

KID PAN ALLEY™

Residency Information Kit

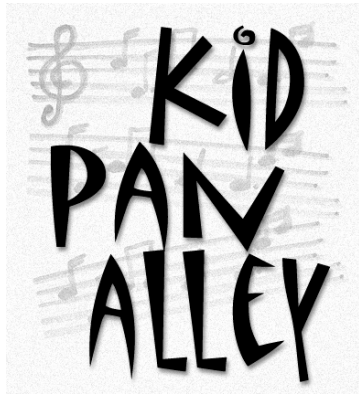
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updated: 3/27/07



Paul Reisler
Founder & Artistic Director

Advisory Board:

Ysaye M. Barnwell
Sweet Honey in the Rock

Col. John Bourgeois
Dir. Emer. US Marine Band

Beth Nielsen Chapman

Marc Cugnon

Cathy Fink

Mitchell Galin

Paul Gambill
Nashville Chamber Orchestra

Will Hopkins

Tara Lemmey

John McCutcheon

Sue Molumphy

Tom Paxton

Julie Portman
Ki Theatre

Corley Roberts

Tommy Sims

Randy Taussig

GRAMMY NOMINEE

2005 PARENTS CHOICE
GOLD AWARD WINNER

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Kid Pan Alley started with a brilliant but obvious discovery—kids make the greatest co-writers—especially when you are writing songs for kids. Paul Reisler, songwriter, composer, master songwriting teacher and founder of Trapezoid, learned this during an elementary school songwriting residency project in rural Rappahannock County, VA. There, he co-wrote over 50 songs there with all of the 600 children in the county. The songs were funny, touching, goofy, gross and completely enchanting. They turned out to be so good that Reisler asked a number of the county's professional musicians—many of them nationally and internationally known—to record one song each in their own style. The recording, *Tidal Wave of Song*, became an expression of the whole community—and of the power of song to inspire the spirit of community.

Ever since, Kid Pan Alley has created a tidal wave of songs around the country. We've now written over 600 songs with over 12,000 children. We've just finished a CD project in Nashville in partnership with the **Nashville Chamber Orchestra** that features some of the city's top recording artists including **Amy Grant, Delbert McClinton, Kix Brooks, Raul Malo** and **Kix Brooks** recording songs we wrote with the kids. That album received a Grammy nomination as well as a number of other awards including a Parents' Choice Gold Award.

We'd like to tell you about a couple of those children, Cecila and Tyrone. Cecila is a 2nd grader in an English as a 2nd language class in Nashville. One day, Paul Reisler brought a Kid Pan Alley workshop to her class. The resulting song, "Whisper in Spanish" combined English verses with a Spanish chorus to create a magical love song joining child-like imagination with the craft of a songwriter who has written over 3000 songs. Not only did Cecila have a lot of great ideas for the song but she also translated for the other kids as they worked back and forth in English and Spanish.

A week later, Paul came back with some musicians from the Nashville Chamber Orchestra and they arranged the song. All the kids got see how the instruments from the orchestra could be used to play *their* music. Then, Raul Malo of the Mavericks recorded their song, and Cecila and her class got to add their own voices to the recording for a nationally released CD.

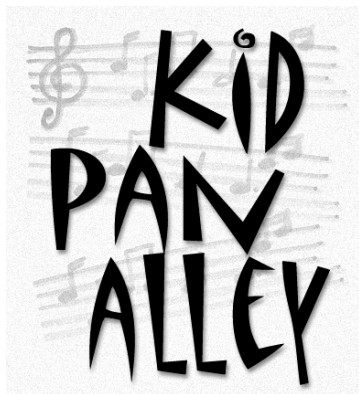
Tyrone never did well in school until they day he got to write a song with world-class songwriters Bill Lloyd and Paul Reisler. His teacher couldn't believe it. She called the principal in to watch through the window as Tyrone inspired the whole class with his ideas and his command of rhyme. Perhaps it was his one chance to experience himself in such a positive way. Maybe it was the beginning of seeing himself as a creative force rather than destructive one. Tyrone was changed in the eyes of his classmates, his teacher, his principal, and most importantly, himself.

