

SOVAD

White paper for The School of Visual and Audio Design

Friday, March 30th 2018

ABSTRACT

Think of SOVAD as a vocational marketing agency training center where students reside and learn in all the same employment positions that would make up a functioning multi-media agency. Using the most talented educators in New York City who are also innovators and leaders in their field, we teach and nurture the careers of the creative youth, who would invariably be left behind in both the blighted AND affluent neighborhoods around the continental United States. To often those most left behind by our standardized education system are the creatives and the artists. These are also the creators of innovation and are often the most passionate employees in our workforce. To this end, if we can serve this forgotten demographic, we are truly reaching one of the highest human resource ROI an investment could yield. The core values of SOVAD pivot on a philanthropic approach to serving the most needy in our community that would otherwise not have access to these types of vocational programs and create graphic artists, designers, publishers, audio content providers, producers, music supervisors, App developers, website developers, web designers and a plethora of contracted creative professionals all under one roof. City and state have cut out and left behind a safe place for our youth to explore themselves and the world around them through creative outlets. We have disconnected passion and the need for excitement on a project in our education system. But creative outlets are MOST important in the advertising, music, film, marketing and strategic planning and many other industries.

THE FIRST VOCATIONAL SCHOOL TO TARGET ALL FOUR AGE GROUPS

The vocational School of Visual and Audio Design is a four part initiative with a direct focus on intergenerational community outreach, audio solution production and visual design production.

General curriculums focus on four age groups:

1. **Children** - Art and Music programming. You can already see the hundreds of programs I have led for over 20 years at my not for profit web site www.RandomActsOfSongs.org
2. **Teens** - After school program outreach and vocational training. I worked for many years with the DJJ as educator and program director as well as the YMCA, a dozen park districts etc.
3. **Accredited College proposed courses** in audio engineering, graphic design, web and app dev, media and marketing, strategic branding and publishing
4. **Senior Intergenerational Social Technology Activities** - As program director for the largest community house in New York City for 8 years, I led thousands of programs, symposiums, galas, fundraisers, grant procurement and ribbon cutting ceremonies etc.

Although we are a tech-trade school on the surface, our social ambitions define SOVAD's core values. We strive to connect all of these age groups to be the first multi-level intergenerational vocational educational center for all community members.

OPERATIONAL PLANS

Grassroots elected officials rely more and more on discretionary grants that show their grants benefit. What better way that kids and seniors together under one fund? In fact, intergenerational is the golden goose for elected officials because it's benefiting both groups with only one program budget. I was program director for 8 years for NYC's largest senior community center. I believe we need all four age groups to be truly successful. No one has yet built a school around these four stages of life and served them all as we already have. Other amenities include Mail-a-book program integration with the NYPL and computer lounge/ technology resources for seniors at the facility that many of our libraries desperately lack.

HOW IT WORKS

The school is essentially an entire media agency studying, learning and exploring together using the time proven curriculums curated over 25 years by SOVAD founder, Joshua Lutz. Agism is a very damaging form of discrimination that hurts both young and old in our country. Through SOVAD programming, our youth are exposed to relationships with senior citizens through a large variety of creative programming. We have seen the biggest miracles happen when diverse age groups future and support each other and we see this as a valuable tool to achieve a higher form of community. We appose agism at all levels, low and high. SOVAD's core values are all about empowering our students to build their own brand of "unique advantage" in life and giving back, leaving a feast trail for those in your wake in your community and beyond. This school is all about creative solutions for a world riddled with social, societal, political and academic injustice.

- 1. Videography, web content and film** - In one of our first class proposals, teen age group s document history through interviews with seniors who have lived it. Library of congress and other outlets for possible partnerships exist.
- 2. Audio Digital Media** - Licensing, tracking, mixing, music placement, music business, signal flow.
- 3. Visual Digital Media** - Graphic design, web design, marketing media, marketing strategy.
- 4. Entertainment** - This is yet another example of the intergenerational outreach SOVTAP will provide.

DeBlasio is a big reality proponent of realty. He said he was progressive but he's no different than Bloomberg. He puts in less than 5% senior housing. We have to fight more for our seniors who are just as left behind as the creative children with few to no creative outlets in our schools.

ABOUT OUR FOUNDER

Creativity is the key here and our founder Joshua Lutz is the most creative person you'll meet. Joshua holds a degree in audio engineering as well as graphic design and serves on many

boards across NYC such as the Public Library and Council on the Aging. He plays over 45 musical instruments and has directly worked with artists such as Maroon 5, Al Green and David Chapel. More about Joshua at www.CreativityNy.com

FUTURE PLANS

We would like to secure a location are enough to house multi-level programming for all four parts of this initiative and include government housing for our youth at high risk. We are talking with Chief of staff, legislative directors and congressmen and women, HHS, National endowment for the arts, Salvation Center to get grants and funding, senators, local congress, city council woman Grace Mang, orphanages and state run group homes across the tri-state. We are working with public officials and grant writers to procure discretionary funding to purchase the equipment and pay the staff needed to make this endeavor a success. We are also working closely with the crypto company, The Praetorian Group (www.PraetorianGroup.io) who are looking to use their real estate property holdings to facilitate vocational in-house. The Praetorian Group's "Pax Token" is the only crypto currency on the blockchain backed by sound money (real estate) and as such, is an ideal partner in the SOVAD narrative.

CONCLUSION

- Through our Mobile studio partnerships with The Children's Village, Forest Hills Community House, NYQPL and Baby Steps of Queens, we have a dynamic range of programming for our youth. During our audio engineering programs we teach music theory, signal flow, file conversions, engineering techniques, studio etiquette, legality, licensing and commercial placement and much more.
- Intergenerational catered entertainment events in senior homes, boys homes, DJJ facilities and group homes which we have been doing on a weekly basis for over twenty years across America.
- This school has been operational and singular minded in our clear vision for over twenty years. SOVAD just needs an official home (structure or facility) and on vetted administration proposed staff which include teachers, payroll, operations, financial/HR and security.
- The programs have been curated over twenty years and built out to achieve a maximum ROI on our time and funding. These classes have been featured on NY1 and Time Warner Network for our innovation in education. Joshua Lutz has written hundreds of journals on dynamic programming for multi-level age groups and our vision has been polished down to a diamond. This program is overdue for green light, we only need the space and financial resources to give our students what they deserve, the very best.

For more information please visit
www.RadomActsOfSongs.org
www.CreativityNy.com
www.PraetorianGroup.io