**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

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?

In this seminar 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.

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 or 470-578-7670.

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



### Upcoming Atlanta Concerts

#### Hunter Hayes

April 16th - Fifth Third Bank Stadium  
Tickets start at only \$25 - [Buy NOW](#)

#### Mumford & Sons

April 12th - Infinite Energy Center  
[TICKETS](#)

#### Tori Kelly

April 15th - Tabernacle  
[TICKETS](#)

#### Taylor Marie & Carly Burruss

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

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



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