



A VIRTUOSO OF THE 21ST CENTURY HAS ELOQUENTLY MERGED ART AND TECHNOLOGY



PRECIOUS LOVE  
 YOU NEED LOVE  
 IT'S NOT SO EASY  
 YOU GO TO MY HEAD  
 ELSI 'N' ME  
 WHAT WILL I DO  
 JUST LIKE THIS  
 I CAN'T TELL YOU  
 KELLIE'S THEME  
 FOREVER MORE  
 T.L.G

Juewett  
 Bostick



**FOCUS TRACK**  
 IT'S NOT SO **EASY**

IT'S NOT SO **EASY** Music CD and Interactive CD-ROM

**ABOUT THE PROJECT**

The 21st Century is Now! Your eyes, ears, heart and mind, all of your senses can participate in the experience and enjoyment of music and art. Musicians and artists are stretching the boundaries of their disciplines and employing technology to create new entertainment products. The technology is available to bring music and art together in a dynamic medium that will satisfy all of your senses. This web site, CD and CD-ROM is the manifestation of that idea. The designers of this CD-ROM have created a harmonious marriage of music, art and technology to bring you, the consumer, the music enthusiasts, closer to the music. We want you to become intimate with the musicians, singers and creative forces that evolved into this product, in a manner never before available.

You should know the complete story. The music is just the beginning. Each selection on this CD tells a story about love and relationships. The dynamic between man and woman, the love between parent and child, the respect between friends all serve as the inspiration for this music. Each song has a rich history awaiting your exploration

**THE Music CD**

The experience begins with a great CD. The music portion of the project features performance by Ali Woodson, formerly with the Temptations, Jean Carn, Gary Bartz, Denise Stewart and Juewett Bostick. Bostick produced the CD with selection co-produced by Norman Connors.

The central theme resonating through all of the selections is relationships. The dynamic between people in different situations and stages in life, regardless of age or gender, will always be of interest to music fans until the end of time. An adult urban R&B, contemporary jazz flavor serves as the fiber with which this musical tapestry is woven.

**The CD-ROM**

THE MARRIAGE OF ART AND TECHNOLOGY SHOULD NOT BE A SHOT-GUN WEDDING It should be something eloquent, honest, visually pleasing and inviting to non-techies' and it should serve a purpose. The designers of

the CD-ROM have worked very hard to achieve this end. We think the music is half the experience. So, we're exposing the personal side of the writers, singers, musicians and producers. We videotaped the recording sessions, interviewed the writers, singers and producers. We captured special moments in the studio so you would be there too. All of this has been included in the CD-ROM to bring you the story of how the music came to life.

**RETAIL MARKETING:**

Retail Single Sale Pricing and Positioning campaign targeting key independent accounts nationwide

**TARGET MARKETS:**

Atlanta, New York, Cleveland, Detroit, Chicago, Philadelphia, Washington, Los Angeles, Houston, Dallas, New Orleans and Memphis.


**RADIO:**

Phase I radio campaign Servicing to 250 key Urban, Urban AC and NAC stations nationwide for adds and rotations. Phase II Major radio thrust to begin July 2004.

**PUBLICITY:**

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