

October 16th, 2015

## Greetings!

The Fall weather is here which means football, sweaters and pumpkins! MEBUS has had a great start to the semester so far and we are stoked to introduce one of our new star students in this month's newsletter.



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## STUDENT OF THE MONTH

### CASEY MONTANA ROGERS

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Transfer student and new to the program is [Casey Montana Rogers](#). She is currently a junior at Kennesaw State University pursuing a degree in Business Management while recently joining the Joel A. Katz Music and Entertainment Business Program. Casey started her

college career at Reinhardt University but decided to transfer to

## NEWS & EVENTS

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MEBUS students Jessa Sargent, Kennedy Stephens and Harper Nevel

### MEBUS at 2015 T.J. Martell Atlanta Best Cellar's Dinner

MEBUS spent its third year volunteering at the T.J. Martell Atlanta Best Cellars Dinner held on September 19th at the Intercontinental Hotel in Buckhead. The foundation funds innovative medical research that focuses on finding cures for leukemia, cancer and aids. The Best Cellars Dinner is a benefit hosted by Joel A. Katz to bring music industry professionals together to raise money for research.

KSU for the MEBUS program. She first heard about the program through classmate, Kim Cox, when they met at [Actors, Models & Talent for Christ \(AMTC\)](#). Although Casey tried out modeling and acting, she decided to put more time into pursuing her passion for music.

Prior to the program she had the opportunity to shadow Stone Stafford, owner of [Icon Studios](#) and Stoneworx Entertainment, LLC, in hopes of becoming a singing coach for AMTC. Stone was chosen to launch the Sony/ATV Music Publishing Atlanta office and had a huge part in it becoming the #1 office in productivity of all the Sony U.S. Offices. "Currently, Stone is co-owner of Atlanta's premiere recording studio, ICON Studios, a facility that has quickly become a favorite for several of the entertainment industry's biggest names such as Akon, Justin Bieber, Usher, MTV, Atlantic Records, Universal Records, EMI Music Publishing and many more," (see The Nashville Scene link below).

Her experience with Stone led her to her current internship at ICON Studios in Atlanta. Her internship duties consist of administrative work in addition to assisting Stone with marketing and promotion. A fun fact about Icon Studios is that Justin Bieber recorded his first album there.

Casey has been a singer/songwriter for the past five years and performs regularly throughout Georgia. Her father is a Vietnam veteran and you can hear Casey's passion for the military in her music. She has experience touring nationwide from her time as the featured artist for Rockers in Recovery this past year; her song "Battle Scars" was the festival's song of the year in 2014. She toured with a band all across the nation to different treatment centers for drug recovery to spread the message of hope through music. Casey recently resigned from Rockers in Recovery and is currently working on a veterans benefit concert, "Horses and Heroes", to be held in Chicago sometime this spring. Her newest song "Hearts of Warriors" will be featured at the benefit.

Even with the experience Casey has, she is looking to the MEBUS program to help her grow professionally and artistically. She wants to learn to manage other artists in hopes of managing her own career in the future. The program will help her build her own brand to further her ability as a singer/songwriter and to



Program Coordinator  
Samantha Lane, Alum  
Teresa Samaras and  
Director Keith Perissi



### London Info Sessions

This coming summer will be MEBUS program's third year traveling to London. Every year the trip gets better with additional site visits and more networking opportunities! MEBUS has three more study abroad info sessions scheduled this semester with Coordinator, Erin Rasche, attending to give pointers on how to fundraise for your trip, scholarships available and the application process. Parents are welcome. Hope to see you there!

Wed Oct 21st - 5:00pm  
Tues Nov 10th - 1:00pm  
Wed Nov 18th - 5:00pm

broaden her audience. Casey believes working with other artists will help her grow artistically and bring her outside of her comfort zone; pushing her to experiment with different genres. She hopes to gain greater knowledge of the entertainment industry and to better equip herself in the business through the program; opening her up to more possibilities.

Casey's motto is, "Life is all about taking chances, facing fears, pushing yourself one step further, and setting the bar higher to make an experience of a lifetime that you will never forget."

Catch Casey performing live October 24th at [River Street Tavern](#) in Elijay, GA at 6:30pm.

Written By: Livi McGill

\* [The Nashville Scene](#)

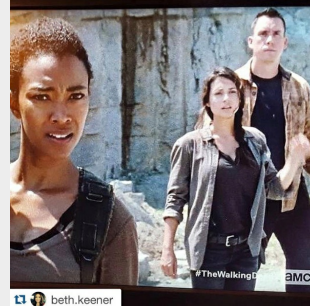
## MEBUS at the 2015 Communication Colloquium



### Packed house for MEBUS panels on New Opportunities in Entertainment Communication

This was the first ever panel that MEBUS presented at a School of Communication & Media Colloquium and definitely will not be the last. Students, faculty and staff piled in the classroom for both sessions on September

24th where panelists discussed the many opportunities that the Entertainment Industry in Georgia has to offer. Panelists included META



### Film & TV Instructor, Beth Keener, on AMC's The Walking Dead

Our very own MEBUS Instructor, Beth Keener, is in the newest season of the Walking Dead. She plays the Alexandrian, Annie, who was away on a supply run for the past couple of weeks. This season's premiere received 14.6 million views, giving it a great start. During this season the people of Alexandria and other survivors will have to compromise in order to defend their home against any threat that comes their way.

Studios Executive, Paul Jenkins, Raleigh Studios President, Scott Tigchelaar and Actress, Beth Keener. Attendees had the opportunity to network with the panelists after the sessions. MEBUS hopes to produce more events like this in the near future so stay tuned!

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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

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