

The Black Music Action Coalition & Rock & Roll Hall Of Fame Partner To Make Music Industry More Inclusive



**ROCK & ROLL
HALL OF FAME**

2024 BMAC MUSIC MAKER

GUARANTEED INCOME & MENTORSHIP PROGRAM

The Black Music Action Coalition and the Rock and Roll Hall Of Fame have formed a partnership to make the music industry more inclusive with the 2024 BMAC Music Maker Guaranteed Income and Mentorship Program. Applications for the program are available from November 2, 2023 through November. 20, 2023 for Black women and women artists and industry professionals between the ages of 18-30 years old who have financial need and live in the United States. BMAC and the Rock and Roll Hall of Fame will provide one year of mentorship and financial support beginning in February 2024 to celebrate Black History Month. BMAC, Rock & Roll Hall of Fame, Billboard, iHeartMedia, and the Music Artist Coalition (MAC) will produce an industry wide summit during 2024 Grammy Week to discuss diversity, inclusion, and the contributions female and Black Artists have made to music.

"...The immeasurable contributions made by Black Artists and executives have led to the growth and expansion of our music industry and impacted bottom lines globally," says Willie "Prophet" Stiggers, co-founder/Chairman of BMAC. "However

those contributions have often been overlooked, appropriated and misrepresented. BMAC applauds the Rock & Roll Hall of Fame for partnering with us to launch a program that will directly address the long standing inequities in the music industry. We are leveling the playing field and investing in the next generation of Black and female creatives and future executives, ensuring they have the access, resources, and the network to continue to make those contributions and impact."

"Rock & Roll was born from the collision of Rhythm & Blues, Gospel and Country," said John Sykes, Chairman of the Rock & Roll Hall of Fame Foundation. "From its creation in 1986 through today, Black and female artists and executives have played a vital role in creating the diverse sounds, styles and spirit honored by the Rock & Roll Hall of Fame. We are proud to partner with the Black Music Action coalition on this important initiative."

"The powerful contributions made to music by Black artists and female artists are so significant as to be unquantifiable," says Caron Veazey, co-founder of BMAC. "At BMAC, part of our mission is to support and cultivate talent – and through the BMAC x Rock and Roll Hall of Fame program, we are able to provide mentorship and a guaranteed income to artists, which will provide them with the bandwidth to create. Our aim is to help the next generation of musicians, songwriters, producers, managers, agents, and other industry professionals to go after their dreams and turn them into reality. Working together with RRHOF is an exciting example of implementing tangible action to support a shared goal."

Applicants can apply to the BMAC Music Maker Guaranteed Income and Mentorship Program at the [BMAC site](#). In September, BMAC opened membership to music industry professionals and advocates who want to join as a unified force of action to bring racial parity in the music industry.



**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