

**\*\*PRESS RELEASE\*\***

**For Immediate Release**

May 2008

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**FORMER PRESIDENT OF URBAN MUSIC, MCA RECORDS, ERNIE SINGLETON, CEO OF SINGLETON ENTERTAINMENT CORP AND THE 2008 BUSINESS OF THE MUSIC BUSINESS COLLEGE TOUR AND PANEL SERIES THAT KICKED OFF A SUCCESSFUL TOUR IN ATLANTA AND HOUSTON HBCU COLLEGES**

STUDENTS OF MOREHOUSE, SPELMAN AND CLARK ATLANTA, TEXAS SOUTHERN, PRAIRIE VIEW A&M AND UNIVERSITY OF HOUSTON, BENEFIT FROM NATION WIDE EDUCATIONAL TOUR. NEXT STOP, CALIFORNIA, THEN NEW ORLEANS

**LOS ANGELES, CA (MAY 2008).** Singleton Entertainment Corp. completed its spring division of *The 2008 Business Of The Music Business College Tour and Panel Series* in Atlanta and Houston, March and April, 2008. Music moguls and record executives from major record labels, radio and entertainment companies, met with students from Morehouse, Spelman and Clark Atlanta, Texas Southern University, Prairie View A&M, and University of Houston; and shared information and valuable strategies for obtaining behind the scenes careers in the music industry.

**The Business Of the Music Business College Tour** offered students a rare opportunity to spend time with celebrity and VIP powerbrokers in the entertainment industry. With each panel series, students gained advice, mentorship contacts, valuable internships, and career opportunities, on the spot.

The Business Of The Music Business College Tour and Panel Series and student showcase has presented a new panel and series topic for each visit of the nationwide tour. Atlanta's topic; *The Producers, A&R & Publishing Session: The Art of Making Music Beyond The Beat* panelists included, VP of A&R Warner Bros Records, Orlando McGhee; Producer, Bryan Michael Cox; Producer, Polow Da Don; SESAC-Associate Director, Cappriccio Scates, lead singer of Brownstone, Nicci Gilbert and Producer, Maestro. Atlanta and Houston Students gave The Business Of The Music Business Panel "excellent" marks on the student survey form.

"We seek out and secure the best representation in the music business for The Business Of The Music Business panels," said Ernie Singleton, former President of Urban Music, MCA Records, CEO of Singleton Entertainment Corp., and moderator of The Business Of The Music Business College Tour and Panel Series.

Houston's topic *The Marketing and Promotion Session: What You Should Know About Branding, Marketing and Promoting Your Music* panelists included, CEO of Music World Entertainment, Matthew Knowles; Program Director, 97.9, Terri Thomas; Assistant Music Director, 97.9, J-Que; VP of A&R Rap-A-Lot Records, Mike Mack; President of Wreckshop Records, Derrick D Wreck Dixon; CEO of Latium Entertainment, Charles Chavez; Entertainment Attorney, Dedra Davis Esq., to name a few of the experts.

"The Business Of The Music Business College Tour's initiative is important to Singleton Entertainment Corp. We plan to spread the word to students of HBCUs across the nation about the great opportunities there are for establishing careers in the music industry. We will continue the tour in 2009," said Singleton.

**The Business Of The Music Business College Tour will resume its educational & empowerment series in the fall of 2008 at HBCUs in New Orleans.**

While the focus of The Business Of The Music Business College Tour and Panel Series is music, industry leaders and professionals in the fields of Music Publishing, Production, Songwriting, Engineering, Film, Legal, Publicity, Music, Radio, New Media, Technology and Television are represented throughout the tour.

Singleton Entertainment Corp's goal is to serve as a resource by providing students with invaluable information on careers in the entertainment and music industries, and to link them with professionals in the local area.

Both the Atlanta and Houston campuses were sponsored by Radio One, SESAC and [Gotblingonline.com](http://Gotblingonline.com). The Coca Cola Company, an advocate and supporter of educational and creative endeavors, title sponsored the Atlanta colleges panel at Morehouse college. Produced by Lynn Allen Jeter & Associates.

For additional sponsorship information or questions, please contact Billie Jordan at 323-383-2687 or email [brownstonepr1@aol.com](mailto:brownstonepr1@aol.com)

Photos are attached.

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