



## **One Song World Stock** *Presents* **“Community Unity 101”**

### **Overview:**

The intention of this “Community Unity 101” proposal and all One Song programs is to solve problems common to every heart and every world community through fun, innovative projects that unify us. And what we focus on grows so this “Community Unity 101” is a step by step process of taking one simple, and fun program, a group songwriting program called Power of Music (or One Song 101) and share a proven “process” and curriculum. The end-result is a theme song for the whole city, that can be expanded into multiple purposes.

### **The Process:**

It all starts with a theme, and the Power of Music course, which will incorporate the skills and process necessary to build trust, open one’s creative heart, and collaborate in an environment of mutual respect and inclusion. Music is the universal language, and themes are universal, so this is where it begins. Our theme for 2019 is “Break the Cycle.” And for your city, the theme will be based on overcoming old cycles and perceptions.

### **The Power of Music Class:**

- 16 Students, High School Age, will sign up to help write the lyrics of the song; no experience needed
- 16 scholarships will be provided by either businesses, individuals or organizations in the area, one for each student.
- Each scholarship that is provided, can elect their favorite charity of choice to receive future proceeds. Or they can allow the student to elect their favorite charity.
- 2 Teachers will be in training to be certified as a Power of Music Teacher Level 1

- This will ensure that the curriculum in an ongoing training tool for community members of all ages, not just teenagers
- The song will be recorded professionally at the end

### **The Dance**

- Theatre and dance students can create a dance that goes along with the new theme song, to accompany the performance.

### **The Music Video**

- Students and community members interested in collaborating with the music video to go along with the theme song can sign up.
- The dance will be incorporated in the music video as will a live full band performance of the song by Gandhi's W.I.P and the students who wrote the song; and who wish to be part of the video.
- Scholarship sponsors can also be written into the music video in the form of product placement, signage or be in the story line more subtly.
- Aspects of the music video can be edited for your city's marketing campaigns or website

### **The CD Release Party**

- Upon full recording, the CD Release Party will be held in collaboration with Gandhi's W.I.P. CD release party and other One Song Artist for a full night of music.
- The Students will learn how to put on the CD release party beginning to finish as part of their skills training in Level 2 Class.

### **Dollar Download Day**

- This will be an expansion of the CD Release party and a digital release and fundraiser for non-profits.

### **One Song World Stock Documentary:**

- Area businesses, individuals and organizations will be interviewed on the theme, and what they wish to see.
- The One Song Documentary will be marketed Globally for how various communities found ways to overcome their differences and come together for the benefit of all.
- The music video will be included in the documentary

### **Break the Cycle TV:**

- Individuals and groups in the area that "Break the Cycle" and come up with solutions will be interviewed on the up and coming Weekly Show. "Creativity and Innovative Solutions" will be the focus.

- Professional tools and resources will also be featured, that may not be well known.

### **The Video Game**

- Gandhi's W.I.P. will be the professional musicians to record the song, and therefore can add the song to it's new up and coming video game, which features the original song list.

### **City Theme Song & Marketing**

- The city will be able to use the music bed for their advertising and promotions.
- Baly Ha Na, the parent company of Power of Music curriculum, and Entertainment Company for Gandhi's W.I.P is also a turn-key advertising, marketing and promotion agency who can design and produce this turn-key remarketing of your city.

### **The Festival**

- One Song World Stock will host a live production training event for students, event producers and the general public interested in any area of the Entertainment business. This will be hosted in the summer time with workshops and end up as a true live training festival event.
- The City can partner with this festival as a means of reaching a broader audience outside of the regional area.

### **The Feature Film**

- Potentially have the theme song as part of one of the upcoming feature films about One Song World Stock.
- Have community members audition for the film
- Be a film location for the feature film
- As a business, be included in the "product placement" side of the script; the business or organization must be in alignment with the storyline and overall subject matter of the film.

Thank you for learning about how to be one of the innovative communities who is willing to "Break the Cycle" of what divides us, by focusing on solutions for what is common to every heart and every world community.

With gratitude,  
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