



“Get a child’s attention and you can teach them just about anything.” Haskel Jackson

THE SITUATION:

We live in a fast paced modern world where we are constantly being exposed to a range of media. For many of our youth television, music and computers have been the primary influence, in some cases serving as both a guiding and parental forces. These kids have been inundated with multimedia stimulation and have difficulty focusing and learning in the traditional classroom setting. Today’s classrooms, with their lack of excitement, are not inspiring a love of learning in our youth. Lecturing has been confused with teaching and elements like creativity and fun seem to have been left out of the equation. We believe that to teach young people you must capture their attention first, only then can you engage their intellectual curiosity.

P.A.I. STATIONS helps kids engage in a new way of learning. By acknowledging and leveraging the multimedia influences already prevalent in kids’ lives and by using the power of music we believe that we can change the classroom dynamic and inspire creativity and artistry.

We have an amazing challenge as teachers, instructors, professors, and speakers. We have been given the opportunity to shape a generation that is uniquely different from those we’ve seen before. We need to change the way we teach young people in the classroom, using a new style that is modern, caring and exciting. Only then can we engage today’s youth in their education and encourage their success.

THE MISSION:

The mission of *Genesoul* **P.A.I. STATIONS** is to use the power of music, presented in a manner that leverages current multimedia influences in the lives of our young people, to engage, inspire and teach kids about musical production and artistry and encourage their success in the music industry.

OUR VISION:

Kids will be exposed to a music based educational environment that will engage young people who may be at risk for slipping through the cracks in the traditional classroom setting. Students will learn musical creation, production and performance and engage in activities where they are exposed to the music industry.

OUR VALUES:

We value education, integrity, commitment, self-discipline and hard work.

GPS PLEDGE:

I BELIEVE, THEREFORE I AM/I AM SMART/I AM STRONG/I AM TRUE TO MYSELF, AND OTHERS/FEAR IS NOT MY GUIDE, ONLY FAITH/I HAVE FAITH/THAT I WILL SUCCEED, SO THEREFORE I SHALL/I BELIEVE IN GPS; THIS PROGRAM IS FOR ME/I WILL BE EDUCATED/I WILL HAVE INTEGRITY/I WILL BE COMMITTED/I WILL EXEMPLIFY SELF-DISCIPLINE/I WILL WORK HARD

GENESOUL...LET'S GOOOO!!!!

OUR FOUNDER:

Haskel Lavon Jackson, Jr. is the Founder and CEO of Haskel Jackson Entertainment, Genesoul Productions & PAI Stations. He is a native of Los Angeles and is an established producer, songwriter, and former singer who has been nominated for 7 Grammy Awards, achieved 3 Gold Records, 1 Platinum Record, and has over 25 song placements with major artists.

Haskel Jackson Jr. is also an educator who uses the immense power of music to create positive development in the lives of young people. From 2004 to 2010, Haskel ran the Kanye West Foundation where he was instrumental in providing opportunities for underserved students to be exposed to the music industry without compromising their education. Alongside the late Donda West (Founder), Haskel provided music opportunities to kids and resources that would not normally be offered due to their underserved communities. Haskel launched the Foundation's Loop Dreams program and worked with hundreds of youth. He has extensive experience with a range of musical technology including Mac computers, music production software, drum machines and almost any plug-in imaginable.

Haskel provides an exciting and totally engaging teaching style and combines that with a music production curriculum that teaches kids how to compose, arrange and write their own music as well as sequence, edit, program, and record. Haskel brings a wealth of experience in the music industry, which he uses to teach kids about the business including publishing, copywriting and branding. Haskel's signature expertise lies in putting together moving showcases that feature the live performances of students. These performances feature original music, dance, poetry/spoken word, rapping and musicianship as well as stage management, hosting and live engineering.

The Genesoul Music Lab is housed in two locations, Hollywood, Ca & Inglewood Ca. They are fully equipped industry standard recording studios. The Hollywood location has been opened for business since 2011. His studio doors are open 24 hrs a day. From major to developing artist, all have been served at the Genesoul Music lab.

Haskel Jackson Entertainment Is an Entertainment company that uses a diverse approach to reach the world. HJENT has been labeled by many as the "ONE STOP SHOP" network. From Music Production to Music Artistry to The Industry of Music Business, all can be serviced at HJENT. It has quickly become the Music Industries Entertainment resource.

Haskel is the CEO/Founder of PAI Stations. P.A.I. Stations is a curriculum based youth initiative designed to equip students with the knowledge and experience necessary to work in the music industry, by focusing on Production, Artistry and Industry in an interactive way. The goal of the program is to use the love of music and the arts to motivate kids from Low to Moderate Income communities to pursue higher education as a means of reaching their goals.

GPS (Genesoul P.A.I. Stations)

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P.A.I. STATIONS:

WHAT IS PAI STATIONS?