Just imagine you are one of these children. You're changed forever—seeing yourself as a creator and not just a consumer. You learn about teamwork, embracing diversity and collaboration through the group songwriting process. You're able to express your feelings through song and that just might help all the kids understand each other better. You feel really listened to. And imagine the almost unimaginable—a song *you* wrote is recorded by a Grammy winning artist that you've heard on the radio.

You get excited about creative writing and learn about rhyme, metaphor, rhythm and melody through the process of writing your song. You even learn something that was going to help you on your tests. As profits from CD sales go to more music enrichment programs, it might make it possible for you to learn more about music.

This year, we are be producing a follow-up CD in Nashville, as well as many short-term residencies throughout the country. We'll also be bringing Kid Pan Alley projects into Children's hospitals in 5 major cities. Future plans include albums on specific themes including peace, nature and holidays.

Kids love music. With their unrestrained imaginations, they make great co-writers. Imagine what Kid Pan Alley could do in your community or in other communities around the country with your help. Imagine how different life will be for the children who get the chance to see themselves as creators. That can make all the difference. Please contact us to see how we might work together.



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How it Works

Songs are generally written in one 90-minute class period or two periods of 45 minutes each with the students working in a group process developed by Paul Reisler. We work with 3 classes per day in the 90-minute sessions, or 5-6 classes per day in the 45-minute sessions. We guide the students through the songwriting process, from the creation of an original idea to finished song in a fun filled way that honors the input of the children.

The students decide what they want to write about. The subject matter is often surprising—it may be about their cat, but often it's likely be about a grandparent with Alzheimer's, something they are studying in school, social issues or events in the world around them. Always the songs have a twist that can only come from the unrestrained imagination of a child. The songwriter and class work together to craft the children's ideas into a song. These programs are extremely effective in encouraging literacy, music and creative writing and often have many benefits in other areas of knowledge depending on the subject matter.

The songwriter writes the music using ideas from the children and it's always original. The songs come out in a wide array of styles, from country to classical, from folk to hip-hop. At the end of the class, we record the song and burn a CD for the class. A concert of the songs ends the residency. We can arrange manufacture of CD's of the classroom versions of the songs at a reasonable cost

We suggest both an assembly for the entire school as well as an evening program for the community. Typically, these evening programs draw 300-800 or more people even in small communities. As we rehearse with the children on the concert day, we do not write songs on that day. We perform all the songs we have written during the residency (typically 10-12 songs in a week-long program) as well as some songs from other residencies. The kids join us on stage for their song(s).

Projects can range from short-term residencies and concerts to full CD projects with professional artists. While we've worked with everything from 3-year olds through adults with great success, we prefer working with 2nd-5th grades. Class sizes of 15-25 children are ideal. We prefer working with the general school population rather than kids selected because of some particular talent. Often children who have not done well in other subjects shine in the songwriting classes.

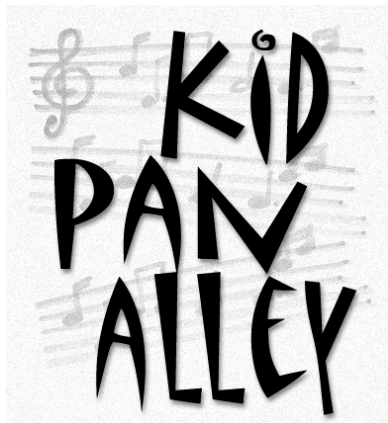
Kid Pan Alley provides the songwriter and their assistant (who is also a songwriter) as well as equipment for recording the songs. The presenter provides a professional sound system for the concert, blackboard space or flip charts, and an LCD projector if available.

When scheduling, please allow a minimum of 15-minutes between classes for us to document the song and 60-minutes for a lunch break in a local restaurant.

The song is considered a co-write between the songwriter and the children as a group. In the event there is any money made from the composition in the future, the 50% of the songwriter's share that is attributable to the children is used directly to fund more music enrichment programs for children. We need a signed release from the parent of every child in the class.

The media loves to cover Kid Pan Alley residencies because it is very dynamic, fun, involves local children and it is a great story. This can provide great coverage for your organization.

Please give us a call to discuss how we might help bring a Kid Pan Alley project to your community.



