



2019

BluesKids**Foundation**

Fernando Jones, Founder



Hello Al Cortéz,

First off, thanks for the interest in implementing Blues pedagogy into the Los Angeles Unified School District in 2019 via Blues Camp and me as an artist-in-residence. It has been a dream of mine since childhood to have a centrally located place where student musicians could come and play the Blues in a nurturing environment. Fast-forwarding to adulthood, the dream has come to fruition.

Let's make Fernando Jones' Blues Camp Los Angeles accessible to at least 50 to 100 entry, intermediate and advanced level student musicians ages 12 to 18 next summer in June. Enclosed is an idea of how we could do two sites on two different sides of LA within a 5 to 7 day period of time.

Marketing Strategies to Promote the Concept

- Bring me into the LAUSD as an artist-in-residence in October and April for one week for high school band students.
- Tie me into a professional development session for teachers (Using Blues to connect Social Emotional Learners).
- Bring/send at least 6 Blues Kids who are 18 years old to Blues Camp Chicago 2019.
- Create a Blues based curriculum / lesson plans for middle school students using my book as a source.
- Give high school students college credit for participating in the sessions.



Mission & Impact

The Blues Kids Foundation is an IRS recognized 501(c)(3) nonprofit charitable organization. We were established to preserve, perform and promote the Blues among America's youth, parents and educators under the tutelage of highly qualified instructors. Our focus includes Social & Emotional Learning, literacy and Music as a Second Language.

Goals

- Keep Blues youthful and exciting, while preserving and building on the past.
- Learn the importance of the Blues from a sociological and historical perspective with a focus on the future, representing student musicians as scholars and achievers.
- Introduce this American art form to new audiences, globally.
- Use critical thinking skills, while collaborating with others.
- Apply practical skills learned in class in a culminating activity on stage.
- Promote digital learning and embrace technology.

Learning Outcomes

- Improve music literacy by playing songs by ear and reading tabs + chord charts.
- Communicate using cross-generational/regional "Blues" language.
- Use proper dynamics to ensure appropriate volume levels for songs.
- Accompany vocalist with proper volume control.
- Critique and self-evaluate performances and provide feedback to others.
- Perform as "one" in an ensemble setting.



Ensemble Size - 2 to 3 ensembles per site; 7 to 12 student musicians in each ensemble.

Instrumentation - All instruments welcome.

Age Range - 12 to 18 years old.

Space Requirements - 3 to 4 multipurpose rooms w/backline including amplifiers for instruments, microphones + PA system or arrangements can be made for participants/Blues Kids to bring their own gear.



5-Day Summer or Spring Break Option
(Blues Camp can also be done in one-day using a similar schedule)

Monday to Friday (Tentative Schedule)

8:00AM - Welcome to Blues Camp (Blues Kids and Parents)
8:05AM to 8:25AM - Healthy Morning Snacks
Blues Kids' Morning Jam Session (Auditorium)
8:30AM to 8:40AM - Morning Assembly / Roll Call (Everyone)
8:45AM to 11:15AM - Ensemble Sessions
11:20AM - Return to Auditorium
11:30AM to 11:50AM - Lunch
12:00PM - Dismissal

Friday (Culminating Activity)

5:30PM - Soundcheck
6:30PM - Donor Reception | Meet & Greet Fernando Jones (Book Signing)
7:30PM - Blues Kids of America Concert
10:00PM - The End



Ideas we can work on

Fernando Jones / Blues Kids Foundation will:

- Commit to a one to five day 2019 Blues Camp onsite.
- Provide the curriculum and with two to three instructors, including Fernando Jones.
- Provide a 2 minute promo sizzle reel video from Blues Camp LA.
- Provide online audition platform and emergency forms.
- Design the publicity.
- Promote Blues Camp via posters, social media, email lists, etc.

LAUSD will:

- Organize press coverage for the events.
- Bring Fernando Jones in as an artist-in-residence to the LAUSD.
- Give participants college credit for participating in Blues Camp and Jones' Master Classes.
- Facilitate an opening reception and a culminating activity.
- Provide 3 performance ensemble room spaces.
- Provide morning snacks and lunch for student musicians.
- Promote Blues Camp Chicago via posters, social media, email lists, etc.