PAI Stations is a program designed to serve kids from all ages. These stations are made up of three workstations.

- *The Production Station: Kids will have an opportunity to learn everything from...*
 - a. *How to start your own Production Company*
 - b. *How much does it cost for studio time and How much should you charge*
 - c. *Knowing the difference between a producer and an engineer*
 - d. *Knowing the difference between a beat maker and a producer*
 - e. *Contracting Musicians*
 - f. *Knowing what equipment you need, to start producing*
 - g. *Knowing the importance of Vendor Relationships and Sponsorships*
 - h. *What is NAMM and why is it important*
 - i. *How to use Logic Pro*
 - j. *What is a sound booth and what is it's importance*
 - k. *Why is it good to invest in a good microphone*
 - l. *How to operate a Midi Keyboard*
 - m. *How to sequence with a drum machine (Hardware) and/or drum program (Software)*
 - n. *Produce a complete song from start to finish*
 - o. *How to Label and Burn a Cd*
 - p. *What makes a good song*
 - q. *Tips to mixing*
 - r. *Tips on building your own studio*

- *The Artistry Station: Kids will have an opportunity to learn everything from...*
 - a. *Becoming an artist*
 - b. *Longevity in the Music Industry*
 - c. *What's your Demographic?*
 - d. *Selecting songs*
 - e. *Song Writing*
 - f. *Demo Recording*
 - g. *Vocal Coaching*
 - h. *Image Consulting*
 - i. *Promo Photos*
 - j. *Electronic Press Kits*
 - k. *Song Plugging*
 - l. *Live Performance*

- *The Industry Station: Kids will learn what the music industry is made up of from...*
 - a. *Promotion & Marketing*
 - b. *Retail*
 - c. *Record Labels (Indie & Major)*
 - d. *Online Music Stores*
 - e. *Performance Rights Organizations (Societies such as ASCAP etc...)*
 - f. *Studios*
 - g. *Entertainment Law*

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- h. *Publishing & Writing*
- i. *Copyrights*
- j. *Management*
- k. *Booking*
- l. *Music Venues*
- m. *Broadcast/Radio*
- n. *Social Networks*
- o. *Music Market Share/Nielson SoundScan*

WHAT ARE THE GOALS?

The expected student outcomes of each goal of *Genesoul P.A.I. STATIONS* are linked directly to student development. They are based on the knowledge and skills as well as the character traits students will need for success in and beyond school that require on-going assessment of student performance. The goals, once met, will help ensure that students become life-long learners and well prepared for college and the career of their choice.

Students in *GPS* are expected to achieve the goals listed below and are provided the exposure, experiences and opportunity to:

Life Goals

1. Develop and apply specific habits; i.e. education, integrity, commitment, self-discipline and hard work
2. Set high goals and take steps to achieve them
3. Increase focus and self-knowledge and develop a strong work ethic within a nurturing, empowering culture
4. Discover and remain on the path to self-actualization and outstanding achievement
5. Improve performance in language arts and other non-*GPS* courses
6. Stay in school and graduate

Professional and Practical Goals

1. Develop an understanding of the many facets of hip-hop and its global impact
2. Explore alternative career options and income potential in the music industry
3. Develop the technological skills needed to operate equipment used in the entertainment industry
4. Write and perform meaningful song, spoken word, poetry and rap lyrics
5. Produce and record original viable musical tracks
6. Analyze the music industry as it currently operates and be able to project the ways in which it is likely to change
7. Showcase your talent to the world

WHAT IS THE STRUCTURE?

- Ideally, 16 students in each class, 4 P.A.I. stations, 4 kids per station
- 1 hour learning experience
- Number of weekly sessions vary depending on program selection

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WHO IS PAI STATIONS GEARED FOR?

- 6th-12th grades

INSTRUCTORS:

- Haskel Jackson, Jr.

OUTPUTS:

- Students will learn the importance of the GPS core values: education, integrity, commitment, self-discipline and hard work.
- Students will develop confidence in public speaking and performing.
- Student will learn how to support and encourage their fellow classmates.
- Students will learn how to work together towards a common goal.
- Students will learn how to communicate and settle differences in a professional way.
- Students will learn how to set up and develop a production company.
- Students will be able to perform at the GPS Showcase
- One major studio visit and studio session
- One fully completed song, spoken word piece, rap, poem or instrumental track per student
- Students will experience an environment where everyone is important and everyone has something that makes them special.

The Program:

This 3-month program consists of three modules, each with a different focus. Four weeks will be devoted to each module during which there will be three two-hour sessions a week. Speakers, panelists, and activities will facilitate student learning of the industry in and out. Students will leave the program with valuable knowledge, a portfolio of work, a handbook of resources to guide them into their career, and a certificate of achievement for completing the program.

Music History

You can't know where you're going unless you know where you come from. With the Music History module, GPS seeks to expose the new generation of students to the history of the music they listen to today. This module will generate discussions regarding music as a form of social commentary, self-expression, and political critique. Students will also be introduced to other musical genres to encourage "outside of the box" thinking and enhance creativity.