Parents' Choice Gold Award Winner • Grammy Nominee

"Feel-good songs, bluesy songs, funny songs and silly songs, big-hearted, I-know-how-you-feel songs: This beautifully produced CD is an all-inclusive celebration of creativity, shared experiences and new horizons." **–Parents' Choice**

"WHERE HAVE YOU PEOPLE BEEN ALL MY LIFE??? I got the CD "Tidal Wave of Song," and it made my day. It also made my review in Metrokids Magazine. Frankly, I was despairing of finding anything good to write about this month and was reaching back to some of last year's favorites (Grammy-nominated). I put your CD in the player, and my only problem is what to play first on Kids Corner. I love this CD. It is quite amazing."

–Kathy O'Connell, WXPB-FM, Philadelphia

"A stunning example of what can happen when children are given the opportunity to create without boundaries, and professionals are given the chance to remember what that felt like. The sheer joy and the profound wisdom of simplicity are evident on every track and the recording and musicianship are stellar."

–Performing Songwriter Magazine

"The Nashville Chamber Orchestra's Kid Pan Alley CD has not left my car CD player since I first received it. Kids of all ages love it. The songwriting of the school children along with adult songwriters is so incredibly disarming."

–Amy Grant, Grammy award winner

"The Kid Pan Alley project is a great concept, to be sure. But the end result is even more impressive. Kids' music that is exactly that: Music for-and by-kids. The songs are written with a charming honesty and whimsy that only children can create...Unquestionably the most original kids' CD I've heard all year."

–Kenny Curtis, XM Satellite Radio

"Paul Reisler's talents are many and his creativity, vast. Not to many people can do what he can do, bring the spirit of music and creating to new generations, opening up one of the most important doors there is. He is a national treasure."

–Robert Fritz, author of *Creating* and *The Path of Least Resistance*, composer

"*Tidal Wave of Song* is a veritable tsunami of homegrown music from Rappahannock County, VA. Wide-ranging, surprising and fun. But my favorite thing about the CD is that it is one of the most community-based projects I've ever heard. From start to finish it sings a song that could and should be lifted in every neighborhood, county and country: "This is who we are!" I love it!"

–John McCutcheon, Grammy nominee

"When it comes to music for kids, Nashville couldn't produce better songwriters than, well . . . kids. Simply put, no one can capture the essence of Christmas in Tennessee, the fulfillment of curling up in front of your favorite cartoons or the pleasantly pungent aroma of stinky socks quite like a child can."

–The Tennessean, Nashville, TN

"Paul Reisler has tapped into the creative powers of kids, inspiring and empowering them, and lighting a new fire in the artists that get the privilege of working with them."

– Lari White, Grammy nominee

"From the first notes you are hooked by the joy that went into this project. It's an album as ageless as the community that has created it, and that rings true with just one listen...Music that can be enjoyed by the entire family."

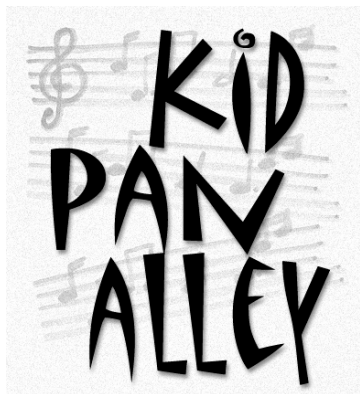
–MetroKids Magazine, Philadelphia, PA

"The wearied question 'What do you want to be when you grow up?' suggests that kids don't really get to be anything yet. But thousands of kids are earning the right to call themselves musicians by working together to write songs. And they're proving that in spite of their age (or because of it) they have quite a knack for tunesmithing."

–Oxford American

Kid Pan Alley is a great idea that celebrates songs and music for kids, by kids. And there's nothing kid-like in the musical take-away which makes it all the more rewarding."

–Today's Parent



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2007 Price List

Kid Pan Alley Residency (trained songwriter and assistant)

Per day: \$1,700.

Per day (3 days): \$1,500.

Per day (5 days and up): \$1,300.

To guarantee that the songwriter will be Paul Reisler, please add \$400 per day to the above prices

In addition, sponsor provides travel and accommodations for two people plus sound system for concert.

Assembly programs of Kid Pan Alley songs:

Single performance: \$700.

2 back to back performances \$1,200.

CD's of classroom recordings of songs:

In jewel boxes with on disc black print includes shipping, editing and mastering:

Qty: 40: \$320.

90: \$630.

140: \$840.

Over 190: \$5. each