

The Black Music Action Coalition Has New Partners & Schedule For Music Business Accelerator Program At Tennessee State University



The Black Music Action Coalition along with Nashville Music Equality, Wasserman Music and the Recording Industry Association of America has kicked off the second annual Maymester Music Accelerator Program at HBCU Tennessee State University. Amazon Music is behind the program which offers Black Tennessee college students help to get into the music industry. The coalition provides mentorship to students and

brings in artists and executives to give guest lectures. Primary Wave's BMAC James Brown education fund is the sponsor for this year's program. There are additional sponsors this year who bring music industry expertise to the students. They include:

- Monday, May 8: Tri Star Sports and Entertainment presented a reception, hosted by company representatives Lou Taylor, Heather Kinder, and Tyler Hubbard
- Tuesday, May 9: Life of Song hosted by Eric Holt of Love Noise with guests AB Eastwood (Producer/Writer), Katie Fagan (Prescription Songs), Tim Gent (Artist/Songwriter), Bryant Taylor (Artist/Songwriter), Rachel Wein (Prescription Songs)
- Thursday, May 11: Record Label 101 with Def Jam Recordings, featuring Actress/Def Jam artist Coco Jones, Naim McNair, EVP A&R, and Charlene Thomas, VP Marketing, with moderator, Prophet, from the Black Music Action Coalition.
- Monday, May 15: a Rolling Loud Takeover with Co-Founder / Co-CEO Tariq Cherif. Focusing on live music, the new takeover will also feature representatives from Goldenvoice (Marcus Johnson), Live Nation (Gade Raferty), and William Morris Endeavor (Kevin Shivers).
- Thursday, May 18: The TSU Artist Session will feature Waka Flocka Flame. As part of the engagement, one (1) TSU student will be chosen to open for Waka Flocka at a show at the Brooklyn Bowl in Nashville.
- Monday, May 22: Music 101, hosted by Amazon Music, with representatives Gary Bushrod and Frankie Yaptinchay

- Monday, May 25: Closing retreat, with moderation from Sirius XM Host Swaggy Sie, actress/artist Bre-Z, artist/activist YelloPain, and Tennessee native artist and songwriter Daisha “The Rap Girl” McBride at the National Museum of African American Music. Topic: How to use your platform to impact change.

Last year was the inaugural program and several students gained internships with various music companies including Warner Music Nashville, Wasserman Music and LVRN. For more information about BMAC go [here](#).



Coco Jones