Music Industry

The music industry is a complex maze with many entry points, and numerous paths—it often does not come with a set of solid instructions. Typically, it's every dreamer for themselves, but this is where GPS comes in. We will provide students with the necessary information and resources to begin to navigate the industry and discover which path will lead them to achieving their dreams. This module will educate participants on the who's who and what's what of the industry. This includes industry lingo, careers paths, performance rights organizations, industry awards, major labels, and much more. GPS will also encourage entrepreneurial thinking, allowing students to feel confident in taking their careers into their own hands.

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Music Artistry

Being an Artist is more than getting on a stage and sharing your talent. We wish it were that easy, but the truth is it takes hard work, dedication, perseverance and a deep passion for your craft. The Artistry module will help students develop their personal brand as artists, perfect their craft, and learn tips and techniques for promoting their music and developing a following. This will also include a panel discussion where students will have the opportunity to hear from other aspiring artists at different stages in their careers.

WHAT OTHER PROGRAMS DOES GPS OFFER?

The Multiplication Nation Program teaches children multiplication and division through a method of counting called skip counting. Skip counting refers to counting by numbers other than one. For example, counting by fives (i.e. 5,10,15...) or tens (i.e. 10, 20,30,...). The Multiplication Nation program uses a multi-genera CD that teaches children multiplication and division through skip counting, using the likes of Rock, Rap, R&B, Jazz, Reggae, Pop and Latin music.

The Multiplication Nation CD includes instructions on how this method of multiplication works along with a skip counting chart that children use to sing along. Finally Multiplication Nation teaches to all learning modalities: auditory, visual, and kinesthetic to further teach children multiplication and division. Students listen to music, see numbers on the counting strips, and use their fingers to solve problems.

Program Services: Customizable According To Budget, Capacity & Duration

Service Provided	Duration	Cost	# of sessions per week (1 hour per session)
P.A.I. Program Implementation	Varies	Varies	Varies
Showcase Preparation	Varies	Varies	Varies
Single Focus Program (production, artistry, industry)	Varies	Varies	Varies
Custom Programs Available	Various	Various	Various

Our Services Include:

- Creative Directors
- Recruitment Officers
- Word Artist
- Facilitators
- Artist Development
- Studio Engineers
- Showcase Developers/Workshops
- Program Coordinators
- Music Producers
- Teachers/Instructors
- Singers/Poets/Spoken
- Technical Coordinators

Partnerships

- Challengers Boys & Girls Club, Los Angeles
- Fernando Pullum Performing Arts High School, Los Angeles
- Lou Dantzler Prep. Middle School, Los Angeles
- Compton Middle School

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Have you ever thought about creating music workshops for kids to enjoy? Well, here's your opportunity to do so. We at GPS would like to cordially invite you to join us in our efforts to create innovative, creative and interactive workshops where students can fully be engaged in learning. This is an opportunity for you to become the "Instructor". It's easy. First, check off the areas below in which you will create a lesson plan for your workshop. Secondly, fill out this form. Thirdly, bring some of your industry friends along with you to create an amazing atmosphere for the students.

Goals:

1. Productions Stage: Create your own beats (Power up-set tempo-Chose sounds-Sequence a track using 5 or more sounds-put the track in song mode-save it-put it on disc
2. Technological Stage: Create your own beats (Power up-set tempo-Chose sounds-Sequence a track using 5 or more sounds-put the track in song mode-save it-put it on disc
3. Terminology Stage: Create your own beats (Power up-set tempo-Chose sounds-Sequence a track using 5 or more sounds-put the track in song mode-save it-put it on disc

Information Activities & Projects:

These activities should be done in the order listed below:

1. Take Roll
2. Go over the "I Can" Motto
3. Get into groups
4. The instructor will play a beat that he has created for the class and have the class while in their groups recreate the beat.
5. The instructor will play each individual part of the track separately to allow the groups to get a feel of the part. The group will then play that part of the beat that's being played. (i.e. kick, snare)
6. The instructor will check the beats to make sure that they are correct.
7. The studio will be called to order and they will be dismissed.

Potential Icebreakers:

For most workshops it's good to start with an icebreaker that sets the tone, gets the youth up out of their seats, creates a light and fun atmosphere, or helps the group to get to know each other.

- 1.

Forms Paperwork Documents

This box contains forms, paperwork, or other documents that you will be handing out and collecting.

2. Roll Taking Sheet

General Workshops

It is always best to set up the room in advance of class to save time during the workshop. Set up chairs the way you would like them situated (or at least know how you want them), pull out supplies you'll need and prep them for usage, set up any whiteboard or easels, and have your Roll Taking Sheet ready to go.

At the end of each workshop, give yourself time to clean up the room, pass out forms and convey any messages to the group.